LAGARDE
BODEGA 1897

Project: Lagarde 2.0 - A more photo-oriented, user-friendly, gastronomic website

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We recommend Lagarde adopt a more photo-oriented, user friendly website to highlight the combination of premium wine and fine dining in order to better appeal to international customers

Over the past century, Lagarde has built a powerful brand by developing sustainable production practices, experimenting with non-traditional grape varieties, and highlighting the gastronomic pairings of its wines. The winery offers a compelling customer experience in which traditional Argentine cuisine is paired with exquisite wines. Lagarde differentiates itself in the crowded Argentine wine market through its branding that exudes elegance and sophistication.

The website is a resource used by importers, consumers, and tourists to engage with the Lagarde brand. After conducting some research, it was discovered that there are two areas of opportunity where Lagarde's current website could better accentuate the winery's desired brand image. First, the website could better emphasize the extent to which its wines pair with food; second, key functions (notably the reservation function) can be made more visibly apparent and more intuitive to use.

We have developed a prototype website for Lagarde in English, Spanish, Portuguese and Mandarin
- https://lizriedel.wixsite.com/lagarde-spanish
- https://lizriedel.wixsite.com/lagarde-portuguese
- https://lizriedel.wixsite.com/lagarde-chinese
- https://lizriedel.wixsite.com/lagarde

The prototype version lends itself well to a mobile interface for those who interact with Lagarde on their phones. The mobile version is working but would need more work to be ready for customer use.

This report will focus on the English version of the prototype website. The prototype website better communicates Lagarde's brand by placing the relationship between food and wine at the heart of the customer experience, and offering a more intuitive user experience. The prototype website can be published online as-is or it can be used as a comprehensive mock-up to be presented to the winery's web development team in Buenos Aires.

Lagarde's current website fails to clearly link wine to the culinary experience

The current website features stunning pictures of the vineyard, but the imagery and information about food is hidden in the "Visit Us" tab, under the "Restaurant Fogón" subheading. Our calculations show that 13 out of 156, or roughly 8.3%, of the pictures across the website highlight the food and wine experience. Additionally, the current blog fails to communicate the Lagarde experience because posts rarely focus on the pairing of food with Lagarde wines. In the past 18 months, only 3 of the 12 blog posts were about food and wine.

The current website is difficult to use and contains graphics that detract from the intended brand image

Our testing data indicates that 25% of users in our sample could not find the online reservation page (see Exhibit A for comprehensive results). Qualitative feedback from the same users points to counterintuitive highlighting of page markers: the active tab is highlighted in grey, while inactive tabs are in read. In the "Visit Us" tab, under the "Restaurant Fógon" subheading, misaligned content (i.e. pictures and menu) detract from Lagarde's ability to present an elegant and sophisticated brand image. Finally, the current website lacks key functionality - the third party reservation software does not send customers automatic confirmation emails and fails to inform them that their reservations have been received.

To validate the design of the prototype website we conducted a variety of tests with a total of 32 individuals, including 21 college-aged US citizens, 6 tourists visiting Lagarde, 2 potential tourists, and 3 Mendocinos. The first part of the test asked testers to identify key information on both the desktop and the mobile websites. The second part of the test asked testers to qualitatively evaluate their experience on the website.

The results of the comparison between the prototype and the current website show that:
- the prototype website has a strong perceived elegance with users giving an average rating of 4.56 on a scale from 1 to 5;
- users found both the mobile and desktop versions of the prototype website to be better designed and more modern than the current website;
- users believed that key information and features were easier to find
- users expressed that the prototype website better highlighted the relationship between Lagarde wines and food
- users visiting the desktop version of prototype site were able to more quickly identify countries in which Lagarde wines are available;
- users visiting the the mobile version of the prototype were able to more quickly make restaurant reservations, identify countries, and find wine-related technical information.

The prototype website links Lagarde's wine to the culinary experience

The prototype website emphasizes the relationship between food and wine pairings, especially within the "Blog" and the Restaurant Fogon tabs. Through the prototype blog, Lagarde can communicate specific pairings and recipes to key customers, allowing them to experience the relationship between classic Argentine fare and Lagarde's gastronomic wine. The "Restaurant Fogón" tab includes several images of different seasonal food and wine pairings to spark the consumer's imagination. Across the prototype website, 70% (50/72) of images highlight either food and wine pairings or the Fógon Restaurant. By comparison, only

8.3% (13/156) of the current website's images showcase food and wine pairings or Fógon related images. This represents an increase of 61.7% of images that pertain to the Lagarde food experience.

- 85% of users think the prototype website highlights the relationship between Lagarde wine and culinary experience, while only 20% thought that about the current website.

The prototype website allows customers to perform key tasks faster

To compare the functionality and ease of use of the current and prototype websites, we conducted user testing with students, tourists, and native Argentines (see Exhibits A-F for the methodology and comprehensive results).

- The prototype website decreases the time to reach the reservation pop-up on a desktop from 18.86 seconds to 12.94 seconds;

Lagarde can use the prototype website as a marketing tool

A second goal of the prototype website is to streamline how export managers engage with importers. Export managers use the information on the current website to build pitch decks for meetings with importers. Therefore, the technical information about Lagarde's wines needs to be complete and easily accessible. On the current site, some of the pages are missing technical information, descriptions, or images. The current Lagarde website only has pictures for 50 of the 87 wines they display on the site. The prototype website displays only the 22 wines that Lagarde currently offers. Each of these 22 wines display the correct image and technical information. The redesigned "Wines" page will allow importers to access the updated technical information for the vintages that are actually available for sale.

Next Steps

If Lagarde chooses to publish the prototype site, the implementation process begins with transferring the Lagarde.ar domain to the prototype website via the Wix platform. In doing so, maintenance of the prototype website is brought in-house, with Francisco in charge. As Francisco becomes more familiar with the tools on the website, he can reduce his workload on this by teaching his associates how to make simple changes.

To change the domain, Francisco should refer to the "User Guide" in Exhibit J for step-by-step instructions. The "User Guide" also contains information on how to modify text and images, add tabs, and edit the website's design, among other useful tips. The prototype website can be published online as-is, or it can be used as a comprehensive mock-up to be presented to the winery's web development team in Buenos Aires.

Appendices

Exhibit A - Reservation Testing (Current Website)

Tester	Time (seconds)	Number of Clicks	Intuitive?	Comments/Notes
1	24.69	4	No	Can't see the whole screen, had to scroll to the side, did not see that it was a button, did not think that she could click on it. Clicked the wrong subheading.
2	51.79	9	No	Clicks the winery button thinking that they could reserve there Clicked restaurant Fogón when in the subheadings
3	18.08	4	No	Tried the button first, but did not think that it was a button, but got lucky and scrolled over it to see the cursor change
4	14.13	3	No	Got it from the cursor changing.
5	16.63	4	Yes	Read the words reservation on the button when first got to the page
6	48.63	13	No	Thinks that emailing is the only option for making reservations on the site after using Ctrl F and seeing the email at the bottom of the page. Had no idea it was a button
7	15.75	3	No	Native Spanish speaker - Did not make sense, had to actually spend the time to look for it it. Thinks that it should be prominent when they open the page. Especially when on mobile, the reservation ability should be prominent

8	DNF	6	No	Decided that they would just call to make a reservation because they could not figure out how to do it online.
9	15	3	Yes	She would not have known that there was a restaurant without us telling her to look for one. She was user if the button was clickable. Scrolled past the button on the page initially
10	DNF	9	No	Had no idea that it was a button. Thought the only way to make a reservation was to email.
11	41.40	10	No	Thought that she was on the tours and tastings page due to the shading of the breadcrumbs. Thought that she only able to make reservations via email.
12	DNF	7	No	Clicked breadcrumb and went to the same page due to bad colors. Thought that the reservations button was a header picture "Generally the tab that's highlighted is the one that you're on"

Summary of Findings
- 3/12 Did Not Find (DNF)
- 27.34 seconds on average
- 18.08 median seconds
- 6.25 clicks on average
- 2/12 did not think it was intuitive.

This test was designed to determine the intuitiveness of the online reservation system on the current website. To conduct the test, we asked 12 college-aged US students to book a reservation at the restaurant, with each of them starting at the home page. Testers then attempted to book a reservation with no other instruction. Throughout that process, we recorded the number of clicks and the time it took to get the booking screen. Afterwards,

testers were asked to provide general comments and evaluate whether the process was intuitive.

Only two of the twelve student-testers thought that booking from the home page was intuitive; three of the testers never even reached the online booking pop-up. Those who did find the pop-up quickly expressed that they were only able to find by accident when they saw the cursor change to the "clickable cursor". At first glance, all of the testers initially identified the reservation button as a picture.

Overall, our results indicate that the booking process on the current site has room for improvement, By improving the intuitiveness of this key function, Lagarde can increase the number of online reservations.

Exhibit B - Reservation Testing (Current Website - Mobile)

Tester	Time (Seconds)	Intuitive?	Comments/Notes
1	DNF (50.02)	No	"At this point I would call or email" I think that if the word reservation was larger I would have hit the button. "Looks nice"
2	41.67	No	Their website was pretty. Used to scrolling down to the bottom of the page to make a reservation. Does not look like a button. There's better ways to lay pictures out on the restaurant page, does not flow well together. " text then random pasted in pictures"
3	42.28	Yes	Button looks like a logo or a picture. The word "reservations was small and hard to see"
4	30.76	No	Says reservations, but it looks like the logo of the restaurant I get how it is supposed to look nice I would have emailed if you did not say that I could have reserved on the site.
5	22.93	Yes	Doing it on a phone made it harder. Scrolled before seeing the menu
6	16.93	Yes	After he read reserve then he thought it wasn't a button, if reserve was bigger he would have immediately known

This testing led us to believe that reservation on mobile was very difficult. The main reason we found this was because every tester scrolled right past the reservation button when they were looking for it. Testers wanted the button to be more prominent and noticable.

Exhibit C - Task Testing (Current Website - Desktop)

The following table summarizes the testing done on the desktop version with the current Lagarde site. The columns include the time it took testers to answer the following 4 questions:

1. Can you book a reservation on the restaurant?
2. Can you name 3 countries where Lagarde wine is sold?
3. Can you tell me Lagarde's visiting hours?
4. Can you show me the technical PDF for the Lagarde Champenoise Extra Brut - A sparkling wine?

The sample from this test was drawn from 8 subjects: tourists at Lagarde, United States college students, locals as well American tourists. The data in the table was used in statistical analysis to determine if there was a difference between the current site and the new one.

Tester	Type	Task: Restaurant	Task: Countries sold	Task: Visiting Hours	Task: Extra Brut
3	US Student	7.89	27.6	6.27	
7	US Student	61.42	57.27	16.13	-------
8	US Student	1:01.42	32.57	20.56	13.89
9	US Student	18.01	20.9	11.3	15.1
10	US Student	7.83	32.43	15.62	9.4
11	US Student	6.16	9.41	10.33	15.11
12	US Student	1:32.35	27.8	8.9	7.02
13	US Student	11.84	13.4	8.65	8.1

Exhibit D - Task Testing (Prototype Website - Desktop)

The following table summarizes the testing done on the desktop version with the new Lagarde site. The columns include the time it took testers to answer the following 4 questions:

1. Can you book a reservation on the restaurant?
2. Can you name 3 countries where Lagarde wine is sold?
3. Can you tell me Lagarde's visiting hours?
4. Can you show me the technical PDF for the Lagarde Champenoise Extra Brut - A sparkling wine?

The data in the table was used in statistical analysis to determine if there was a difference between the current site and the new one.

Tester	Type	Task: Restaurant	Task: Countries Sold	Task: Visiting Hours	Task: Extra Brut
1	US Student	8.93	34.05	8.71	36.59
2	US Student	01:14.3	8.15	9.98	30.5
4	US Student	23.5	10.53	14.07	16.52
5	US Student	12.22	21.78	14.36	27.11
6	US Student	12.56	16.43	12.34	19.56
14	Lagarde Tourist	22.9	18.8	6	11.83
15	Lagarde Tourist	11.93	20.9	11.39	14.72
16	Local	20.3	15.13	15.55	22.63
17	Local	11.06	14.51	9.23	12.2
18	Lagarde Tourist	8.89	19.49	4.7	10.52
19	American Tourist	10.1	6.8	18.6	13.95
25	American Tourist	11.96	32.65	14.73	17.63

Exhibit E - Task Testing Statistics (Desktop)

The following table shows the results of statistical analysis between the tests performed on desktop between the current site and the prototype site.

Restaurant task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = -0.1245$ $p = 0.1146$	Fail to reject null hypothesis
Countries task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = -2.092$ $p = 0.0254$	Reject null hypothesis
Visiting hours task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = -0.015$ $p = 0.4940$	Fail to reject null hypothesis
Extra brut task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = 2.195$ $p = 0.9779$	Fail to reject null hypothesis

The analysis above concluded that users can more quickly find information about the countries in which Lagarde operates on the prototype website.

With regards to making reservations at the restaurant, identifying the winery's visiting hours, and identifying technical information, users can perform those tasks just as fast on the prototype than the current website.

Exhibit F - Task Testing (Current Website - Mobile)

The following table summarizes the testing done on the mobile version with the current Lagarde site. The columns indicate the time it took our users to answer the following 4 questions:

1. Can you book a reservation on the restaurant?
2. Can you name 3 countries where Lagarde wine is sold?
3. Can you tell me Lagarde's visiting hours?
4. Can you show me the technical PDF for the Lagarde Champenoise Extra Brut - A sparkling wine?

The data in the table was used in statistical analysis to determine if there was a difference between the current site and the new one.

Type	Task: Restaurant	Task: Countries	Task: Visiting	Task: Extra Brut
Lagarde Tourist	75	90	20	17
US Student	74	75	21	25
US Student	42.63	84	17	13.46
US Student	-	56.23	12.35	17.23
US Student	92	67	14.98	21.63
US Student	53.23	-	12.83	19.23

Exhibit G - Task Testing (Prototype Website - Mobile)

The following table summarizes the testing done on the mobile version with the new Lagarde site. The columns include the time it took testers to answer the following 4 questions:

1. Can you book a reservation on the restaurant?
2. Can you name 3 countries where Lagarde wine is sold?
3. Can you tell me Lagarde's visiting hours?
4. Can you show me the technical PDF for the Lagarde Champenoise Extra Brut - A sparkling wine?

The data in the table was used in statistical analysis to determine if there was a difference between the current site and the new one.

Type	Task: Restaurant	Task: Countries	Task: Visiting	Tasting: Extra Brut
Lagarde Tourist	12.57	13.78	3.84	17.41
Lagarde Tourist	20.06	7.26	22.36	8.38
US Student	13.59	10.12	18.16	8.11
US Student	9.48	18.27	7.44	17
US Student	13.81	4.91	9.02	13.79
US Student	14.22	5.25	11.25	14.84

Exhibit H - Task Testing Statistics (Mobile)

The following table shows the results of statistical analysis between the tests performed on mobile between the current site and the prototype site.

Restaurant task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = -6.657$ $p = 4.56 \times 10^{-5}$	Reject null hypothesis
Countries task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = -10.903$ $p = 8.67 \times 10^{-7}$	Reject null hypothesis
Visiting hours task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = -1.358$ $p = 0.1022$	Fail to reject null hypothesis
Extra brut task	$H_0: time_{new} \geq time_{old}$ $H_A: time_{new} < time_{old}$	$t = -2.417$ $p = 0.0181$	Reject null hypothesis

The analysis concluded that mobile users can more quickly make a reservation at the restaurant, identify the countries in which Lagarde operates, and find technical information on the prototype website than the current website.
By contrast, user can identify the winery's hours of operation, just as fast on the prototype and current websites.

Exhibit I - Testing Survey Statistics

The following tables show the results of statistical analysis of a survey given to testers after task testing. The analysis compares responses about the current site and the prototype site.

Associations

Elegance	$H_0: new \leq old$ $H_A: new > old$	$t = 0.871$ $p = 0.1955$	Fail to reject null hypothesis
Prestige	$H_0: new \leq old$ $H_A: new > old$	$t = 0.097$ $p = 0.4619$	Fail to reject null hypothesis
Youthfulness	$H_0: new \leq old$ $H_A: new > old$	$t = 0.766$ $p = 0.2250$	Fail to reject null hypothesis
Modern	$H_0: new \leq old$ $H_A: new > old$	$t = 2.002$ $p = 0.0275$	Reject null hypothesis

User Experience/User Interface

This website was attractive.	$H_0: new \leq old$ $H_A: new > old$	$t = 0.315$ $p = 0.3776$	Fail to reject null hypothesis
The website was well-designed.	$H_0: new \leq old$ $H_A: new > old$	$t = 3.499$ $p = 0.0008$	Reject null hypothesis
Key information and features were easy to find.	$H_0: new \leq old$ $H_A: new > old$	$t = 3.858$ $p = 0.0003$	Reject null hypothesis
The website highlights the relationship between Lagarde wines and the culinary experience.	$H_0: new \leq old$ $H_A: new > old$	$t = 3.847$ $p = 0.0003$	Reject null hypothesis
The website includes compelling pictures.	$H_0: new \leq old$ $H_A: new > old$	$t = 1.619$ $p = 0.0583$	Fail to reject null hypothesis

The statistical analysis concluded that users perceive the prototype website to be more modern than the current website. In terms of user experience, users believed that the prototype website was better designed than the current website and that key information and

features were easier to find on the prototype website. Finally, users believed that the prototype website better highlighted the relationship between Lagarde wines and the culinary experience.

Exhibit J – New Website Overview

Homepage

The homepage sets the theme for the website. In this page, a square grid highlights the gorgeous photography of Lagarde, while also serving as functional navigation tool. The photo-oriented theme is purposeful, so as to reduce a text-heavy design. We imagined that the pictures of Lagarde could largely speak for themselves. In addition, we married this simple design with the warmth and elegance of the Lagarde brand, maintaining the beige and bordeaux color scheme.

Additionally, we have kept the important contact information, visiting hours, TripAdvisor and social media links all clearly visible at the bottom of the page for reference.

"Our Wines" page

The first page of the "Our Wines" section is a landing page that shows you the 6 different lines that Lagarde has to offer. On this page you will find a brief description of every brand as well as an image of a recent bottle. From here, you can click into any of the brands to see all of the previous bottles within the brand.
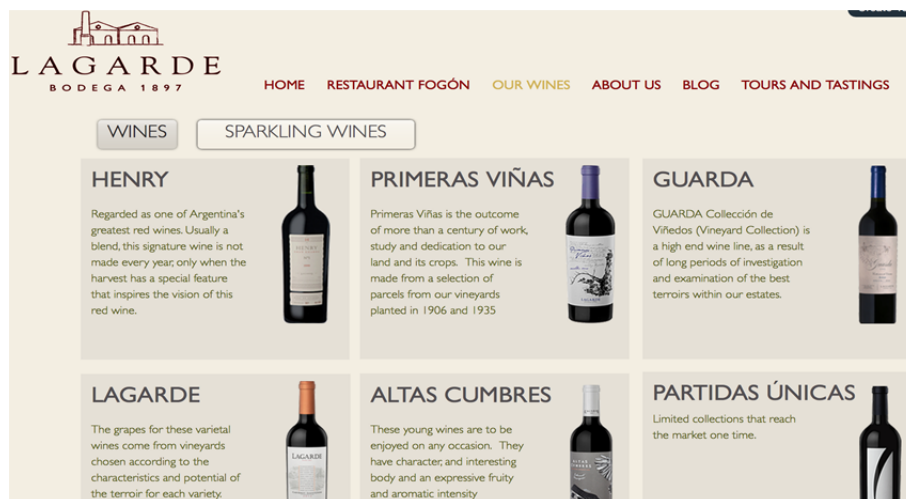
The purpose of this page is to showcase the wines that Lagarde sells at the vineyard and worldwide. This page showcases each of the wines within the collection through a picture and the name of the wine.
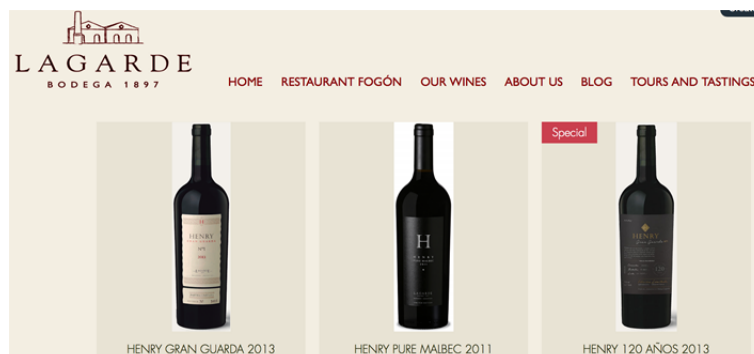
Clicking into one of the wines on the page takes you to a more detailed page about each wine. This page includes information about food pairings for the wine, a link to the technical information, as well as more pictures of the wine. Lagarde's wines are gastronomic wines so

they can be displayed on this page with food in the secondary images. Although the shopping feature is not available on this page, it can be enabled if Lagarde does chooses to conduct sales through their site in the future. The last feature that this page promotes is the ability to share specific wines on various social media outlets.

Restaurant Fogón Page

This page is wholly focused on the restaurant, serves as a platform for online reservations and highlights the importance of Restaurant Fogón to Lagarde's operations. Moreover, its inclusion in the main navigation menu rather than under the Visit Us tab facilitates the booking process for prospective guests because the page is more immediately visible. Upon opening the site, the prospective guest is presented with information taken from the current site alongside a revised booking button. The revised button follows the user throughout any scrolling and thus clearly communicates to prospective guests the roadmap to book a table at the restaurant. Additionally, the white color of the reservation button contrasts against the bordeaux website so as to more easily attract the user. Finally, the layout of the page and its aligned content translates to a more mobile friendly interface.

About Us - In the World Page

The organization of countries by continents and an interactive world map with contact information of the export managers presents Lagarde's international presence in a cohesive manner. In the earlier version of the site, countries were organized alphabetically. Furthermore, per the client's request, presentation of the countries that Lagarde reaches is aided visually by small icons of the country flags. Lastly, the earlier site did not provide contact information for neither of the export managers leaving no clear pathway for international importers seeking information.

In the World

Thanks to our commitment to excellence, we produce wines that compete at the highest levels worldwide. These are the countries where Bodega Lagarde wines are available:

Contact:: Agustin Gandia
Country: United States
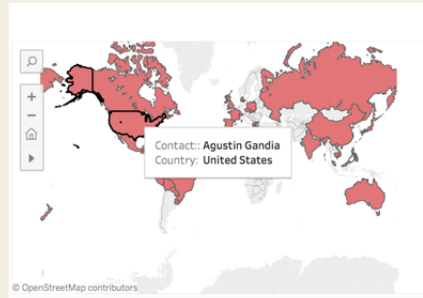
Canada, Europe, & United States: agustin.gandia@lagarde.com.ar
Asia, Oceania, & Latin America: rodolfo.juarez@lagarde.com.ar

Blog Page

The purpose of the Blog page is to allow customers to see and read any news, events, or announcements that Lagarde has. This page follows that block theme that is seen throughout the website, making it easy for the user to see the different categories that the posts fall in. Below the categories, the user may scroll down and view summaries of the posts, organized by the date posted, and then click on the post to view the entire post if they would like to. If the user would only like to view the posts in a certain category, for example, "Reports", they may click the square at the top of the page and that will filter the posts. The new blog page also features "Pairing of the Month" which showcases the Lagarde experience of food and wine by offering a wine and a recipe of the month that the user can use to bring the Lagarde experience to their home.
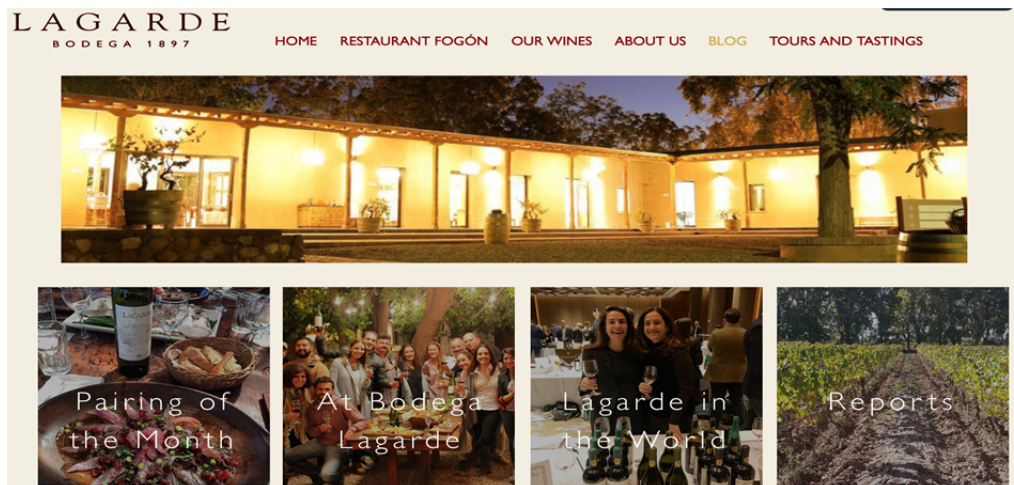
Exhibit K - Pricing for Direct Implementation

When attempting to change the domain name for your wix site, please refer to the user guide in **Exhibit L**. Changing the domain name of the wix site to be the current domain name of the Lagarde site will incur a monthly fee to wix. Based on site usage, the desire to remove advertisements from the site and other technical specifications there are 5 different options that Lagarde can choose for hosting:

Exhibit L - User Guide

The user guide aims to aid Francisco (and other Lagarde employees) as he takes over maintenance of the new site. The guide includes step by step instructions of how to make updates to the site, as well as general tips and tricks. It also includes descriptions of useful applications, offered by Wix, that help site owners keep track of users on their site as well as manage sales on products if Lagarde chooses to move towards online sales.

Accessing the "Wix Editor"
After signing into the Wix site with your username and password (User name: lagarde1897@gmail.com) you can access the Wix editor in just a few steps to update content on the site. The steps are as follows:
1. Press the blue "Manage Site" button on the left side of the screen
2. Press the blue "Edit Site" button at the top of the screen

In editor mode, you are able to change all the content on the site with a user friendly interface.

Editing Tips and Tricks
1. The site does not upload to the domain name until after you press the "Publish" button (in the top right corner) so do not fear experimenting and making possible changes
2. If you do something that you would like to revert, press the counter-clockwise arrow at the top of the screen to go back to before you made the change
3. "If you can think it, you can probably do it!" If there is a specific function that you would like to add to one of the pages, and you are not finding an easy way to do so, using a search engine to research that function is a great option. Wix has a large community forum full of questions and the question you are asking has probably been asked before.

Navigating Tabs when in Edit Mode
1. The blue tab in top left corner states the tab you are currently on
2. Click on it
3. Select the tab you would like to jump to
4. Or from there you can manage the number of Tabs

Updating the blog
To add a new blog post, follow these steps once signed into the "Wix Editor"
1. Click on the blog posts already published, and select "Manage Posts"
2. Select "New Post", and from there you are able to enter all information and pictures that you would like to be in the post
3. At the bottom of the screen, hit "Categories" to select the category that the post should appear under, and then select "Publish"

If you need to add a different category from what has already been set up, follow these steps
1. Click on the blog page and select the Settings Icon that appears next to "Manage Posts"

2. Select "Categories" and then hit "Add"

Changing the Domain Name

Initially, this is going to require some work with the current development team in Buenos Aires. After the domain is changed the first time you should have no problem changing it whenever you like. The steps to change the domain are as follows:

1. Log into the Wix Website with the administrator account (Username: lagarde1897@gmail.com)
2. Navigate to the "Domain" window within the site manager
3. In the domain subsection, press "Custom Domain"
4. Select "Connect a domain you already own
5. Press "Select a Plan"
6. Select a plan - refer to the price guide above in **Exhibit F**

Site Data Management

After signing into the Wix site with your username and password you can edit administrative information as well as track sales and web traffic on the Site Manager. The site manager has the following useful tools:

1. Business Info - Update information about Lagarde (Phone Number, Email, Logo, etc.)
2. Social - Connect Social Media to the site
3. Roles and Permissions - Allow other members of the Lagarde team have access to the site to make edits when necessary (i.e. hospitality updates the menu seasonally)

"My Apps"

After signing into the Wix site with your username and password you access many useful apps to help you do administrative tasks with your site. Useful apps are as follows:

1. Wix Stores - Use this app to add wines into the store/the website. Orders can also be tracked and managed on this app.
2. Wix Blog - Manage the posts on the blog
3. Wix Inbox - Track users who have made accounts on the site. Email promotions and other emails out to users.
4. Invoices - Manage invoices for online orders

Adding Wines

In order to add more wines to the "Our Wines" page, administrators can follow the following steps in the "Wix Editor"

1. Hover over the shop and press the "Manage Site" button
2. Press "Products" on the left hand navigation menu
3. Press "Add Product" on the upper right side of the page
4. Select "Physical"
5. Fill in necessary product details based on the "Product Template" below
6. Press "Save"

Updating Technical Information PDFs

As you add new wines to the site when new lines are available, you will also need to add the technical information about the wine in PDF format. To add the PDFs follow these steps:
1. Access the wix editor and navigate to the "Our Wines" page
2. Click on any of the subpages to access a page where you can manage products
3. Within "manage products" edit the wine of your choosing
4. Scroll down to where the technical information is written in "PRODUCT INFO"
5. At the bottom of "PRODUCT INFO" highlight "Download Here" and press the button that looks like a chain
6. Add a link to a document and include the document from your computer

Editing Lagarde Commercial Map

In order to add/remove contact information and countries presented in the Tableau graphic in the site showing Lagarde's international presence, administrators can take the following steps in the Tableau Public site:
1. Sign into the Tableau Public account using the credentials: username: edgard.espinoza.fernandez@gmail.com (that can be changed later on) password: lagarde
2. Select the workbook titled "Lagarde Commercial Map"
3. After completing desired edits, save changes and post to public
4. Click "Share" button
5. Copy HTML code
6. Open up the "Wix Editor"
7. Select the Add Symbol
8. Select "More"
9. Select "Embed a Site"
10. Select Enter Code & paste HTML code

Product Template

Pictures - Add pictures or promotional videos for the wine via the "Add image link"
Price - Fill in the price of the wine (need fill a number in to create the product; price will not be displayed)
Description - Place the description of the type of wine and specialty information
Additional Sections
● Product Info - "For more technical information about this wine click here"

Exhibición M: Guía para usuarios

El propósito de la guía para usuarios es ayudar a Francisco (y otros que trabajan en Lagarde) cuando el comienza a tener control del mantenimiento de la nueva pagina web. La guía incluye instrucciones de los pasos necesarios para los diferentes procesos para hacer cambios a la pagina web. La guía también incluye consejos generales y descripciones de otras aplicaciones de Wix que pueden ser utilizadas en el futuro, que ayudan a los dueños de la pagina web mantener un record de todos los usuarios que visitan la pagina web y que ayudan a la gerencia de ventas de productos si Lagarde decide vender productos a través de la internet.

Ingresar a el "Wix Editor"
Después de ingresar a la pagina web Wix con el nombre de usuario (nombre de usuario: lagarde1897@gmail.com), puedes ingresar a el "Wix Editor" con solo un par de pasos si se necesita cambiar o actualizar contenido en la pagina web. Los siguientes pasos demuestran la facilidad de cambiar y actualizar la pagina web:
1. Oprime el botón azul "Manage Site" ubicado a el lado izquierdo de la pagina web
2. Oprime el botón azul "Edit Site" ubicado hacia arriba en la pagina web

Cuando ingreses a el "Wix Editor", puedes cambiar todo el contenido de la pagina web en un interfaz fácil de entender.

Consejos generales para cambiar contenido de la pagina web
1. La pagina web no publica los cambios hasta que uno oprime el botón "Publish" (ubicado en la esquina derecha en la cima de la pagina web) así que no se debe temer experimentar con cambios posibles
2. Si quieres regresar a como se ve la pagina web antes de hacer un cambio, oprime el botón con la imagen de una flecha dirigida al revés.
3. "¡Si piensas que lo puedes hacer, probablemente si lo puedes hacer!" Si hay alguna función especifica que quieres agregar a una de las paginas y no puedes encontrar una manera fácil para hacerlo, puedas usar el buscador de Wix para averiguar como agregar esa función. Wix contiene una comunidad de hilos llena de preguntas. Por eso, la probabilidad que alguien a tenido la misma pregunta y lo han publicado es alta.

Navegar las diferentes categorías de la Pagina Web en Edit Mode
1. La pestaña azul en la esquina izquierda de la pagina web te indica en la categoría donde estas ubicado actualmente
2. Oprímelo
3. Elige la categoría en cual quieres estar
4. Desde acá, también puedes administrar el numero de categorías de la pagina web

Actualizar el blog
Para añadir una nueva publicación en el blog, sigue los pasos detallados después de ingresar a el "Wix Editor"
1. Oprime en las publicaciones actualmente publicados y oprime "Manage Posts"

2. Oprime "New Post", luego podrás ingresar toda la información y fotos que quieres que
3. aparezca en la publicación
4. Oprime "Categories", ubicado en hacia la parte baja de la pagina web, para elijer la categoría
5. deseada para la publicación creada, y luego oprime "publish"
6. Si quieres agregar una categoría que no
7. existe en la pagina web actualmente, sigue estos pasos:
8. Oprime la pagina web del blog, y oprime el grafico para hacer Ajustes, ubicado al costado de el botón "Manage Posts"
9. Oprime "Categorias" y oprime "Add"

Cambiar el nombre del Domain

Para comenzar, esto requiere trabajo de el equipo de programación ubicado en Buenos Aires. Después de la primera vez que el Domain sea cambiado, no tendrás ninguna problema en cambiarlo en el futuro. Los pasos siguientes detallan como se puede cambiar el domain:

1. Ingresa a Wix con la cuenta de administrador (lagarde1897@gmail.com)
2. Navegar a la ventana "Domain", ubicado en la pagina web administradora
3. En la subsección "Domain", oprime "Custom Domain"
4. Elige "Connect a domain you already own"
5. Oprime "Select a Plan"
6. Elige un plan – revisar la guía de precios en Exhibición F

Gerencia de Data de la pagina web

Después de ingresar a la cuenta de Wix, puedes cambiar la información administrativa y ver el record de ventas y trafico de la pagina web en la sección "Site Manager". "Site Manager" tiene herramientas útiles:

1. Información General: Actualizar información sobre Lagarde (Numero de Teléfono, correo electrónico, y logotipo
2. Redes Sociales: Conectar Redes Sociales a la pagina web
3. Rol y permisos: Dar permiso para que otros miembros de Lagarde puedan ingresar a la pagina web y hacer cambios (por ejemplo: actualizar el menú que cambia cada temporada)

"My Apps"

Después de ingresar a la cuenta de Wix, puedes utilizar muchas aplicaciones útiles que pueden ayudar con otros deberes administrativos. Aplicaciones útiles que existen en Wix son:

1. Wix Stores- Utiliza esta aplicación para agregar vinos en la tienda virtual. También puedes rastrear y administrar ordenes
2. Wix Blog- Administrar publicaciones en el blog
3. Wix Inbox- Rastrear usuarios que han creado cuentas en la pagina web. Puedes enviar correos electrónicos y propaganda a estos usuarios
4. Facturas: Puedes administrar la facturas de la ordenes pedidas a través de la internet

Agregar Vinos

Para agregar vinos a la pagina
web "Vinos", administradores pueden seguir los siguientes pasos en el "Wix
Editor"

1. Oprime el botón "Manage site" ubicado en la sección de la tienda
2. Oprime "Productos" en el lado izquierdo de el menú de navegación
3. Oprime "Add Product" en la esquina derecha en la cima de la pagina.
4. Elige "Physical"
5. Llena los detalles de los productos siguiendo la demonstración en "Product Template" ubicado hacia debajo de el resumen
6. Oprime "Save"

Actualizar Información Técnica de los PDFs

Cuando agregas nuevos vinos a la pagina web y cuando haya nuevas líneas disponibles, también necesitaras agregar la información técnica sobre el vino en el formato PDF. Para agregar los PDFs, sigue los pasos:

1. Ingresa a el Wix Editor y Navega a la pagina "Vinos"
2. Oprime cualquiera de las subpáginas para ingresar a la pagina donde puedes administrar los productos
3. En la categoría "manage products" puedes modificar cualquier vino
4. Baja a donde esta escrito información técnica en "PRODUCT INFO"
5. En "PRODUCT INFO" baja a donde esta subrayado "Download Here" y oprime el botón para vincular el texto escrito a una pagina web
6. Agrega el enlace a el documento y incluye el documento desde tu computadora

Modificar el Mapa Comercial de Lagarde

Para añadir o quitar información de contacto y países presentados en el mapa que demuestra la presencia internacional de Lagarde, administradores pueden seguir los siguientes pasos,

1. Ingresa a la cuenta de Tableau Public con el nombre de usuario: edgard.espinoza.fernandez@gmail.com (que puede ser cambiado en el futuro) y la contraseña: lagarde
2. Selecciona el workbook "Lagarde Commercial Map"
3. Despues de terminar los cambios deseados, guarda los cambios y publícalos
4. Oprimi el botón "Share"
5. Copia el código de HTML
6. Abre el "Wix Editor"
7. Oprimi el boton con un símbolo para agregar
8. Oprime "More"
9. Oprime "Embed a Site"
10. Oprime "Enter Code" y pega el HTML codigo

Product Template

Fotos- Agrega las fotos y videos promocionales para el vino a través de el botón "Add image link."

Precio- Llena el precio del vino (necesitas llenar el numero para crear el producto; el precio no será demostrado)

Descripción- Llena la descripción de el tipo de vino y otra información detallada

Secciones Adicionales:

· Product Info - "Para mas información técnica sobre el vino oprime aquí"