Design Document

The purpose of this document is to provide Atomic with all the necessary information in order to begin designing and conceptualizing your project. Please be as specific as possible in order to ensure we capture your ideas.

Topics covered in this document

1. Site Goals

2. Site Audience

3. Strategic Advantages / Main Callouts

4. Design Preferences & Guidelines

5. Competitors

6. Element Planning

7. Information Architecture

Topic 1: Site goals
(ie. get sales, subscribers, brand awareness, education, etc)

What are the main objectives of your site? Common examples (among many) would be: to sell a product, build a brand, share information, or get people to join a marketing campaign.

The Main Objective of my site is to:
1. Provide information to volunteers, applicants, and general public looking for more information about the organization.
TO SELL OUR UNDERPINNING SERVICES TO RESIDENTIAL & COMMERCIAL CLIENTS, AND BE A RESOURCE TO CONTRACTOR'S, ENGINEERS AND ARCHITECTS.

Complimentary Questions

1. When someone visits the home page, the first thing(s) I want them to **see / feel** are:
FOR RESIDENTIAL CUSTOMERS — PHOTOS FAMILIAR TO THIER SITUATION

FOR COMMERCIAL CUSTOMERS — A DETAILED MENU OF INFORMATION

2. I would consider the site successful if:
IT INCREASES Both Residential & Commercial WORK.

3. What is the flow of your site? When I get to your home page where am I supposed to go next? Where do you want me to end up? *(Example: Filling out a form, calling you, etc.)*

Residential — learn the advantages of our product, the installation process, + how to contact us.

↑

FAQ's

Commercial — see past projects we have worked on, our fab info, ENGINEERING, Helical FAQ's

Topic 2: Site audience

Much of the design will depend on the type of people visiting your site; please answer the following few questions where appropriate to your site.

1. What percentage of site visitors do you anticipate to be **male / female**?
    Male: _80_ %   Female: _20_ %

2. What age ranges do you want to cater to?
    Child (5-12): _____   Teen / Young adult (13-25): _____
    Adult (25-64): _✓_   Senior (65+) _✓_

3. Where will they visit your site from?
    Home: _60_ %   Work: _40_ %   Other: _____ %

4. How familiar with your brand will most site visitors be?
    Not familiar: _30_ %   Heard of brand: _20_ %
    Familiar: _30_ %   Very familiar: _20_ %

5. How will most site visitors find your site?
    Direct URL: _30_ %   Search engine: _50_ %
    Radio ad: _____ %   Television ad: _20_ %
    Email Marketing: ___ %   Intranet link: ___ %

Topic 3: Strategic advantages / Main callouts

Please list the features/benefits that make your product / service better than your competitors?
If not a product or service; what makes this information new and exciting?

1. INVESTIGATION OF problem - Look for AN understanding OF WHAT IS occurring AND why it is occurring

2. information — ReLaying findings, offering insight MAKING RECOMMENDATIONS ~~for~~ their situation.

3. individualized REPAIR plan - Designed to specifically Address their OBJECTIVE - not just A shotgun solution to underpin everything.

4. custom product solutions — Not just off the shelf items, ~~~~ underpinning elements design to Be the most cost effective for their application.

5.

Topic 4: Design preferences & guidelines

Please list the features/benefits that make your product / service better than your competitors? If not a product or service; what makes this information new and exciting?

COLORS / IMAGES

In order to ensure that your web site leverages all the other marketing materials you use, we will make sure that the colors and branding established on other marketing collateral matches the site. What specific colors does your company use? Are there PMS standards? Do you have any logo usage guidelines we must follow?

Main colors to use:

BLACK, RED, WHITE

Colors to stay away from:

Image Use: Do you prefer a particular image style? (ie. Color photos / b&w photos / clipart / illustrations, etc):

COLOR PHOTOS, ILLUSTRATIONS, VIDEOS

Logo / brand guidelines:

Any Fonts you like? Any Fonts you hate or have to stay away from?

SITE MOOD

What is the overall mood you want your site to convey? (ex: Corporate? Artsy? Fun? Classy?)

Do you have any Pet-Peeves regarding web sites?

ORGANIZATION / CLEAN LOOK

Do you have any "loves" regarding web sites?

Any general comments regarding your likes, dislikes and overall mood of your current site.

Topic 5: Competitors
Who are your main competitors both locally and nationally?

1. Olshan

2. Ram Jack

3. ECP

4. AB Chance

5. Almita

Topic 6: Website Element Planning
Please list any elements that you need as a main feature on homepage.
("Monthly Specials", "Testimonials", "banners", etc.)

1. Testimonials

2. Past Projects

3. Helical Pix

4.

5.

Topic 7: Information Architecture
We will work with you on the information architecture of your site on a site map layout sheet. Please share anything you feel important for site content in this area.

1. In order to personalize your concept, please provide us with some content you want on the home page. *(Example: Welcome Message, Buttons, links, news feeds, featured blogs etc.)*

2. In addition please provide use with descriptions of what kind of images you would like to see on the home page. *(Example: Header Image – Picture of people smiling in front of a building)* While we may not be able to match you descriptions exactly we can get a good idea of what you are looking for.

Helicals

Helical Installation

Past Projects

Company Personnel

Helical Fabrication

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3. Please identify any "Call-to-actions" you may have on the home page or throughout the site. *Call-to-actions are things that encourage interaction. (example: asking someone to sign up for an email newsletter)* If you do not have any call-to-actions, or we have suggested some please mark "N/A" below.
   a. *Request a quote*
   b. *Contact US*
   c. *follow US on FB/twitter*

4. Are there any other features you think would be "nice to have" now or in the future. Please specify if there are features you see your site possibly needing in the future.
   a. *Search link/box*
   b.
   c.