

ETI Website Design Project

Scope of work:

Create a set of design concepts for an all new ETI website. Existing website is at www.etoools.org. After mockups are delivered we may request consulting on an hourly basis for changes and additional design work.

Deliverable

- one or several mockups
- JPEG and PSD file for each mockup

Design Requirements

- modern design
- use of whitespace
- main navigation near top of page
- email and password to login near top of page
- search site feature
- scrolling "feature" image near top of page and in focus
- upcoming events feed somewhere on page
- industry news feed somewhere on page
- quick links box somewhere on page
- printer friendly
- responsive design, for use with desktop and mobile devices
- design that lends itself to use in other digital functions (ie...social media, email templates, etc.)

Comments

- would like to keep one portion of the logo the same with the ETI letters in blue and the green vehicle. The background and setting of the logo can be changed. Logos are available on our website.
- We are not fixed to a certain color pallet, however the organization traditionally uses blue PMS 301 and green PMS 3415

Example sites	Our feedback
www.aftermarkettelematics.org	Like Clean and simple design Like the use of whitespace Dislike not elegant enough
http://www.gmaonline.org/	Like top menu with scrolling image underneath Like top half of homepage is clean and simple Dislike bottom of homepage seems crowded with content
http://ncnf.org/	Like top menu with big picture underneath Like Homepage is fairly simple Dislike use of white text inside blue boxes
http://www.censa.net/	Like simple layout, easy to read
http://www.rpoassociation.org/	Like top menu with scrolling image underneath Like twitter and linkedin links at top near menu
http://store.hp.com/?Redirect_SMB_ETR=Yes	Like: top menu and scrolling image Like: white space use Not sure: icons by menu bar
http://us.acer.com/ac/en/US/content/home	Like: image feature, maybe too big though Like: clean menus on top, good space use
Attached image to page 2	Like: placement of top navigation and image Like: use of events, news, and quick links on page somewhere (can be moved in design) Dislike: elegance of design

The Equipment and Tool Institute



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ETI's Mission is to advance the vehicle service industry by providing technical data and open dialog between the manufacturers of transportation products, government regulators and the providers of tools, equipment and service information.

Advancing the Vehicle Service Industry since 1947



ETI is one of the most respected trade associations in the automotive aftermarket, giving fair and equitable representation to all segments of the equipment and tool industry. The Institute is an association of automotive tool and equipment manufacturers and technical information providers and training organizations.

Today, ETI meets the needs of a diverse industry. Its members' products range from high tech diagnostic tools to traditional hand tools. ETI membership benefits, events, and services are tailored to meet the needs of all tool and equipment makers – whether manufacturers of highly technical diagnostic equipment or hand-tools, a large manufacturer or a small- to mid-sized business.

Industry Events

AAPEX Show
03 Nov 2015 • Sands Expo & Convention Center, Las Vegas, Nevada

SEMA Show
03 Nov 2015 • Las Vegas Convention Center, Las Vegas NV

Winter Tech Week 2015
08 Dec 2015 • Redondo Beach, CA

ToolTech 2016
25 Apr 2016 • Hyatt Regency, Monterey, CA

Summer Tech Week 2016
13 Jun 2016 • Detroit, MI

Breaking News

Hacking: It's Everybody's Concern
Tue, 04 Aug 2015 19:26:13 +0000
Contributed by Bob Chabot, Senior Partner, ManicMedia LLC Remote hacking is a threat the automotive industry must address At times, it seems like our industry is in a mad rush toward deploying telematics, connected vehicles and automated driving. Hardly a ... Continue reading →

Meeting the Needs of OEM Repairs in Collision Today
Tue, 04 Aug 2015 19:14:06 +0000
Contributed by Bob Chabot, Senior Partner, ManicMedia LLC Positive initiatives are moving proper collision repair forward Stemming the tide of improper collision repair seems much like trying to stop a runaway train, let alone turn it around. Tremendous effort is ... Continue reading →

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