

Introduction

At CyberSquad IT Consulting 85% of our work comes via our consultancy side of the business. We are looking to fine tune our quotation of products to clients which is currently done manually via a Microsoft Word template, PDF'd and emailed. This involves a lot of work for each quote that we do and we often double up on similar products due to no database being in place.

Objective

1/. To provide a functional online 'database' of all of our quoted products. We are not looking to instantly build an online shopping store, but more of a resource portal for our existing clients to access pricing on IT hardware (printer, PC's, notebooks, UPS etc.).

Ideally every quote we do will be flagged 'public' or 'private'. Public quotes will be accessible directly via a URL for us to send to the client, we would like these quotes to start to form an online database of products for other clients.

2/. To promote (via email) several new or 'special' products every fortnight. Currently we manually create an advertising email via a template from Vertical Response (email marketing program). We would like to be able to integrate the 'first page' so to speak of our new database site into our email marketing.

We are envisioning a site that will have the several 'sale' products displayed on the main page. We would then like to be able to dump the HTML of those new products into our mail-out website (or a new mail provider?). We don't just want to send a link to the site as no one will open it. We want the front page of the website within the email content. We would then assume the links would link back to the website, just as they would as if you were viewing it from a browser.

Description/Brief

Keep in mind that this site is primarily to be accessed by our existing clients and for the purpose of building email mail-out templates. It is NOT your standard e-commerce shopping cart site (although I would imagine a modified e-commerce template would fit the purpose). This site will NOT (at least initially) be marked to the public.

We want products to be assigned to a category (i.e. Notebooks, desktops, printers, power products, software) and also have options for adding several 'sub categories' or 'flags'.

For example if a client is looking for a new notebook, we may provide them 2 or 3 direct URL links (via email - manually) to existing quotes (products) on the site. The client may then choose to browse the category 'notebooks'. This would display a list of all of the products in the notebook category (probably in date order by default). We would like to option to change the display sort by items such as 'date added to site', 'dollar value highest to lowest', 'lowest to highest', 'popularity' (by clicks?) etc. As well as sorting the results by the desired sort filter, we would like the ability to further filter the results by 'tags'.

So in the example of a notebook the client would have the option to filter by 'CPU' and the filters would be 'i3, i5 and i7'. They may choose to filter by screen size (less than 13", 14-15", 16"+) or price range (less than \$800.00, \$800-\$1200, \$1200-1800, \$1800+) or a combination of these filters.

It would also be beneficial for us to have the quote featured as a picture with details – However we wanted the option to also provide more pictures of the quoted product as well as product accessories. E.g. If there was a printer that we had quoted we would like our customer to be able to go to the quote on this page but also click something (product accessories/extras tab) and for it to show the ink and toners needed for the printer, and perhaps extended warranty etc.

Tabs and sub tabs that need to be on the page:

We are aware that there are ecommerce themes etc but we want a more customised page. It will have to be accessible for cross devices for example on an ipad, and all mobile devices (be able to load all of the logos etc).

Must haves:

- *Design of website
- *Must be fully functional and as per our brief
- * Website must be uploaded and running (We will supply cpanel details).
- *To create a current customer resource site for them to access custom designed quotes or browse existing quotes
- * All source and graphics/files included
- *To integrate with email marketing
- *To integrate with social media
- *To provide a high quality and 'simple' to use site
- *To 'eventually' build a product database that may be marketed via Twitter, Facebook or e-mail marketing campaigns
- *To provide professional quotes to our existing clients with the future outlook to build our retail side of the business
- *Individual URL's to products (quotes)

*Private and public quotes (private can simply be a URL that is not linked or displayed on the main site)

*Ability to (from product / quote page) 'Post to Facebook', 'Tweet to Twitter', 'email myself or a friend', 'print' and 'download a PDF' - then if this could somehow be monitored or if we could somehow be notified when someone requests to have a quote emailed so that we are able to follow it up in the future?

*In all of the above options apart from the social media ones we require a High-Quality PDF to be generated with the product(s) that will look nice if printed

*Ability to cross-link products or have options for 'accessories' i.e. a Printer may have links to toner cartridges or an extended warranty item

*The option to sign up to mailing list option/ update on news/changes to this product – i.e. on every product page

Would be nice (but not a necessity):

*Ability to actually purchase products via (PayPal payment?) or simply 'place order' for existing customers (we would then send them an invoice as normal)

*We would like this page to provide our contact details

* A product search section/option

Conclusion

Ideally we would like a good looking page that is not overly complex for the user. We would like it to be easy to read and for it to look professional and have a “wow” factor.

We would ideally want a an A4 template PDF sheet for single paged quotes as well as a template for the marketing email that we just copy in paste the products and it is done.

The winning designer may be employed in the future to perform further enhancements the site – obviously this would be done as a separate job and he/she would receive payment for this.

We could be able to provide a live website (in a test environment)

Please see some examples of what we are after below:

*please note these are just examples and would like different innovative new ideas – These are just a guide of the type of thing that we are thinking

<http://www.ht.com.au/part/AG206-HP-ProBook-4540s-15.6-Core-i5-3210M-Windows-7-Professional-64-bit-4-GB-RAM-750-GB-HDD/detail.htm>

<http://www.mimco.com.au/the-latest>

<http://www.ebuyer.com/>

<http://www.kogan.com/au/>

We like the look and social integration features of some of the templates on:

<http://www.shopify.com/examples>

Having said that, it will need to meet the other requirements of our brief. But it might be a good platform to build from?

i.e. (Shopify Templates)

<http://shop.soworthloving.com/>

<http://www.hardgraft.com/#/collection/heritage>

<http://shop.thecriticalslidesociety.com/> **Simple and neat

<http://littlesparrowtea.com/> **Like hover over info on products – not too busy.

Bad examples

<http://www.computerstore.co.nz/>

<http://www.outletpc.com/>