REQUIREMENTS AND SCOPE DEFINITION

Geely.ae Brand Refresh – New Guidelines

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REVIEW & APPROVAL

Project Name	Geely Website Brand Refresh	Project ID	ABAGDIG_202403
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1 INTRODUCTION

1.1 SCOPE OVERVIEW

AGMC who is the exclusive franchisee for the UAE. Geely published a new branding guideline. The current website www.geely.ae needs to be refreshed with a modern design with the **updated brand guidelines**. The site needs to be built on the AGMC technical platform of sanity.io, vercel and medusa.js.

The purpose of this document is to outline the scope of work for the development of a lead generating

- This project will be executed in two phases, each with its own quotation. Phase one involves creating the website design and obtaining approval, while phase two focuses on developing the approved design and providing the development quotation.
- website for Geely UAE Cars. The website aims to provide an online platform for customers to explore, select and initiate the following steps:
- Provide awareness of the brand in the UAE with the right SEO, SEM
    - Engaging home page, inner pages
- Conveniently explore the range of vehicles with images, videos and details to understand and compare vehicle range by body type, fuel type, power train etc.
    - New Model Listing Page
    - New Models Detail page
- Submit an enquiry to know more and to be contacted.
- Book a test drive.
- Book maintenance service.
- News and articles
- Offers and promotions
- Fleet Sales with testimonials
- Offers forms
- Leasing Landing page
- Listing Geely locations

1.2 PROJECT NAME, OVERVIEW AND OBJECTIVE

Project Name: Geely New website
The primary objectives of the website are as follows:

1. To expand our market reach and attract potential customers by establishing a robust online presence.
2. To provide a platform for effectively showcasing our inventory, services, promotions, and value propositions to potential customers.
3. To enhance customer experience and convenience by offering online tools for vehicle browsing, and scheduling test drives and service appointments.
4. To improve lead generation and sales conversion through online engagement and interaction with potential customers.

1.3 BUSINESS JUSTIFICATION

The car dealership industry is becoming increasingly competitive, with more consumers turning to online resources to research, compare, and purchase vehicles. With the digital landscape playing a pivotal role in consumer decisions, it is essential for AGMC Geely to have a strong online presence to remain competitive and effectively reach potential customers. To capitalize on this shifting trend, the development of a comprehensive website for our car dealership is necessary to enhance customer engagement, improve sales.

2 BUSINESS REQUIREMENTS:

No	Requirements
1	Site URL setup - https://www.geely.ae/ (domain already procured).
2	Site structure, information architecture definition, site map
3	Languages: English & Arabic

4	**Home page:**
	• Global navigation, menu structure to follow the global site look and feel and brand guidelines - attachment will be shared.
	• Hero banner 3 carousel (videos /images)
	• Sticky CTA and Navigation for:
	    • Request a Quote
	    • Test Drive
	    • Offers
	    • Book a service
	    • Download Brochures
	    • Fleet Sales
	    • Our Network
	    • Form submission for all of the CTAs above
	• Who we are "Geely"
	• View New Car models and model details (8 models, it may expand in the future)
	• Interactive Image gallery
	• Videos (Vimeo hosted)
	• View Used (Certified) Car Models, product details
	• Newsroom
	• Our Locations
	• Contact Us
	• Footer section
	    • Social media links
	    • About Us
	        • About Geely: https://www.geely.ae/about-us/
	        • About AGMC: https://www.geely.ae/arabian-gulf-mechanical-centre-l-l-c/
	    • Our Locations
	    • Research and development
	    • Corporate Social Responsibility
	    • Design Philosophy
	    • Geely Network
	    • Our history
	    • Privacy Policy
	    • Cookie Policy

	5	• Site map • Cookie – Consent • Reference: https://www.geely.ae/
		New Model Landing Page (Template model on which new models can be added) • Aligned with the new brand guideline. We can propose a different version to GEELY HQ • New version: https://geelyksa.com/new_preface • Old version: https://www.geely.ae/preface/ • Enquire CTA, Test Drive CTA, Reserve: To take to a form landing page where the customers can fill in the details and submit the enquiry. As well as downloading brochures.
	6	Used (Certified) Cars Listing Page: • Listing page • Detail page • CTA for enquire, test drive, reserve
	7	Reserve with integration to payment gateway
	8	Offers • Offer List • Offer Details Express Interest (Form)
	9	• Google Analytics GA4 and GTM settings • Pixels of all social media platforms • Cookies Privacy Management • User Analytics
	10	CMS Studio: Content Management Studio on Sanity.
	11	**Generic points:** • **Test Drive** Main CTA for all models • **Live integration for (Service and Test Drive) with Keyloop** Live service and Test Drive booking integrated with live slots availability with keyloop. • **Offer Form Creation** Simplify the process for creating new offer forms, multiple offers per month. Structure: https://www.geely.ae/offers • **Preserve Existing Website Content** Ensure all current content is fully retained and incorporated into the updated website. • **Brand Guidelines Compliance** Align design and content with the latest brand standards.

- **UI Design Approval**
  Obtain UI design approval from GEELY HQ prior to development.

- **Media Integration with Keyloop**
  Centralize media integration with Keyloop for all created forms. Same as the current website.

- **Raw Data Access**
  Enable manual extraction of raw data in the specified format. Format will be provided.

- **Pixel Tracking**
  Implement pixel tracking on all offer and form pages for effective monitoring.

- **Google Analytics and GTM**
  Integrate Google Analytics and Google Tag Manager for enhanced tracking and reporting.
  We have to use the running account on Account ID 265880528, geelyagmc@gmail.com

- **Opt-Out and Customer Preferences**
  Include options for customers to manage communication preferences.

- **Email Notifications**
  Send alerts to CRM for each form submission, along with a confirmation email to the customer.

- **SEO Friendly Website**
  optimized to be fast, accessible for search engines, and contains high-quality, unique content that the customer wants to read.

- **User-Friendly Experience:**
  Develop a mobile responsive, intuitive navigation structure and compelling content to improve customer engagement, making it easier for users to find information and interact with the brand

2.1.13 NON-FUNCTIONAL REQUIREMENTS

Feature	Comments
Usability	• The website should have an intuitive and user-friendly interface to ensure ease of navigation for visitors. • A responsive design that adapts to various screen sizes and resolutions for optimal usability.
Responsive web design	• Ensure that the platform is accessible and provides an optimal user experience across various devices, including desktops, tablets, and smartphones. • **Use mobile first strategy.**
Reliability	• The website must be reliable and available for users at all times, minimizing downtime and ensuring a consistent user experience.
Performance	• The website should have fast page loading times to provide a smooth and efficient user experience.

Supportability	• Adequate documentation and user guides should be available to assist users in navigating the website.
Legal/Regulatory	• The website must comply with relevant legal and regulatory requirements in the regions where it operates. • Terms of use, privacy policies, and other legal documents should be clearly outlined and easily accessible to users.

2.1 Technology Stack and ARCHITECTURAL REQUIREMENTS:

The platform is to be built on the Geely AWS infrastructure and the combination of Sanity CMS, and Medusa JS Commerce stack.

Hosting	Vercel
CMS	Sanity.io
Product Information Management	Medusa.JS
Ecommerce	Medusa.JS
DMS Integration	Keyloop Drive
Front End	HTML 5.0, CSS 3.0, JS
Caching Mechanism, CDN	Utilize caching mechanisms for frequently accessed data to reduce database load and improve response times. Provide CDN enablement for UAE region.
Database Scalability	Implement a scalable database system that can handle a growing amount of data efficiently
Cloud Hosted	Hosted on cloud stack, cloud native architecture preferred
Interoperability	• The website should be able to integrate with external systems for both inbound and outbound data transfer via ReST APIs.
Scalability	• Scalability measures, such as load balancing and server scaling, should be considered for future expansion, and more units.
Security	• The website employs stringent security measures to safeguard user data. The Legal & Compliance section contains a clear Privacy Policy, Terms of Use, and Regulatory disclosures, ensuring compliance with legal requirements and fostering trust and transparency

2.2 Interface Requirements

- o Integrate with 3rd party providers such as identity and access providers, maps etc.
- o Support open API standard integration as per future business requirements.
- o WhatsApp Plugin

3 SECURITY AUTHORIZATION REQUIREMENTS

The system must make sure that data is being accessed only by authorized personnel. To this extent the below levels of access controls should be implemented:

- Role based Access Control
- Mandatory Access Control
- Discrete Access Control

The attached excel document consists of the types of data that will be captured and stored by the system.

4 COMPLIANCE REQUIREMENTS

4.1.1 LOCALIZATION

Dates in DD/MMM/YYYY format, Gulf Standard Time, Currency in AED

4.1.2 AUDIT TRAIL

Provide audit trail of changes to records (user who performed with timestamp)

5 ASSUMPTIONS & DEPENDENCIES

- The supplier shall present the UX journeys for approval by the business team.
- The business team will provide the required content, copy and assets.
- Any paid APIs required will be listed by the supplier with the indicative consumption charges.

6 TRAINING REQUIREMENTS

Training for the authoring team

7 TEST REQUIREMENTS

Application should be tested end to end by the development and testing team before handing over to UAT. The business team will perform the UAT and sign off the deliverables. All test cases and test execution records will be available for review.

8 GLOSSARY OF TERMS

Abbreviation/ Acronym	Description
GTM	Google Tag Manager
CDN	Content Delivery Network

9 ANNEXURE

NA