**Lightology Website**

Business Case

**Business description**

Lightology specializes in designing and manufacturing superior automotive aftermarket performance lighting. There are mainly two big categories in our company: L.E.D lighting and truck bed cover. Lightology has been focusing on designing and manufacturing multi-function LED light bulbs to differentiate from other brands on the market. Not only do we sell quality, affordable parts, but we also sell confidence.

**Business goal**

Our goal is to produce and sell lighting products, automotive accessories, and focus mostly on pick-up trucks. Lightology has received a certain amount of great reviews on our Off-road-ready truck bed cover and multi-function LED light bulbs, which marks the debut of our distinctive brand. In this version of Lightology ’s website,  the company wants to open up the mindset about the customizations of vehicles. There are a lot of position inside your vehicle that can be replaced to make it looks fabulous.

Revenue from Lightology’s website will come from online sales of the guide visits through the website, following the merchant model of e-business. In addition to online sales, Lightology  also wants to impart fundamental knowledge about automotive accessories. At this stage, the website’s implementation will be only informational, and it will not include the booking or selling of the guided visits or any form of payment processing.

**Target Audience**

Our business covers all vehicle owners, especially truck owners.

**Visitors' Motivations and Goals**

Lightology website‘s visitors are likely to be able to acknowledge the basic knowledge about which product they are looking for. Specific goals of the website’s visitors may include ordering a good deal of a product or contacting customer service for more information. Even though we prefer customers to do their own research on their needs. For example, what specific socket of the light bulb or replacement bulb to replace. However, we are happy to provide any related information on our products just by simply contacting our customer service.

**Information requirements**

1. Since the company wants customers to recognize our brand, the website should include a remarkable logo.
2. The websites should include featuring items or top-selling products in this online store.
3. As promised, the website should include the company’s contact information such as email.
4. Some vehicles may be hard to change the light bulbs due to manufacturing design, therefore, we will need to state “Professional installation is highly recommended” in a page.

*Lightology is a fictitious company created with the purpose of illustrating the process of designing content for websites and web applications.*

**References**

Preda, O. (2019, July 16). *20 killer tips to create a successful online store*. Sellbrite. Retrieved September 22, 2021, from https://www.sellbrite.com/blog/create-a-successful-online-store/.

BUSINESS MODELS ON THE WEB. Michael Rappa. Accessed on July 7, 2021. <http://digitalenterprise.org/models/models.html>