

**IGNITED SPARKS TECHNICAL SOLUTIONS**

The following document is segmented into sections which may be included in the website. Certain important sections are missing, which give a complete picture of the organization, workforce, motto, services and online account formation. The following may be included in the website (per sections):

**Website Appearance**

• Headnote *(Right Hand Upper Side): Login | Register*

• A better Logo *(Far left hand upper side – reduce size and improve visibility)*

• About Us (*Who we are – What we do – Success Stories –* ***Meet our team (redirect to Team Description***))

• Products & Services. (*Includes everything the organization is involved with)*

• Support/Downloads. (*Includes portfolio of works and events successfully accomplished, gives credibility)*

• Login and Account Creation. *(For customer database and retention)*

• Upcoming events.

• Community Service (NGO participation).

• Featured Clients and/or Partners

• Search Tab.

• Team Description – *Distinguished members and what they work on, along with their past experience*.

• Careers

• Contact Us –*Address, Telephone and e-mail.*

• Footnote – *Feedback, Help, Get in touch form (Name, Email, Phone, Type of Query - Submit)*

**Website Layout**: Select a suitable design with improved UI and navigation. Keep background White.

**Tagline:** Giving hope to your dreams: Choose a more suitable tagline, one relating technology and innovation to human effort e.g. “*We engineer your dreams*” or “*Accelerating innovation*”. Tagline appears just below the logo on the main page.

**Website Layout**

As the user would hover the mouse over each of the sections, the following slide must appear with the following options, allowing the user to choose the category, as the same with the original ISTS website. Each of them are extrapolated below for content. As the user would click on any one of these categories, it would redirect them to a new page, with Four things:

* ***A Header Picture*** (not necessarily commercial, any relevant photo would do, for reference:



The photo must show a hint of professionalism, because websites bring clients together to the apex organization, hence it must also induce a psychometric of business, which is a good depiction by the above photo. As ISTS is involved completely within the technical domain, the following technical theme related may also be developed. // ***All of this must be finalized by the Development Team. This is only a reference!***



As the idea is now clear, similar spaces may be thought of by the web development team. Every different section must contain a different yet relevant header picture.

* ***Content***: Each of the sections will have a specific content. Content is given in the next part of the document.
* ***Links to other sections of the webpage***: This part is extremely important, as it lets the user get a complete picture of the webpage and navigate through everything in one go, without having to manually press the ‘back’ button every time to go back to the main menu.
* ***Contact us tab***:This tab would contain only three things: Name – Email ID and Phone No – Type your Query in max 250 characters. Again improving accessibility. This tab should be placed somewhere on the bottom right hand side of the webpage.
* 

Figure 1This section needs to be revamped. 'Contact Us' tab must be provided at every page of the website. This section - "Contact Us" can be merged with the "About Us" Section - where contact details will be provided at the end of the About Us description.

**CONTENT**

**Section 1: About Us**

**Sub-Section I: Who we are** – Our Mission and Values

With an aim to revolutionize the art of Industrial Engineering, we are a team of skilled engineers constantly working on serving the Industry through Research and Development. Our mission is to bridge the road between Ideas and Design through Engineering and Consulting. We consistently work with our Clients for next generation ideas and impart expert training to make those ideas come to life. With a team of expert trained support engineers, we provide a vast array of services ranging from Front End Consulting to Planning and Strategy development. All of our workforce is committed to Developing, Integrating and Managing Technology solutions.

**Sub-Section II: What we do** – Our Niche

As a part of our evolving Research and Development Programme, we are committed to providing the Industry with A-Class Technology Solutions and Implementation. Our backbone is our expertise in Professional Design Services and Solutions. We offer services in the domains of Hardware and Software Development, Custom Product Designs and Mechanical Engineering Solutions to improve Quality Engineering and Product Economic Efficiency. At ISTS we constantly thrive to provide our clients with the best industry solutions and implementation to ensure them sustaining their competitive edge and also to add value to their aid of professional services, adding both diversity and prosperity to their business.

**Sub-Section III: Success Stories –**

// *Please elaborate at least two success stories with your former business clients/customers and mention specifically how ISTS has used its Engineering edge to solve the client problems and what good was the feedback of the client to the solution provided by ISTS’s Engineering. Focus on ethics more than technical achievements. Alternatively, please mail me any such story to my contact details given at the end of the document and I would phrase that in this section //*

**Sub-Section IV: Meet Our Team –**

Redirect to “Team Description”. The whole point of keeping this section here is to maintain coherence with the objective of having a website at the first place – to get a complete picture in one continuous volume, not with a segmented volume. Users must get all data at one place without actually having to search the website for fragmented contents around the website. Continuity is accessibility.

***Note to Web-Development Team***: While plugging all the content in, please choose appropriate background image. I can provide some reference images if required, but it’s extremely important to have such an image in the first place. Kindly confirm all of that before the finalising of the webpage. It is also recommended to choose a light background color such as White. White works all the time, due to its contrast.

**Section 2: Products and Services**

This section contains a complete list of all the products that ISTS offers. Everything is to be stratified here, into sub sections.

Services: Committed to delivering the best, ISTS offers a range of Industrial Solutions and we have a dedicated team of expert engineers who are at your service. We offer our services in:

**Research and Development**

The recent era of Industrialization has revolutionized the art of trade, with a complete give-and-take process of Cross Border Flow of resources, both materialistic and human resources. Such rapid transfer of technology has stressed on improving the viability of domestic technology, which is possible only after extracting the required resources and applying an engineered thought. India leads the world’s Agriculture sector, with Agro products being one of the most important of the country’s resources. As with rapid Technology, comes also the challenge of Sustainability. Resources are to be utilized as such as their consumption is both optimal and the utility of the resource remains prolonged. Ideas like such has stressed the art of eco-friendliness. How we treat the environment is a direct function of what the environment gives us back.

At ISTS, we took notice of this emerging issue and have committed ourselves to deliver the best possible technical solution to the nation’s Agriculture sector, through fabricated Research & Development. Our dedicated R&D wing is known for creating solutions with a novel touch to deliver economical, sustainable and eco-friendly solutions. We have a team of Strategists behind Technology Implementation, and also have a sequence-flow error elimination process to ensure our solutions are devoid of all forms of miscalculations, proving our methods to be Technology efficient in the highest of regards.

**Product Engineering Services**

A successful product meets all the requirements in the market. It must be capable, competent and must be comparatively efficient. Our Strategy team works round the clock to devise the products to meet all the criterion of being successful, economical and efficient in the real world. For this vey fabrication, custom designs become a major variable in determining the efficacy of a product. We provide Research, Application Development and Maintenance including Coding, Design, Testing and Implementing software that supports businesses. Our team also has specifications in Business Intelligence in the Management Domain, that executes independent research into competitor’s product and strategy and conducts research to evaluate the scalability of their product and sources information to provide a strong, competitive advantage. We also have Independent Testing Services, that give a clear sketch of the Product Run and reduces the risk of failure in the long run, along with its Maintenance Requirements and Cost Benefit analysis. Our Product Engineers also are very skilled in evaluating Depreciation and Profitability analysis and are always ready to provide solutions to prospective issues and interests. Our Solutions Architect team is also dedicated to the same, in managing solutions to all applications that run your businesses.

**Project Based Industrial Training**

We widely acknowledge the important role that Students play in the Industry, of being the prospective leaders in the Industry and the backbone of the society. At ISTS, we have platforms to provide budding learners with the best Industry learnings. We firmly believe that a practical exposure goes a long way when compared to theoretical studies, and hence have course instructors who have significant experience in the Industry, who can nurture and equip the students with a valuable skill set to excel in the Industry. Some of our training programmes include:

* CAD/CAE Tools: We have specific courses in Computer Aided tools like SolidWorks, Catia, ProE, UG, Ansys, HyperMesh, Abacus and similar tools. These tools have paramount importance in the industry and we have expert instructors who are committed to nurturing the Young leaders with all the important industry skills.
* Certification Programmes: We offer certification programmes (credit and non-credit) in a variety of CAD tools and all the Industry relevant software products, aimed to give the students a head start to their careers with a strong foundation base in their skills.
* Academic Projects: We have internships round the year where students can enrol themselves into real time industry projects, where they learn from the experts within the industry and themselves become a part of the process, providing them a valuable commercial experience.
* Engineering Solutions: Our Solutions team have projects round the year in which students can participate and learn the process of transforming ideas into solutions, in these the students work one-on-one with our team and we guide them to be better leaders for tomorrow.

Please contact us at our e-mail address to know more about our training programmes and how to enrol into our courses.

**Robotics Workshop**

We love to be in conversation with the young leaders of tomorrow and also play our part in nurturing them with all the Industry important skills. As a part of our Seminar series we conduct at various schools and colleges, “Robo-Gyan” is our flagship workshop course designed for students to meddle into the sphere of Robotic Technology and Integration. We have several competitions, event talks, Q&A sessions, Quizzes and many more events in which students from all around the country can participate together in a common platform and also would have the opportunity to learn from our industry experts.

**Note to the Web Development Team:** Please select an apt image foe each section. Also, the contact us tagline at the ‘Product Development Workshop’ section must be hyperlinked straight to the ‘Contact Us’ section.

**Section 3: Support and Downloads**

This section should contain some files for prospective clients to see, files may include description of the products by the ISTS, but must only be limited to commercial products. Non-Commercials are included in the later sections. This section is divided into 2 sub-sections: Support and Downloads. In the support section, all the products developed/maintained by the ISTS can be listed. Also a description of the products ISTS is dealing with, can be included in the Downloads section, for e.g. User Manuals (optional).

This entire section is an extrapolation of the previous section, but must contain the names and a picture of the products ISTS is involved with. This gives a very clear picture to the clients to see and trust the brand.

• All the details of the Research Projects and the Humanoid Robotic Workshop from the ISTS website can be displayed here. A little description about the Workshop would also boost the display. Please provide details about the place of the workshop, participation and experience.

**Section 4: Login and Account Creation**

Contains a standard fill-up form of Name, E-mail, Organization, Designation, Phone number, Password etc. Should opt the user for a One Time Registration and this much data is enough to maintain a client database.

**Note to the Web Development Team:** Include some punch-lines or tag-lines in the background, if not, use some quotes by famous people – look them up online. Something like this:

*“Engineers like to solve problems. If there are no problems handily available, they will create their own problems.” -* Scott Adams.

Quotes must be related to engineering, technology and innovation. Having this on the background boosts the aesthetics to a whole new level.

**Section 5: Upcoming Events**

Upcoming events section must contain earmarked calendar events. Events may include the next college seminar, recruitment dates, any upcoming client meetings, CSR meetings, Volunteer-ship meetings, workshops. Calendar must be in sync with the national holidays – shows the diversity of the team.

**Section 6: Community Participation**

Probably the most important section. If ISTS is currently not involved with any NGO, then this section may be omitted, however, every good firm in the making is always involved with the society, kindly discuss the possibilities of Community welfare programmes and Social work, this may also be synced to the calendar. This section should contain details of all organizations and charities ISTS is involved with and also a Photo Gallery.

Having this section, even a collection of some mere events gives the brand name AAA rating, its importance cannot be underestimated, even for start-up firms.

**Section 7: Featured Clients and Partners**

[We are committed to providing best-in-industry solutions to our Clients. Our professionalism and association extends way beyond the domain of technical work alone, and we believe in continuing long term business relationships. We cordially invite the association of businesses to our platform, and be a part of our culture, values and excellence.](https://www.google.co.in/search?safe=off&rlz=1C1LENN_enIN492IN492&espv=2&biw=1366&bih=623&q=scientists+dream+about+doing+great+things&stick=H4sIAAAAAAAAAONgVeLVT9c3NEwyN08xzovPMBItLM0vSS1WyM9TSM1Lz8xLTS3KzEs_xQhTVmhUlZtWjuCnpZnGJ1Ug-BBjEPyM7NySiio4v8KwyiyjvBDOL89Os8zLMkTSX1hUXBQP4ycblxSYZxtmPGLcyMgt8PLHPWGp5YyT1py8xriAkUvAJz-_ODWnMig1J7EkNSUkX0iDi801rySzpFJIjotPiks_V9_AKLvS2MRMg0GKhwuJL5TExR2cWhKS75ufkplWKRQsFMjF6Zuam5RaVOyfJuTCxeWcn5OTmlySmZ8nZMYlJSWmnwwX0AcFUSKIVQw0V4ILhxwPANlwlgldAQAA&sa=X&ved=0ahUKEwjyxtn_2rzSAhVEso8KHew2CKkQri4IFw)

**Note to the Web Development Team**: Include Logos for the Clients listed on the website and also a little description on them and their association with ISTS.

**Section 8: Search Tab**

The search tab should be located on the far right upper hand site in which all the contents of the website should be indexed. This section is optional, but left to the discretion of the development team.

**Section 9: Team Description**

This section should open a new page with the heading “Meet our Team”. A good photograph of the entire workforce of ISTS should be displayed, along with a little bit of their portfolio, experience and their role at ISTS.

I have only included some names, but this section needs to be edited before finalizing. Kindly fill up the entire details of the workforce after taking their inputs. ***A Questionnaire is included in the Appendix 1 below to make it easy for collecting the data. A Message from their side should also be displayed.***

\*Description must include their Educational and Professional Background, years of experience, role at ISTS as well as their Individual e-mail addresses for correspondence.

|  |  |  |  |
| --- | --- | --- | --- |
| Workforce Division | Name | Description | Message |
| R&D | P.C. Venaglah |  |  |
| R&D | V.Vamsinadh |  |  |
| R&D | M.Tejaswi |  |  |
| Training & Development | Manoj Sharma |  |  |
| Training & Development | Arpit Arora |  |  |

**Section 10: Careers**

In the careers section, kindly have options for the applicant to upload their resume and cover letter along with contact details.

**Section 11: Contact Us**

At ISTS, we highly value your comments and queries. Please get in touch with us at:

* Address: Beside HDFC Bank, CBM Compound, Vishakapatnam – 530003
* Phone number: 123456789
* Email Address: (MISSING) – Kindly provide a valid business e-mail ID, e.g. [contactus@ISTS.com](mailto:contactus@ISTS.com)

**Footnote:**

**Feedback:** Appendix 2 **Get in Touch Form:** Appendix 3

**Help:** Redirect to Section 11 – Contact Us| Alternatively, open a MS Outlook dialog box to be sent to the ISTS official E-mail address.

**APPENDIX**

**A1:** Team Description Data to be put up in the website. (Print for Convenience)

Name:

E-Mail Address:

Telephone Number:

Position within ISTS:

Workforce Division:

Educational Qualification (please click wherever applies):

🞐Bachelor’s 🞐Master’s 🞐Doctorate 🞐Post Doctorate 🞐 others (please specify)

Please write the number of years of your Professional experience:

Please write in brief about your interests and contribution to ISTS within 200 words:

**A2**: Feedback

At ISTS, we highly value your feedback as we constantly throve to improve our services. Please fill up the following form to indicate our strengths and weaknesses. We would retain this information in our database. Thank you for your time.

Name (Mandatory):

E-Mail (Mandatory):

Phone Number (Optional):

Organization:

Designation:

(Please tick wherever applicable)

• Are you or have you, in the past, been a client to ISTS? 🞐 Yes 🞐 No

• Is our website convenient in terms of accessibility? 🞐 Yes 🞐 No

If No, please mention how we could improve \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• Are you satisfied with our services? 🞐 Yes 🞐 No

• Would you like to associate with us in future? 🞐 Yes 🞐 No

• How would you rate our services?

🞐 Very Satisfactory 🞐 Satisfactory 🞐 Neither Satisfactory nor dis-satisfactory 🞐 Dis-satisfactory 🞐 Very Dis-satisfactory

• Do you want our representative to get in touch with you? 🞐 Yes 🞐 No

(If answered yes above, “Thank you. We would get in touch with you soon through your contact details provided.

If answered no above, “Thank you for your feedback. Wish you a Good day ahead”)

**A3:** Get in Touch form:

Name:

E-mail ID:

Contact Number:

Please type your query in the box below in no more than 250 characters.

Thank you! We would get in touch with you soon!