

PAPERLESSTRADIE

PaperlessTradie website proposal
by
Ibrahim Cetinkaya

WEBSITE PROPOSAL DOCUMENT

Client Profile

Company Name	PaperlessTradie
Address	1 Broadway, Ultimo, Sydney
Phone Number	0123456789
Contact Person	Billal

About PaperlessTradie

PaperlessTradie is a web-based application that can serves Electricians, Plumbers, Builders and general trades people who have experience working in the field but struggle to maintain the administration side of their business. We provide srrervices that let you keep track of your businesses finances, your employees, clients and jobs all from any device anywhere.

Needs Analysis

As PaperlessTradie is very new and adoption rates for technology among this sub-genre of business men can be pretty low, it is important that the website be simple and explain the simplicity of the message we are trying to convey which is 'We can make running your business alot easier!' Downloads links need to be featured prominently and the ability of the application to be customizable is important too.

Main Goals

The main goals of the PaperlessTradie web site are:

- 1 - Clean and simple yet eye catching website.
- 2 - Must explain the benefits of the application.
- 3 - Responsive Design (Must be able to be viewed from every device).
- 4 - Social Media Integration.
- 5 - Use of analytics to make sure we can see user interaction.

Target Audience

The main target audience of the website will be Tradesmen who want to streamline their business and have trouble managing their employee's, clients, jobs, financials and paper-work.

Content

Main Content

PaperlessTradie is a web application that runs on all smartphones and is intended for business owners (Mainly Tradesmen) the site will show off some features and pictures of our logo, it's main purpose is as a landing page so simplicity and a quick download is key.

Image and Text

To enhance the look and feel of the site a few images and texts, mainly call to actions in the form of download buttons and links to move you to new websites will be featured.

Call to Action

Home Page

Though the site requested is a simple one page flat design web site a call to action in the form of a 'Download Now' button will be on the home page.

Product Page

In product page the customer will be able to see screenshots of the product itself on mobile phone and laptop screens.

About Page

We will have an about page describing a little bit about our company and how we came about our service.

Testimonial Page

We will have a testimonial page with clean pictures and some quotes from our users so new clients can see what our current customers have said about our product.

Organisational Structure

Home:

About:

Testimonials:

Contact:

Download:

Screenshots:

Contact us:

Follow us:

Fee Summary

The initial budget is estimated at \$5000 (Depending on which layout it selected) which is detailed below.

The budget may be exceeded at a later stage.

Website design and set up	\$ 1500
Website sections	\$ 200
1 Year free hosting	\$ 500
Domain Registration	\$ 500

Design

Logo

The current Logo will be (PhotoShop messes with my fonts so they will look a bit different in the mockups).

PAPERLESSTRADIE PAPERLESSTRADIE

Colour Scheme

1.



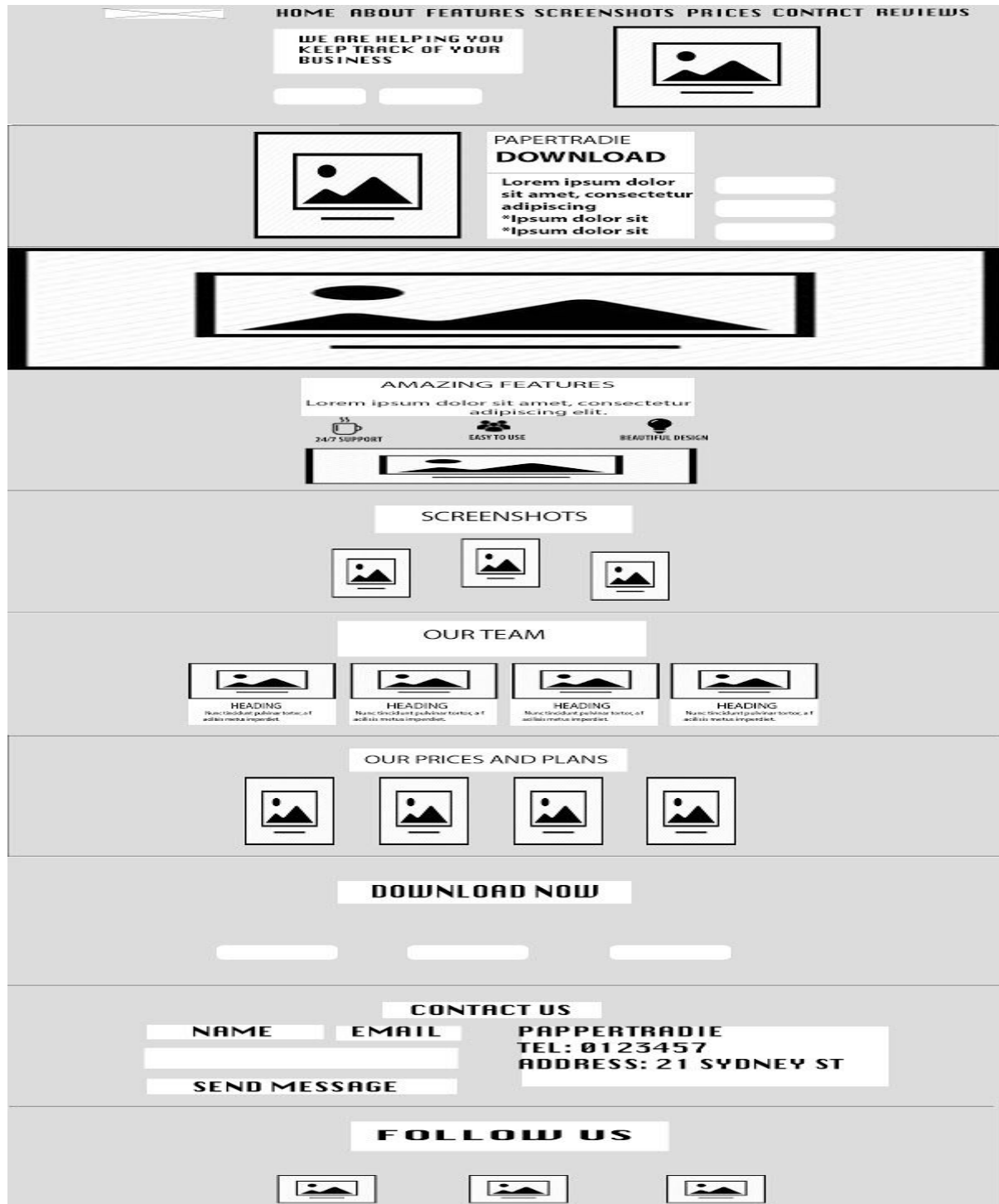
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R	63
G	51
B	61
H	310
S	19
L	22
C	0
M	19
Y	100
K	75

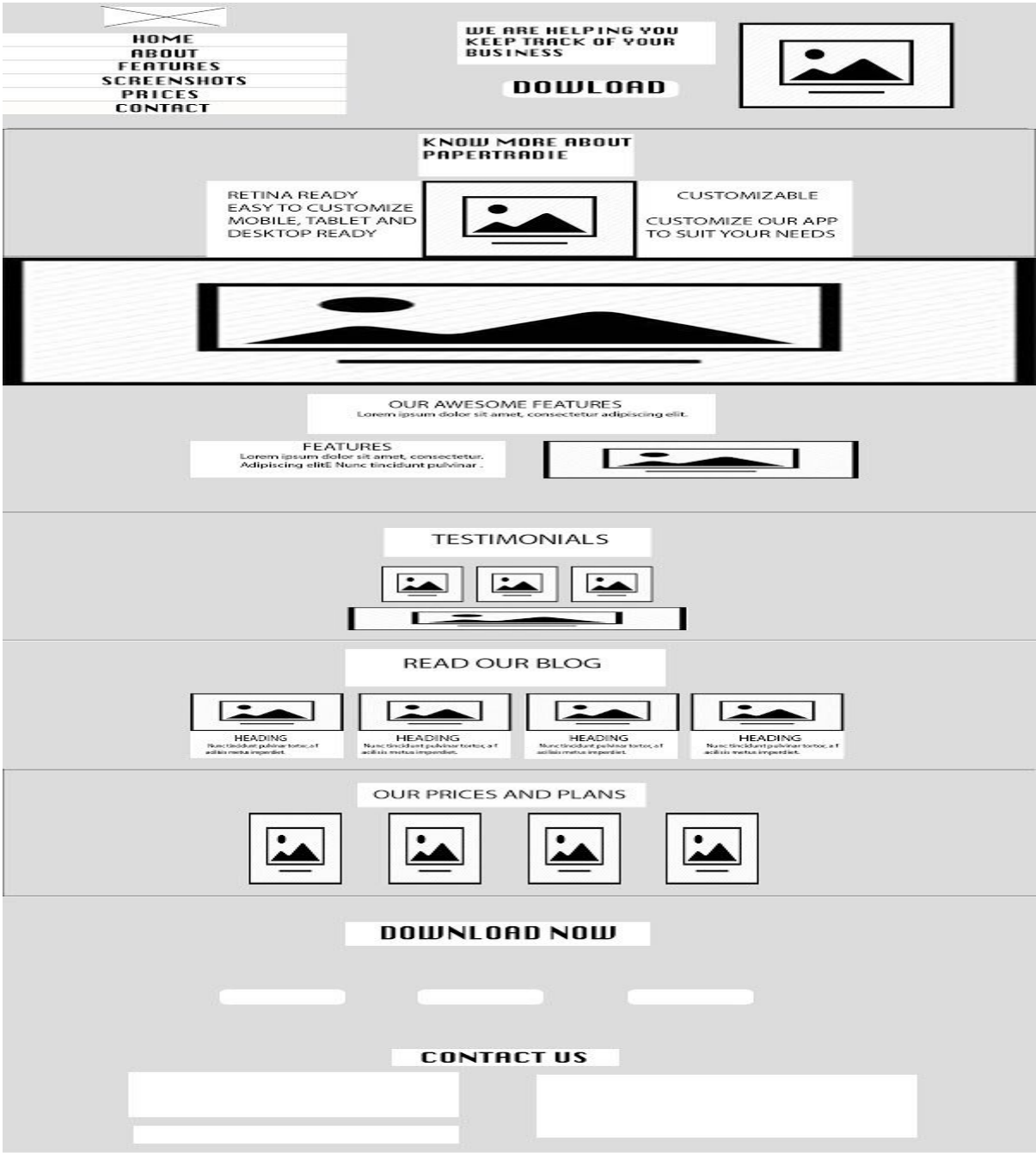
2:




#	E9CE26
R	233
G	206
B	38
H	52
S	84
L	53
C	0
M	12
Y	100
K	9

Wireframes:





MOCKUPS

[I'm a Tradesman](#)

AUTOMATE YOUR BUSINESS

Start to manage your businesses financials in seconds with IT






The easiest way to control of your business

If you think handling your financials is boring and hard, think again. IT allows you to instantly keep track of jobs, clients, employees and inventory all in a simple and easy way!

Communicate between Clients, Employees on one Platform.

The moment you open the app you'll be ready to go





- * Any device
- * Any time
- * Any where

- * Check job status
- * Check job financials
- * Know the ins and outs of YOUR business





Easy to use simple UI

Don't let the fear of technology keep holding you back from optimizing your business



Make it easy on yourself.

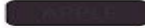
Know whether your business is in the red or in the clear. Without waiting for an accountant every year.



Keep in communication.

Know which projects are going on when all in one place





306
App Downloads

BEAUTIFUL DESIGN



HEADING

BUY NOW & SAVE!
\$35.95 / 6 months
 (Only \$2.99/month)

BUY NOW

Secure MFA Account
 Enterprise Mail
 Mail and Voice Groups
 Personal Calendar
 Personal Address Book
 Document Workflow
 Address With Geographic
 Information
 Unlimited Storage Included
 No Traffic Logs
 Instant Setup

 Windows Store



**KNOW MORE ABOUT
PAPERTRADIE**



Co-ordinate your whole team from one device
Keep an eye on all your businesses operations



Compatible with any device

Customize to suit your needs

**WATCH THIS VIDEO TO
SEE HOW EASY IT IS TO USE
PAPERTRADIE.**

OUR AWESOME FEATURES

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

FEATURES

Lorem ipsum dolor sit amet, consectetur.
 Adipiscing elitE Nunc tincidunt pulvinar .
 Lorem ipsum dolor sit amet, consectetur.
 Adipiscing elitE Nunc tincidunt pulvinar



TESTIMONIALS



A few words from our clients.

READ OUR BLOG



HEADING



HEADING



HEADING



HEADING

OUR PRICES AND PLANS

[illegible]

DOWNLOAD NOW



CONTACT US

NAME _____

EMAIL

PAPPERTRADIE
TEL: 0123457
ADDRESS: 21 SYDNEY ST

SEND MESSAGE

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