

Ironji Website Redesign Plan

Modern, Mobile-First Logistics Platform

Overview

Redesign Ironji.com into a modern, premium logistics platform with enhanced functionality for tracking, scheduling, and customer requests while maintaining clean minimalist aesthetics.

Design Philosophy

- **Style:** Clean minimalist with premium feel
- **Approach:** Mobile-first responsive design
- **Typography:** Avenir font family throughout
- **Colors:** Current brand color scheme
- **User Experience:** Intuitive, professional, trustworthy, aesthetically pleasant

Site Structure & Navigation

Primary Navigation

1. Home (Landing Page)
2. About Us
3. Services
4. Schedule & Prices (*New*)
5. Track Shipment (*New*)
6. Get Instant Quotation
7. News & Insights
8. Company Profile

Secondary Navigation

- Contact Us
- Emergency Support

Page-by-Page Specifications

1. Landing Page (Home)

Purpose: Convert visitors into customers with compelling value proposition

Key Elements:

- Hero section with powerful headline and CTA
- Services overview with visual icons
- Trust indicators (900+ drivers, client logos)
- Quick access to tracking and quote forms
- Statistics dashboard (30M, 10+, 900+)
- Client testimonials/logos
- Mobile-optimized contact buttons
- **Innovative Lead Capture Modal:** Auto-opening scroll-triggered modal offering free shipping from point A to point B in exchange for email/phone number, with urgency messaging ("Deal closing in few hours")

Content Hierarchy:

1. Hero: "Revolutionizing Domestic Logistics in Rwanda"
2. Value propositions: Efficient, Reliable, Integral
3. Service highlights with imagery
4. Client trust section
5. Quick action CTAs (Track, Quote, Schedule)

2. About Us

Purpose: Build trust and company credibility

Key Elements:

- Company mission and vision
- Rwanda logistics expertise
- Team leadership (if applicable)
- Company values: Efficiency, Reliability, Integrity
- Timeline/milestones
- Certifications and partnerships

3. Company Profile

Purpose: Detailed corporate information for B2B clients

Key Elements:

- Corporate overview
- Business registration details
- Service capabilities

- Fleet information
- Coverage areas map
- Industry expertise
- Partnership opportunities

4. Services

Purpose: Detailed service descriptions with clear value props

Services to Highlight:

- **Products Distribution:** Manufacturer and trader support
- **Inter-warehouse Transport:** Professional driver network
- **Custom Logistics Solutions:** Tailored to specific demands

Each Service Includes:

- Detailed description
- Benefits and features
- Pricing approach
- Case studies/examples
- CTA to quote or contact

5. Schedule & Prices (*New Feature*)

Purpose: Transparent pricing and route availability

Functionality:

- **Route Listings:** Display available routes with truck type, times and pricing
 - Example: "Dyna - 8:00 AM - Kigali to Musanze - \$XXX"
- **Dynamic Search:**
 - Origin/pickup location selector
 - Destination selector
 - Available time slots display
 - Real-time pricing
- **Booking Integration:** Link to shipment request form
- **Route Map:** Visual representation of coverage

Technical Requirements:

- Search functionality with dropdown/autocomplete

- Real-time availability checking
- Mobile-responsive tables/cards
- Integration with booking system

6. Track Shipment (*New Feature*)

Purpose: Customer shipment visibility and transparency

Functionality:

- **Tracking Input:** Field for tracking/batch number
- **Progress Display:** Visual progress bar or timeline
- **Status Updates:** Key milestone stages
 - Order confirmed
 - Pickup scheduled
 - In transit
 - Delivered
- **Estimated Delivery:** Time and date
- **Contact Support:** Direct line for issues

Technical Requirements:

- Real-time tracking integration
- Mobile-optimized progress display
- WhatsApp notification options
- Support contact integration

7. Get Instant Quotation

Purpose: Lead generation through quote requests

Form Fields:

- Contact information (name, email, phone)
- Business name (optional)
- Pickup location
- Delivery location
- Cargo description
- Truck type (optional)
- Timeline requirements

- Special requirements (optional)

Additional Features:

- **Shipment Request:** Separate form for immediate booking
 - Phone number
 - Email
 - Name/business name
 - Pickup location
 - Destination
 - Cargo description
 - Urgent request checkbox

Technical Requirements:

- Form validation
- Email integration to company
- Confirmation messages
- Lead tracking capability

8. News & Insights

Purpose: Industry authority and SEO benefits

Content Types:

- Industry news and trends
- Company updates
- Logistics tips and guides
- Rwanda economic insights
- Case studies

Features:

- Blog-style layout
- Category filtering
- Search functionality
- Social sharing buttons
- Related articles

Technical Specifications

Performance Requirements

- **Page Load Speed:** <3 seconds on mobile
- **Mobile Optimization:** Responsive design with mobile-first approach
- **Browser Support:** Chrome, Safari, Firefox, Edge (latest 2 versions)
- **Accessibility:** WCAG 2.1 AA compliance

Integration Requirements

- **Tracking System:** API integration for real-time updates
- **Route Management:** Dynamic pricing and availability system
- **Form Processing:** Email notifications and lead management
- **Analytics:** Google Analytics 4 implementation
- **SEO:** Structured data and meta optimization

Security Features

- SSL certificate
- Form spam protection
- Data encryption for customer information
- Regular security updates

User Experience Flow

Primary User Journeys

Journey 1: Business Customer Seeking Quote

1. Land on homepage → See services overview
2. Navigate to "Get Instant Quotation" or use homepage CTA
3. Fill out detailed quote form
4. Receive confirmation and follow-up

Journey 2: Tracking Existing Shipment

1. Access "Track Shipment" from main navigation
2. Enter tracking number
3. View real-time progress and updates
4. Contact support if needed

Journey 3: Comparing Routes and Pricing

1. Navigate to "Schedule & Prices"
2. Search origin to destination
3. Compare available slots and pricing
4. Request shipment or get quote

Mobile Experience Priorities

- Thumb-friendly navigation
- Simplified forms with smart defaults
- Click-to-call functionality
- GPS integration for location selection
- Offline capability for tracking

Visual Design Guidelines

Layout Principles

- **White Space:** Generous spacing for premium feel
- **Typography:** Clear hierarchy with Avenir font family
- **Imagery:** Professional, high-quality logistics photos
- **Icons:** Consistent, minimal icon system
- **Color Usage:** Current brand colors with strategic accents

Component Library

- Navigation bars (desktop/mobile)
- Form elements with validation states
- Button styles (primary, secondary, ghost)
- Card layouts for services/routes
- Progress indicators for tracking
- Modal windows for quick actions

Responsive Breakpoints

- Mobile: 320px - 768px
- Tablet: 769px - 1024px
- Desktop: 1025px+

Content Strategy

SEO Focus Areas

- "Logistics Rwanda"
- "Products distribution Rwanda"
- "Inter-warehouse transport"
- "Truck drivers Rwanda"
- "Shipping services Kigali"

Content Calendar

- Weekly blog posts
- Monthly industry insights
- Quarterly company updates
- Customer success stories

Implementation Timeline

Phase 1: Foundation (Weeks 1-2)

- Design system creation
- Homepage and core pages
- Basic functionality setup

Phase 2: Features (Weeks 3-4)

- Tracking system integration
- Schedule & prices functionality
- Quote/request forms

Phase 3: Optimization (Weeks 5-6)

- Mobile optimization
- Performance tuning
- Testing and bug fixes

Phase 4: Launch (Week 7)

- Final testing
- Content migration
- Go-live and monitoring

Success Metrics

Business Goals

- Increase quote requests by 40%
- Improve mobile conversion rate by 50%
- Reduce customer support calls through self-service tracking

Technical Goals

- Achieve Google PageSpeed score >90
- Mobile-first indexing optimization
- 99.9% uptime target

Next Steps

1. **Design Approval:** Review and approve visual direction
2. **Content Preparation:** Gather all necessary content and imagery
3. **Technical Setup:** Configure development environment
4. **Integration Planning:** Coordinate with existing systems
5. **Testing Strategy:** Plan comprehensive testing approach

This plan provides a roadmap for creating a modern, efficient, and user-friendly logistics platform that serves both individual and business customers while showcasing Ironji's premium service quality.