I am Floris Fennema co-owner of the fluitende fietser. Our goal with this new website and application is to modernize the company and increase the amount of customers interested in renting our bikes.

Lately, we've invested in a modern approach where our store is only used as a distribution center.

And most of our contacts will be held through the website.

Our main target groups are families and groups of friends/tourists. In this project, we would like it to develop our website navigation of course, on the website, there should be a navigation bar with five buttons, home, bikes, rental, contact, and about us.

The rental page is the most important part of the website. I should be very customer friendly.

On the application, our cashier should be able to deal the financial side. Also our manager access to all information.

when entering the website, you should arrive at the homepage of course, buttons linking to different pages in the middle of the homepage there should be a button linking directly to the rental page.

The goal of this is to serve the purpose that the store has now. customers need to be able to select bikes and rent them for certain amount of days and even pay through the website.

We have a couple of things we would like regarding the design of the website. The style of the website is up to you. It should fit our type of store the color blue is prominent. The website needs to be customer friendly. Mostly pointing towards the rental page.

You've heard from us Arielle was the preferred font, but Helvetica, Verdana, Calibri would work as well.

Upto you which font fits the design

On the bike rental page, we would like customers to fill out their phone number, as well as the already requested name, email address. And postal code.

Now the design of the application most importantly, is customer friendly in the sense that our cashiers need to be able to use it to count money and a check needs to be there that closes the application after 60 seconds of not being used.

the budget that we are willing to give you for this website and application is 30,000 Euros including VAT

and the planning for the next few weeks is as follows a summary of this briefing in the form of a debriefing by Monday, April 11.

delivering a presentation of the website and application the week of April 25.

And the official launch of the website and application on Friday, April 29.

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