

# Tinspol Motors — Website Design & Development Proposal

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Prepared for: Tinspol Motors

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## 1) Executive Summary

Tinspol Motors is a full-service automotive repairing company offering a broad range of services that the Zimbabwean market relies on daily. This proposal outlines a complete end-to-end solution to design, build, launch and maintain a high-performance, mobile-first website that drives bookings, enquiries, walk-ins and repeat business. The site will present Tinspol Motors as the trusted one-stop shop for repairs, tyres, spares, bodywork, and routine servicing, with clear calls-to-action and effortless contact options (phone, WhatsApp, email, and online forms).

Our plan focuses on:

- A premium, professional visual experience aligned with the automotive sector.
- A streamlined, conversion-driven user journey (Get Quote, Book Service, Call, WhatsApp).
- A robust services catalogue covering all offerings with clear benefits and pricing guidance where appropriate.
- Strong local SEO, speed, accessibility, and analytics instrumentation.
- A secure, scalable platform with an intuitive content management experience for Tinspol staff.
- Post-launch care: monitoring, backups, updates, and ongoing optimisation.

## 2) Understanding Tinspol Motors

Tinspol Motors specialises in:

- Motor Mechanics
- Suspension Repairs and Fitments
- Tyre Repairs and Fitments
- Car Wash
- Panel Beating
- Spares and Body Parts Supplies
- Tyres Supply

- Routine Services

Primary business goals for the website:

- Increase inbound enquiries and booked jobs across the above services.
- Showcase workmanship and results (before/after gallery, testimonials, case highlights).
- Communicate trust (certifications, guarantees, quality of parts, qualified technicians).
- Promote quick contact paths (click-to-call, WhatsApp, Get a Quote).
- Support tyre and spares enquiries with part identifiers and upload fields for photos/invoices.
- Provide opening hours, location, directions, and a Google Map.
- Capture leads for seasonal specials (e.g., tyres, batteries, service packages).

Key success metrics:

- increase in qualified enquiries within
- website-to-lead conversion
- leads originating from mobile devices and WhatsApp CTA clicks.
- Page load times under 2.5s on 4G for core pages

### **3) Proposed Solution Overview**

We will deliver a modern, fast, and secure website with a conversion-optimised structure:

- Home: High-impact hero, service quick-links, proof-points, CTAs (Call, WhatsApp, Get Quote), offers.
- Services Hub: Tiles for each service category leading to in-depth pages with FAQs and CTAs.
- Tyres & Spares: “Request a Part/Quote” form with photo upload and vehicle/part details.
- Car Wash Booking: Simple slot request form (date/time window) with SMS/WhatsApp confirmation option.
- About Us: Experience, certifications, process, guarantees, safety and quality standards.
- Gallery: Before/after repairs, resprays, suspension jobs, wheel alignment, detailing.
- Testimonials/Reviews: Curated customer quotes; option to embed selected Google reviews.
- Blog: posting content about Tinspol and promotions

- Contact & Locations: Map, addresses, opening hours, phone, email, WhatsApp button.
- Legal Pages: Privacy Policy, Terms, Cookie/Tracking notice where applicable.

Top-level calls-to-action:

- Get a Quote
- Book Service
- Call Now
- WhatsApp

#### **4) Sitemap & Information Architecture**

- Home
- Services
  - Motor Mechanics
  - Suspension Repairs & Fitments
  - Tyre Repairs & Fitments
  - Car Wash
  - Panel Beating
  - Spares & Body Parts Supplies
  - Tyres Supply
  - Routine Services
- Tyres & Spares (Request a Part/Quote)
- Gallery (Before/After)
- Testimonials
- Promotions / Specials
- About
- Blog
- Contact (Map, Hours, Multi-channel contact)
- Legal: Privacy Policy, Terms of Use, Cookies

#### **5) Key Features & Functionality**

#### A) Conversion & Lead Capture

- Multi-step “Get a Quote” forms with conditional fields by service type.
- One-tap actions: Click-to-Call and WhatsApp deep links.
- Sticky mobile CTA bar (Call, WhatsApp, Get Quote).

#### B) Services Catalogue

- Dedicated page per service with: overview, symptoms, what’s included, turnaround, warranties, FAQs, pricing guidance.
- Trust elements: badges (OEM parts, warranty, certified technicians), process stepper.
- Rich media: short clips, image galleries.

#### C) Tyres & Spares Request

- Capture vehicle details (make/model/year/engine), tyre size or part number, photos of old part/tyre, preferred brand, urgency, pickup/delivery options.
- Backend routing to correct team inbox; auto-reply with reference number

#### D) Car Wash Booking

- Simple slot request with date/time preference, service type (interior, exterior, full valet), add-ons (engine wash, waxing), vehicle size.
- Optional SMS/WhatsApp confirmation and reminders.

#### E) Testimonials & Gallery

- Curated reviews; optional integration to embed selected Google ratings.
- Before/after galleries with filters by service type; lightbox viewer.

#### F) Promotions

- Time-boxed specials with start/end dates; badges (“New”, “Ends Friday”, “Limited Stock”).

#### G) Contact & Locations

- Interactive map, multiple locations (if applicable), hours, emergency contact.

- Secure contact form with spam protection and auto-responses with H) Content Management (CMS)
- Edit pages, services, FAQs, promotions, testimonials, gallery, hours.
- Manage form submissions, export to CSV, assign statuses/notes.
- Role-based access (Admin/Editor).

#### H) Performance, SEO & Accessibility

- Mobile-first responsive design; optimised images; lazy loading; code splitting.
- On-page SEO: titles, meta descriptions, headings, internal links.
- Structured data (Schema.org): LocalBusiness → AutoRepair, AutomotiveBusiness (service pages)
- Accessibility: semantic HTML, keyboard navigation, colour-contrast and compliance.

## 6) Design Direction (Look & Feel)

- Visual Style: Sleek, modern automotive aesthetic with strong hero imagery, sharp typography and a confident, professional tone.
- Typography: Clean, geometric sans-serif for headings; highly legible body font optimised for small screens.
- Layout: Grid-based sections with generous white-space; card-style service tiles; prominent sticky CTAs on mobile.
- Iconography: Minimal, line-icons for quick scanning (mechanics, suspension, tyres, wash, panel beating, spares).
- Imagery: Real workshop shots, team at work, equipment, before/after results.

We will create high-fidelity designs for key screens (Home, Service Detail, Tyres & Spares Request, Panel Beating Estimator, Contact) and apply the system across the site for consistency.

## 8) Project Plan & Timeline (7 working days)

### Phase 1 — Discovery & Content (Day 1)

- Stakeholder workshop, confirm goals/KPIs, sitemap finalisation.
- Collect logo/brand assets, services copy, pricing guidance, photos.
- Technical decisions (stack, hosting, integrations).

#### Phase 2 — UX/UI Design ( Day 2)

- Wireframes → high-fidelity screens for key pages; design system tokens.
- Design review and sign-off.

#### Phase 3 — Build & Integrations (Day 3-4)

- Template development; CMS configuration and content modelling.
- Forms with conditional logic and file uploads; WhatsApp & map linking.
- Responsive QA across modern browsers/devices.

#### Phase 4 — Content Load, SEO & UAT ( Day 5)

- Copy and media population; on-page SEO; analytics events; accessibility checks.
- User Acceptance Testing with Tinspol; polish and fixes.

#### Phase 5 — Launch & Handover (Day 6-7)

- Production deployment, DNS/SSL, monitoring and backups.

### **9) Deliverables**

- Fully responsive website with all pages and features listed.
- Lead forms (Get Quote, Panel Beating Estimator, Tyres & Spares, Car Wash Booking).
- Blog Page admin access

### **10) Content & Asset Requirements (From Tinspol)**

- Logo files (SVG/PNG), brand colours (if any), brand guidelines (if available).
- Service descriptions, pricing guidance and warranty information.
- Workshop and team photos; before/after images for gallery.
- Testimonials (names, short quotes, permission to publish).
- Location, contact details, operating hours.
- Any legal copy (privacy, terms) specific to Tinspol's policies

## **11) Acceptance Criteria**

- All pages and features listed are implemented and pass functional QA.
- Site is responsive across modern evergreen browsers and common viewport sizes.
- Forms submit successfully with attachments, spam protection and admin notifications.
- PageSpeed tests show strong Core Web Vitals on key templates (within reason for media-heavy pages)
- Blog post layout and style is approved.

We look forward to working with you.

Yours sincerely

Business Development Manager

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