**Overall requirements**

1. Helvetica font
2. Landing title,
   1. (white logo and white letters, white font navigation titles, the color slightly turns grey if hovered over, black background if scrolling outside of the landing photo)
   2. Landing title disappears after scrolling down the webpage, but re-appears if scrolling backup
   3. If nav bar appears outside of landing figure, the background is black
   4. Navbar includes (Team, Technology, Meet MOAB, Career, Shop, The logo will bring you back to the main page)
3. Total six pages design, ***Main, Team, Meet Moab\*, Technology, News, Career, and Shop (to Natalie: this will be relocated to another company webpage, but we can keep an optional page in Smartville website as well)***
4. ***To natalie: I think the new’s letter will be referring to the following sections in the website (news) (technology, as main HUB product outreach) (contact info)***
5. Large full screen size photos (or footages) as landing cover
6. Slogan, large font, right below the logo
   1. Title: From Electrifying Cars, to Powering Cities
   2. Notes: We are developing a solution for scalable and sustainable lithium battery reuse and recycle, while providing smart energy storage systems for homes, businesses, and renewable electric grid

（7） also on the landing cover, optional to add teal button linking to solutions, white papers, or spec sheets. Example below.

Text

Description automatically generated with medium confidence

**Detailed Page design.**

1. ***Main page*** including four to six blocks
   1. (1) landing figure,
   2. (2) solution details, (a hub with some UI animation)
   3. (3) product feature (MOAB) ( a still moab with specs)
   4. (4) news bar (selected news tile), saturated 3 tiles
   5. contact (example below)

Text

Description automatically generated

1. ***Meet MOAB***, two blocks, this page is optional for now, we can add later.
   1. rolling page with product illustration and notes, it will be cool to have a rendering and animation effect like below, but ok if only still pictures.

<https://css-tricks.com/lets-make-one-of-those-fancy-scrolling-animations-used-on-apple-product-pages/>

* 1. In the end, a teal button (Get quote, link into a table input for inquiry, send email)

1. ***Technology***, four blocks
   1. A landing photo
   2. detailed battery logistics, diagram intoduce HUB logistics, pack management, and reuse and recycle service
   3. a UI screen, with some animation, showing battery logstics and data visualization (a matrices of batteries, each shows SoH , a mouse hover over, an open dialog select what to do with the battery (cycle, preserve, reuse, recycle), click, turn color, end…

A picture containing text, calculator

Description automatically generated

* 1. In the end, a teal button   
     (Got Lithium Batteries? Reserve Your HUB Seeds Here), (link to table, send email)

1. ***Team*** three blocks
   1. a lending photo of team picture, or team at work
   2. statement of company mission and values,
   3. photo tiles, and a quick intro
2. ***News*** : two block
   1. A landing photo
   2. Tiles of news press, with selected page, and text, all of exact same dimensions, click link to the webpage itself.
3. ***Career*** two blocks
   1. A landing photo
   2. (highlight benefits working at SV,
   3. current job posts (click to job description page and quick application window)
4. ***Shop***: three blocks (we also need shopping cart, and paylink pages)
   1. Landing photo
   2. Tiles of store products, like Battery Translator , click to the product page, with purchasing link.
   3. Terms and conditions