

Ammon-dbs.com Site Plan

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Target Audience

- Age
 - 25 – 60
- Economic Range
 - 50k – 150k
- Education Range
 - High school grad +
- Internet Browsing Device
 - Desktop
 - Laptop
 - Phone
- Likes
 - Automation
 - Technology
 - Change
 - Improving Procedure
 - Being ahead of the curve
- Dislikes
 - Redundancy
 - Inefficiency
 - Falling behind

Persona

- User Group
 - Middle to high level management (ie Operations manager, Production Manager, Inventory Manager)
 - Medium to small sized Company 5 to 200 employees
- Expectations
 - Determine what services are provided
 - Determine Specific capabilities and products available
 - Contact info for a quote
- Universal Features
 - Contact tab
 - Video describing what services are provided

- Interface images
- Detailed Description of services
- Type:
 - A managerial level decision maker that wants to improve accounting and inventory control.

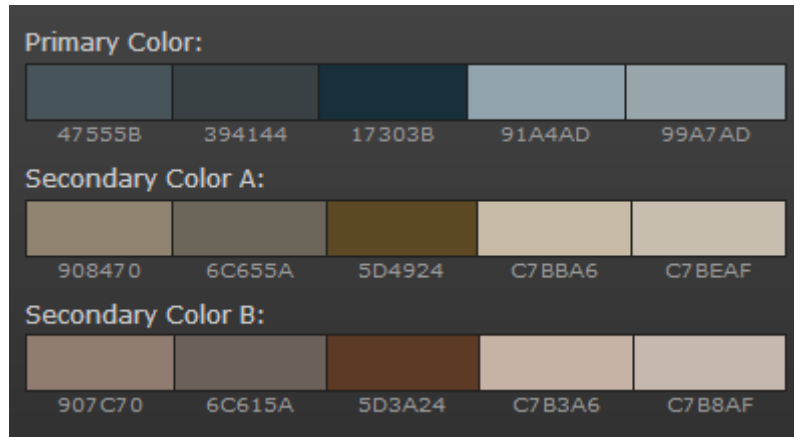


Asset List

- Text
 - Company Profile
 - Describing company history
 - Owner Profile
 - Describing company owner and experience
 - Services
 - Description of services provided
 - Technology
 - Description of products
 - Contact information
 - Vision
 - Explanation of new methods of inventory control
- Video
 - Video demonstrating Database software
 - Video of Database being accessed by Phone/Tablet
 - Video of Database being used on a fork lift
 - Video of Close up of database forms
- Photos
 - Ammon-dbs logo
 - Large
 - Small
 - Long
 - Image of Bluetooth scan gun
 - Image of tablet
 - Image of Forklift driver with tablet and gun
 - Image of woman at a desk accessing database software
 - Image of Barcode
 - Image of Load tag
 - Image of Pallet with Load Tag
 - Image of a server
- Icons
 - i – about
 - eye – vision
 - disk – db software
 - barcode – technology
 - @ for contact

Color Selection and Typography

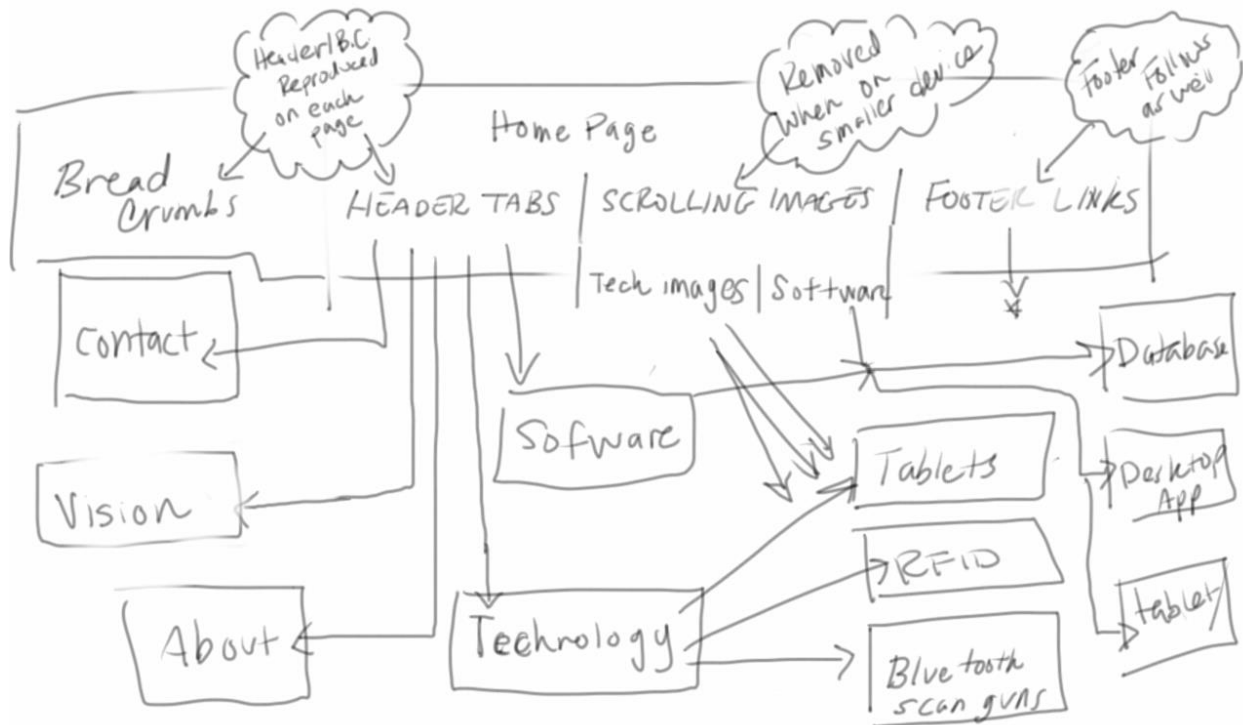
Color Pallet



Color Chart

#	Item	Font	Size	Color
1	Utility (Grey) Navigation	Raleway, Alegreya Sans SC, Sans-Serif	12px, Bold	#6C655A
2	Primary(White) Navigation	Raleway, Alegreya Sans SC, Sans-Serif	18px	#FFFFFF
3	Heading Level 1 (H1)	Alegreya Sans SC, Duru Sans, Sans-Serif	32px, italic	#17303B
4	Heading Level 2 (H2)	Alegreya Sans SC, Duru Sans, Sans-Serif	24px, italic	#17303B
5	Heading Level 3 (H3)	Alegreya Sans SC, Duru Sans, Sans-Serif	16px, italic	#17303B
6	Heading Level 4 (H4)	Raleway, Alegreya Sans SC, Sans-Serif	14px, italic	#17303B
7	Heading Level 5 (H5)	Raleway, Alegreya Sans SC, Sans-Serif	12px, italic	#17303B
8	Default Paragraph Text	Alegreya Sans SC, Duru Sans, Sans-Serif	12px	#5D3A24
9	Sidebar Heading (H3)	Alegreya Sans SC, Duru Sans, Sans-Serif	16px, Bold	#5D3A24
10	Sidebar Navigation	Alegreya Sans SC, Duru Sans, Sans-Serif	16px	#47555B

Navigation Diagram

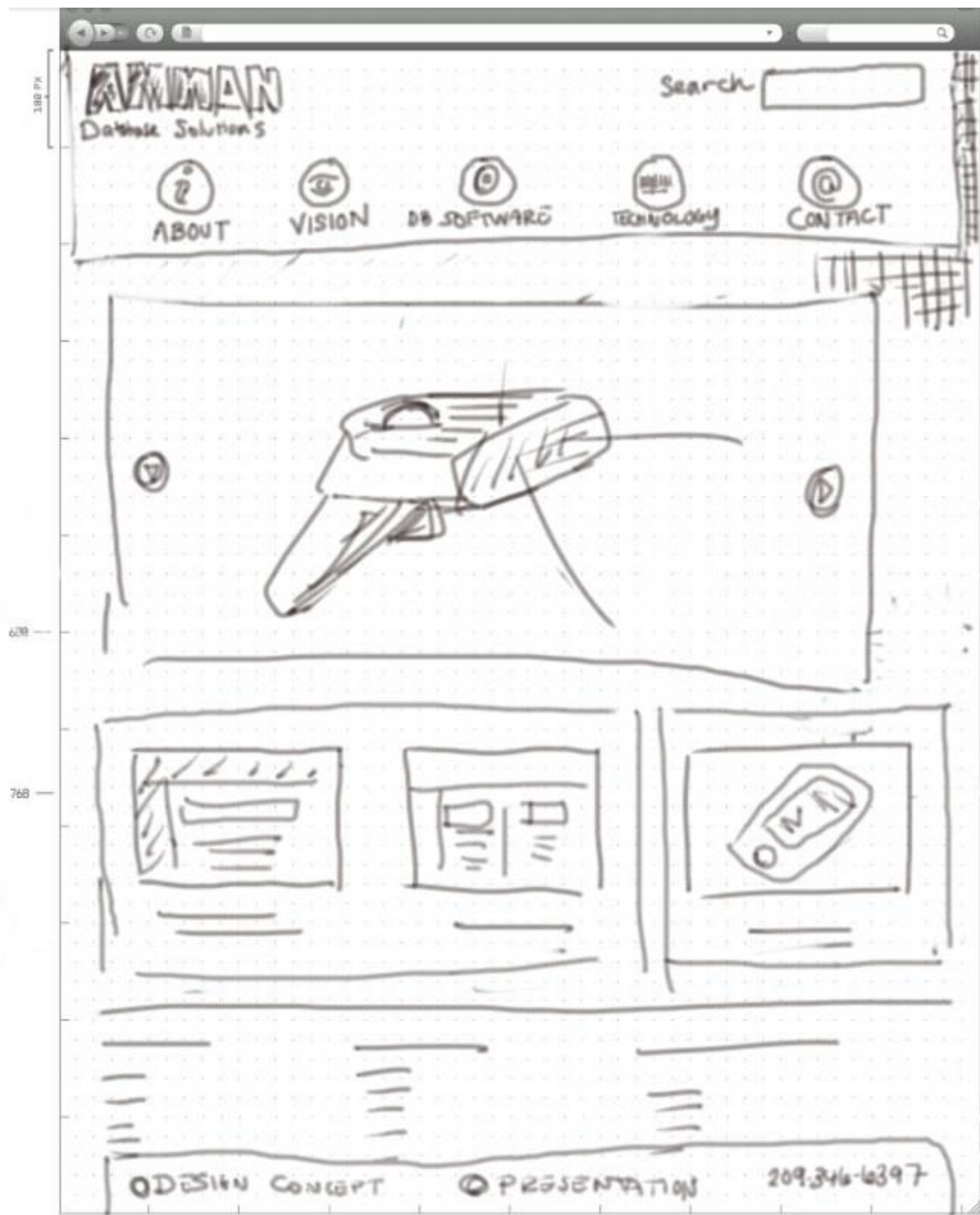


Details

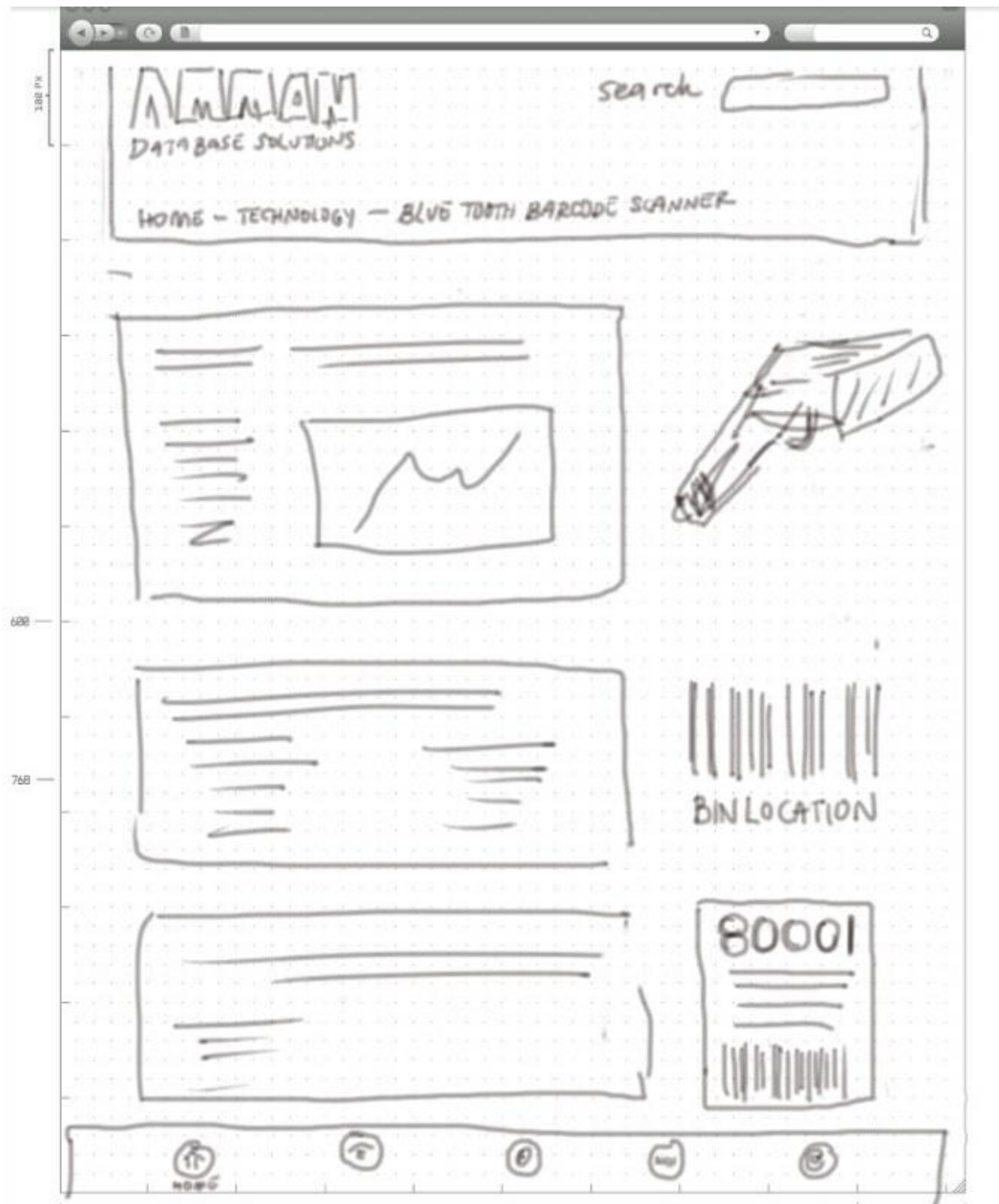
- Bread Crumbs
 - Will appear on each page allowing hierarchy display
- Header Tabs
 - Possibly will follow each page
 - Have images along with text
- Scrolling Images
 - Each image if clicked will direct to corresponding page
 - Images will contain images that will be reproduced on page that is linked to
- Footer Links
 - Will contain class requirements
 - Access to all Header pages as well
- Logo Link
 - Allow access back to home page

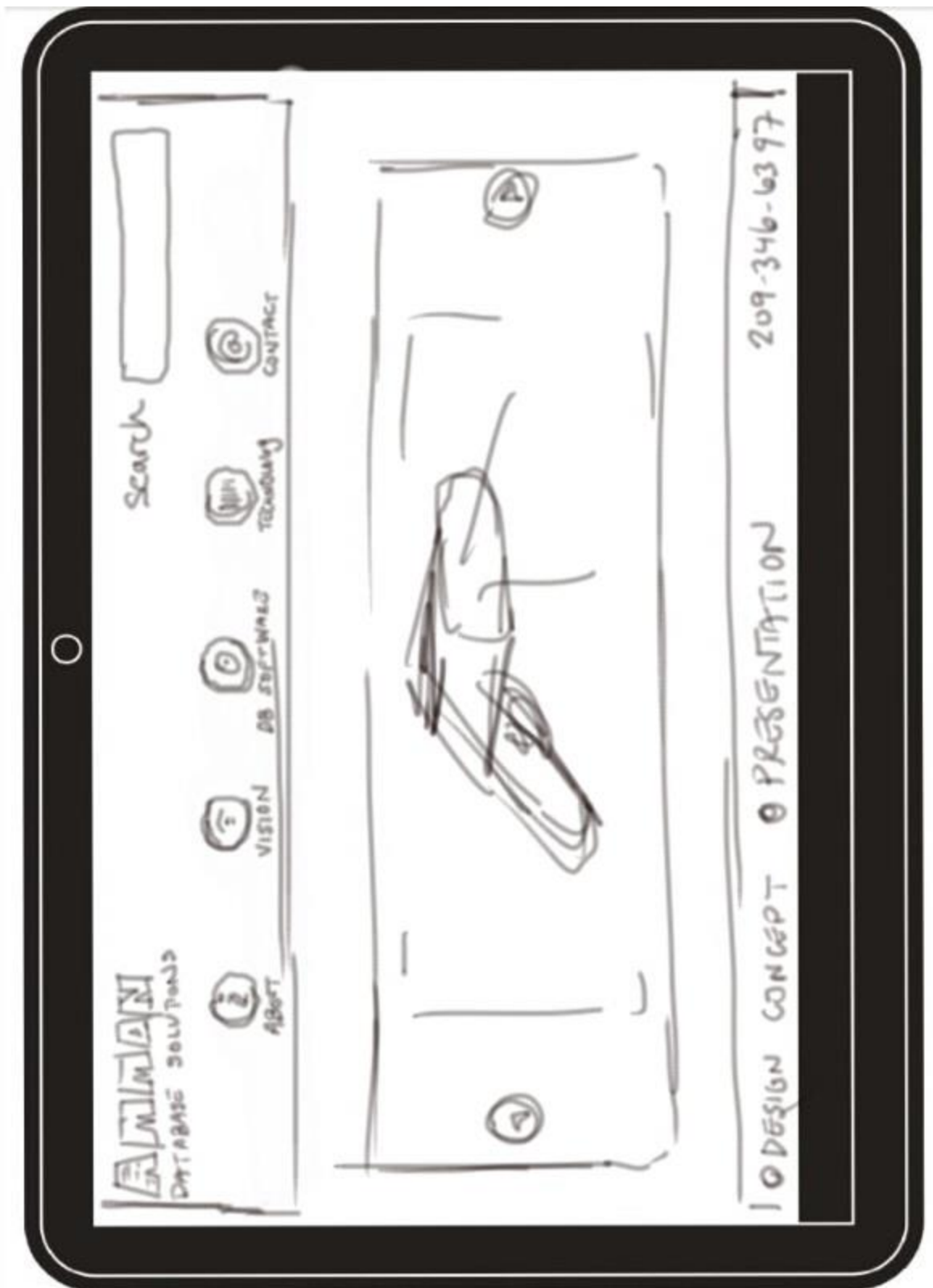
Sketches

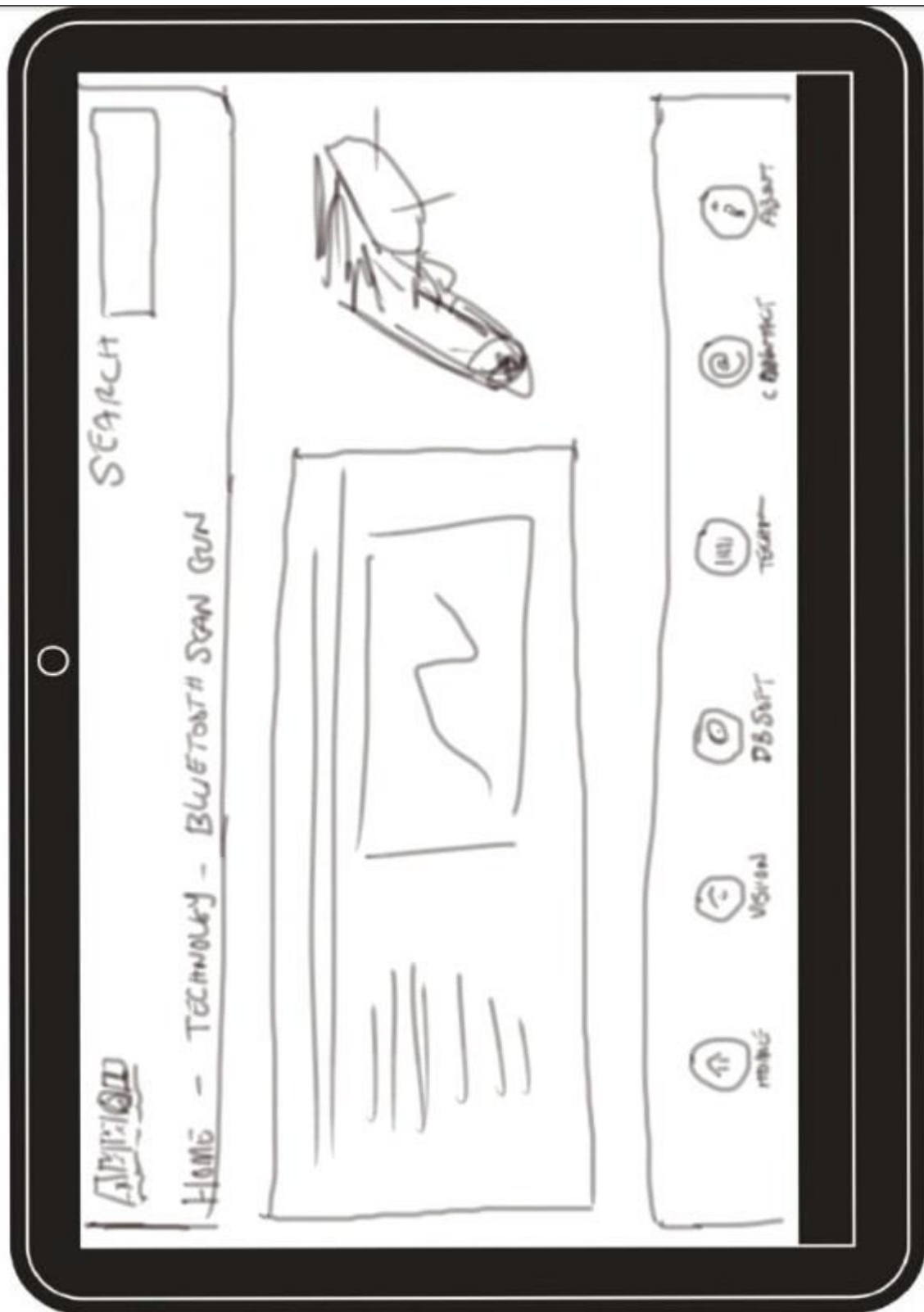
Desktop Browser Home



Desktop Secondary Page





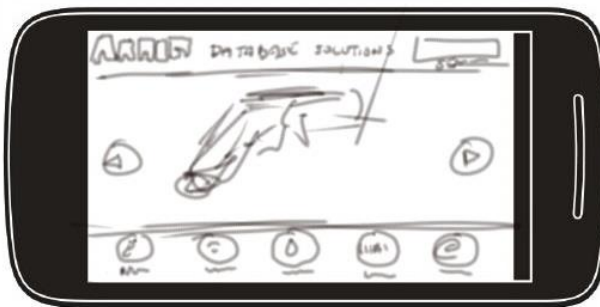


Large Phone Home

Android Phone - Large Size (480 pixel wide X 800 pixel high): Example - *Samsung Galaxy S II*

Notes:





Large Phone Secondary Page

Android Phone - Large Size (480 pixel wide X 800 pixel high): Example - *Samsung Galaxy S II*

Notes:



