

Website Design Brief: Custom Aircraft Rebuild & Pre-Sale Platform

Project Overview

We are a small aviation company preparing to rebuild and sell three Cessna 182 aircraft. These are full-frame refurbishments - new interiors, updated Garmin avionics, custom paint schemes - rebuilt from the shell up. We are now seeking a modern, professional website to help pre-sell these aircraft and allow potential buyers to begin the customization process.

What We Do

- We buy used Cessna 182 airframes (just the empty aircraft shell)
- Completely rebuild them with:
 - New avionics (e.g., Garmin G3X, autopilot systems)
 - New interiors (leather, paneling, seating)
 - Custom exterior paint and branding
- Sell the aircraft to private pilots and buyers looking for a fully modernized small aircraft
- Buyers choose options during the rebuild process, and the aircraft is customized for them

Website Goals

We need a site that:

1. Looks trustworthy, premium, and polished
2. Explains what we're building and selling - clearly and professionally
3. Features an interactive configurator where users can choose:
 - Avionics options
 - Interior styles/colors
 - Paint schemes(*This can be image-based, not 3D. Changing images based on user clicks is fine.)
4. Captures leads (through a form or "Get a Quote" style CTA)
5. Is easy to update with real photos and details as we go

Core Pages We Want

- Home - Overview, value proposition, featured aircraft build

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- Configurator - Step-by-step visual build process for buyers (avionics, interior, paint)
- Gallery - For future completed aircraft (can start with stock/reference Cessna images)
- About Us - Our story, mission, what makes us different
- Contact - Basic form with optional "Submit My Build" or "Request Quote"

Style & Functionality

We want the site to feel inspired by premium vehicle or aircraft brands. Here are examples we like:

Aircraft Examples:

- flyExclusive - Excellent header video and luxury vibe
- Duncan Aviation - Great gallery of high-end interior work
- Yingling Aviation - Clean, simple aircraft interiors page

Vehicle Restoration Examples:

- Manns Restoration - Strong storytelling and visual proof of quality
- Farland Classic Restoration - Project portfolio and vintage luxury tone

Platform & Tech

- WordPress or equivalent CMS is preferred - we want to be able to update things ourselves later
- Responsive design (mobile/tablet-friendly)
- Light, clean animations welcome
- Lightweight image-based configurator (can use JavaScript plugins or custom dev)
- SEO-friendly and fast-loading

Timeline & Budget

- Timeline: 4 weeks or less
- Budget: \$1,500-\$2,000 CAD (~\$1,100-\$1,450 USD)

Additional Notes

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- We do not yet have completed aircraft photos or videos
- We can provide:
 - Reference images of Cessna 182s
 - A list of avionics/interior/paint options
 - Company branding, logos, etc.
- If you can help with simple composite mockups for the configurator, even better

How to Get Started

Please send:

- 2-3 examples of websites you've built with a similar tone or interactivity
- A short description of how you'd approach the configurator
- Timeline estimate
- Optional: Any creative ideas you have to help us stand out