**🧾 EasyTech Durham – Website Requirements Document (Final Launch Version)**

**✅ Overview**

**EasyTech Durham** offers friendly, in-person tech help across Durham Region — especially for seniors, families, and anyone overwhelmed by modern devices. The website should feel modern yet warm, highly readable, and visually trustworthy. It must highlight core services, clear pricing, and easy ways to get in touch.

**🌐 Pages Overview**

**1. Homepage**

**Goal**: Build instant trust and direct users to contact or learn more.

**Sections:**

* **Hero Section**
  + Logo + tagline: *“Because tech support should feel supportive.”*
  + Subheading: *“Local. Trusted. Tech made easy.”*
  + CTA Buttons: “Book Now” (with hover color shift) and “View Services”
  + Background: Lifestyle photo of someone enjoying a video call or setting up a device
* **Quick Blurb**

“We provide friendly, in-person tech help across Durham Region — tailored for anyone navigating smartphones, wi-fi issues or online scams and viruses.”

* **Core Services Snapshot (tiles or cards)**
  + Grid layout with icons and brief descriptions of 4 main services
* **Why Choose Us**
  + Bullet points with checkmarks:
    - Personalized, no-rush visits
    - Trusted by seniors and families
    - Flat-rate, local pricing
    - Serving Pickering, Ajax, Whitby + beyond
* **Testimonial (optional)**
  + Short quote from a happy client (placeholder or real)
* **Call to Action Banner**
  + Book Now button with animated effect
  + Trust badge (e.g., “Safe, Secure, Local Service”)

**2. Services Page**

**Goal**: Explain the 4 core services in a simple, helpful way, while also listing other support options.

**Core Services (with updated descriptions):**

1. **Smartphone Help**

Assisting with setup, learning apps, messaging, and camera use to stay connected with family and friends.

1. **Wi-Fi / TV Setup**

Fixing buffering issues, installing streaming apps, and simplifying remotes to enhance entertainment and communication.

1. **Tech Cleanup Visit**

Optimizing slow devices, securing passwords, and organizing systems to reduce overwhelm and improve usability.

1. **Scam Recovery**

Removing malware, securing accounts, and contacting banks if needed, addressing a key concern for safety-conscious seniors.

**Other Services include:**

* Password Manager Setup
* Smart Home Device Setup
* Printer Setup
* Photo & Data Backup
* 1-on-1 Coaching
* Group Visits to Retirement Homes
* Monthly Virtual Support Plans

Add a short statement like: *“Perfect for beginners, seniors, or anyone needing a tech refresh.”*

**3. Pricing Page**

**Goal**: Present transparent rates and travel fees clearly and confidently.

**Service Rates (cards or table layout):**

* Core services (Cleanup, Smartphone, Wi-Fi/TV): **$109**
* Scam Recovery: **Starts at $149**
* Others: **$89–$109**
* 1-on-1 Coaching: **$99/hr**
* Group Visits: **From $149**

**Travel Fees (collapsible section):**

* Free: Pickering, Ajax, Whitby
* +$20: Oshawa, Courtice, Bowmanville, Brooklin
* +$40: Lindsay, Port Perry, Newcastle, outside Durham
* Include a small visual map if possible

**Promo Offer:**

*“💡 First Visit Special – $99 for a limited time!”*  
Consider using a countdown or banner highlight

**4. Contact Page**

**Goal**: Let visitors easily request help or schedule a visit.

**Form:**

* Fields: Name, Email, Phone, Message
* Friendly style: Rounded edges, large text, soft placeholder hints
* Submit button with animation or “checkmark” confirmation
* Trust Signal: Photo or icon of tech support person and badge ("Secure Booking")

**Extra Option:**

* Embed **Calendly** or **TidyCal** booking tool if available
* Include phone/email for clients who prefer to call

**🔗 Footer**

* Mini mission: *“Empowering Durham with simple tech solutions.”*
* Social icons with hover effect
* Newsletter signup: *“Stay Tech-Savvy – Get our free tips”*
* Dynamic copyright

**🎨 Design & Branding Guidelines**

| **Element** | **Value** |
| --- | --- |
| Fonts | Poppins (body), Nunito (headings) |
| Primary Color | #3B4D61 (Cool Slate Blue — soften if needed to #5A7D9D) |
| Accent Color | #30D5C8 (Soft Aqua — sparing use) |
| Contrast Color | #F5A623 (Warm Yellow-Orange — pricing highlights, CTAs) |
| Background | #FDFBFA (Light Sand) |
| Text | #333333 (Charcoal Grey) |
| Icons | Friendly, flat-style tech icons (avoid too corporate) |
| Imagery | Lifestyle images (people using devices comfortably, not stereotypical stock) |