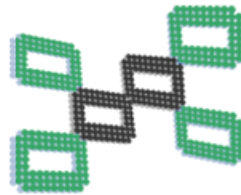




AllStyle Homes

Your tick of approval is our guarantee



ONLINE SYSTEMS SOLUTIONS

your virtual company with real solutions

AllStyle Home

Design Brief

Prepared by:

Online Systems Solutions

Version:

1.0

Executive Summary

This report has been developed to document the design requirements for the development of a web presence for AllStyle Homes. The report details the layout of pages, formatting of content and text and standards and requirements to be met as requested by the client.

Online Systems Solution has been engaged to develop a website for AllStyle Homes. Whilst AllStyle Homes' competitors continue to make inroads with their web presence there is evidence that AllStyle Homes business will suffer if they do not embark on this marketing tool.

AllStyle Homes is a family owned business operated by Alex and Sheree Knox. Alex has spent over 25 years in the building industry and together, with Sheree has operated AllStyle Homes for the past 15 years with a hands-on approach. Sheree is a qualified interior designer as well as the business/finance manager.

AllStyle want to develop a website that will showcase their business and designs to new and existing customers whilst enabling new and returning customers to view their designs and other services they offer which in turn will lead to increased sales.

A well designed website will provide the opportunity for AllStyle to reach a broader market, give increased control of their marketing and raise their profile as a contemporary, innovative and modern company.

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Introduction

Report Purpose

The purpose of this report is to document the business and user needs for the development of a web presence/ website for AllStyle Homes. The report details the design requirements as developed between Online Systems Solutions and AllStyle Homes.

Company Background

AllStyle Homes is a family owned business operated by Alex and Sheree Knox. Alex has spent over 25 years in the building industry and together, with Sheree has operated AllStyle Homes for the past 15 years. Alex has a hands-on approach to the business spending much of his time on the job sites. Sheree is a qualified interior designer with a flair for creating designs that continue to wow their clients. Sheree works closely with each client to ensure that the design fits perfectly with the client's needs. In addition Sheree also looks after the business/finance side of the operation as well as taking a direct role in the business marketing efforts.

Alex and Sheree have worked hard to build a business on old-fashioned values and service to ensure they deliver high quality homes every time.

Project Background

Online Systems Solution has been engaged to develop a website for AllStyle Homes. AllStyle's competitors continue to make inroads into the World Wide Web and there is evidence that AllStyle Homes business will suffer if they do not embark on this marketing tool. Many of their competitors and industry partners have websites and the business owner has decided that, in order not to be left behind, the company must develop a web presence. The marketing manager recently wrote a convincing report on the benefits of the Internet as a marketing and sales tool. We therefore intend to adopt this strategy to increase our profile nationally and internationally, reduce traditional advertising costs, streamline sales and get greater feedback from customers both retail and wholesale. This has made the Business Owner Kate Sanderson increasingly aware of the importance of the internet as a marketing and sales tool.

Client details

AllStyle Homes

Project contact:

Sheree Knox, Business owner / manager

Contact details:

AllStyle Homes
255 Serenity Drive
Bundaberg QLD 4670
Ph: 07 4153 9876

Structure

The section titled Sitemap gives an overview of the basic site structure and navigation. As a result of 'chunking' however it may be necessary to add additional pages to the overall layout of the site.

The section titled Wireframe gives an overview of the basic layout of the page. In addition it also contains information regarding layout and formatting of content blocks on the page.

All page layout should be achieved using CSS not tables.

Outline

The AllStyles Home website will employ a hierarchical structure as shown in the Sitemap section of this document

Company slogan

Your tick of approval is our guarantee

Company logo

The company logo, shown below, is available in two formats: .jpg and .png and should appear clearly on all pages of the site.



Domain

www.allstylehomes.com.au

Copyright

All pages should contain the following copyright statement, centred at the bottom of each page:

© 2012 AllStyle Homes

Site content

The following defines the structure and layout for each page. You should ensure you use headings and paragraphs as appropriate on each page.

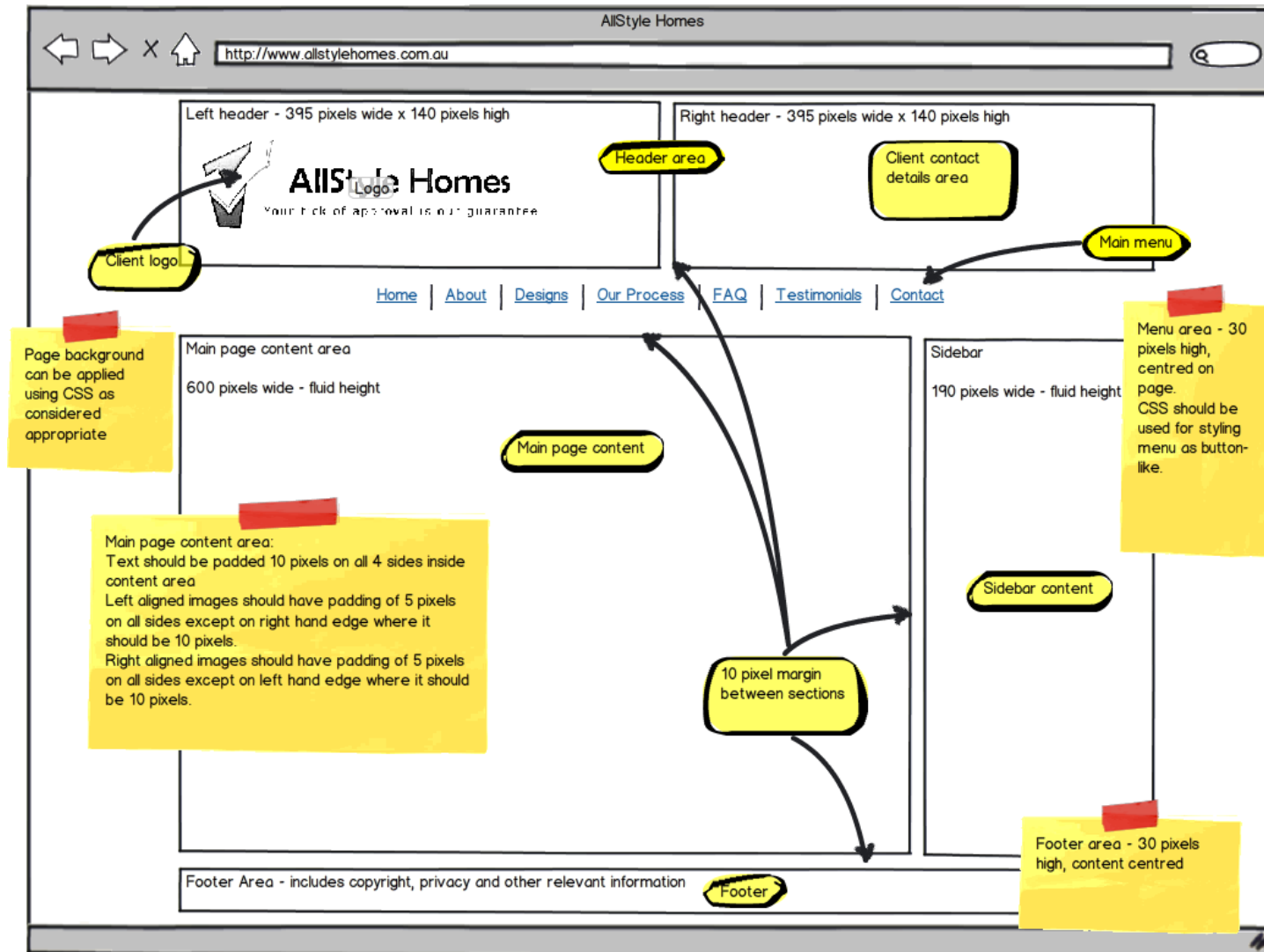
| Page | Contents |
|--------------|--|
| Home | Introduction and welcome. |
| About | General information about the business |
| Designs | An overview of the standard house designs available. This page should also include an imagemap type document highlighting each of the areas as detailed in the section titled "Imagemap" |
| Our Process | This page should contain information about the building process. |
| FAQ | Containing details answering common questions asked by clients of the business. |
| Testimonials | A page containing testimonials from previous clients |
| Contact | This page should give all contact details for 'AllStyle Homes'. |
| Privacy | Should contain a privacy statement |

Information Architecture

You should ensure that the information you have developed from the topic "Introduction to Information Architecture" is also included as part of your planning and design.

Wireframe

The following image provides a wireframe illustration of the proposed layout of the pages for desktop browsers.



The following image provides a wireframe illustration of the proposed layout of the pages for mobile browsers.



Sitemap

Figure 1 gives an analysis of the site structure and interlinking pages

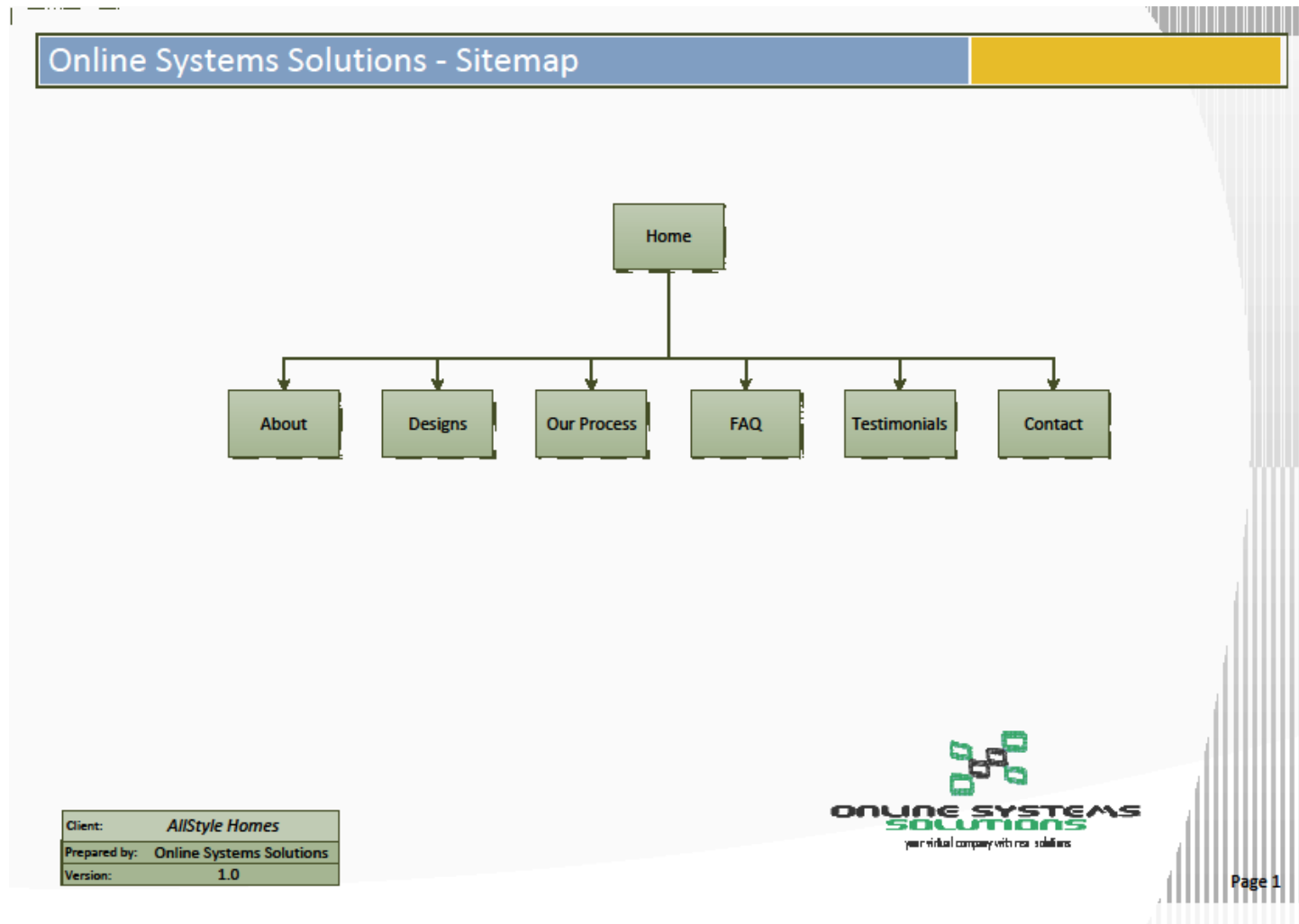
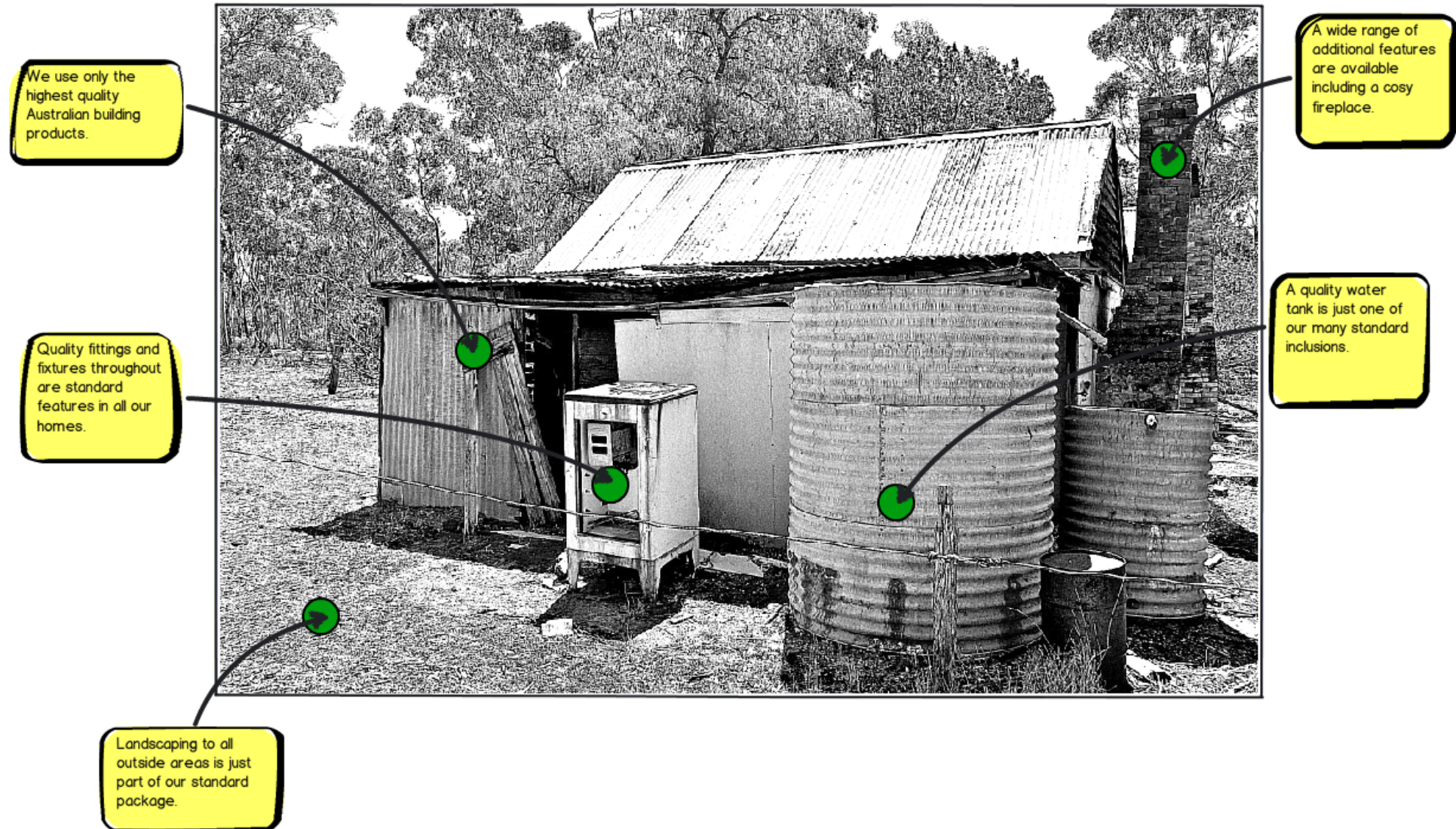


Figure 1

Imagemap

The following image gives an illustration of the image and the different content sections that should appear on mouseover:






Style Guide

The website should adhere to the following guidelines which should be read in conjunction with the wireframe:

Note: All styles should be implemented using CSS and NOT HTML tags

Corporate colors

The AllStyle Homes corporate colors (as seen in the company logo) should be utilized for this site and selected from the list below (or complimentary colors):

| Description | Hex Color | Sample |
|--------------|-----------|---|
| Light Orange | #e86600 |  |
| Dark Orange | #b40c00 |  |
| Black | #000000 |  |

These colors can be adjusted to suit visibility and contrast requirements if necessary.

Page layout

The mock-up image gives an indication as to the general layout of the page. The page content should be centered on the screen. The overall page background color should be a light gray (#DFDFDF)





The main content background color should be off-white (#F6F6F6). Other background colors, in keeping with the corporate colors, can be used in other sections of the site where appropriate.

























Text

All text should be rendered in the following font set:

Verdana, but allowed to degrade to Arial, Helvetica, sans-serif.

All paragraph text should be left aligned and to the following specifications (*you may use line and word spacing for paragraphs as you deem appropriate*):

| Description | Size and Style | Color |
|-------------|---|---|
| Paragraph | 12pt | #000000  |
| Heading 1 | 24pt bold / underline / -2px letter spacing | #b40c00  |
| Heading 2 | 20pt bold | #b40c00  |
| Heading 3 | 16pt bold, italic | #e86600  |

| Hyperlinks | <p>All hyperlink text should be rendered in the following font set:</p> <p>Verdana, but allowed to degrade to Arial, Helvetica, sans-serif.</p> <p>Hyperlinks should not be underlined except where specified.</p> <table><tr><th>Category</th><th>Size and Style</th><th>Color</th></tr><tr><td>Links</td><td>12pt</td><td>#b40c00 </td></tr><tr><td>Active links</td><td>12pt</td><td>#e86600 </td></tr><tr><td>Visited links</td><td>12pt</td><td>#e86600 </td></tr><tr><td>Hover links</td><td>12pt / underline</td><td>#b40c00 </td></tr></table> | Category | Size and Style | Color | Links | 12pt | #b40c00  | Active links | 12pt | #e86600  | Visited links | 12pt | #e86600  | Hover links | 12pt / underline | #b40c00  |
|-------------------|--|---|----------------|-------|-------|------|---|--------------|------|---|---------------|------|---|-------------|------------------|---|
| Category | Size and Style | Color | | | | | | | | | | | | | | |
| Links | 12pt | #b40c00  | | | | | | | | | | | | | | |
| Active links | 12pt | #e86600  | | | | | | | | | | | | | | |
| Visited links | 12pt | #e86600  | | | | | | | | | | | | | | |
| Hover links | 12pt / underline | #b40c00  | | | | | | | | | | | | | | |
| Footer Hyperlinks | <p>Footer hyperlinks should be rendered in the following font set:</p> <p>Tahoma, but allowed to degrade to Geneva, sans-serif</p> <p>The footer area should also contain a text menu (centered within the footer area) with each item separated by the (pipe) character and with the following link specifications:</p> <table><tr><th>Category</th><th>Size and Style</th><th>Color</th></tr><tr><td>Links</td><td>10pt</td><td>#000000 </td></tr><tr><td>Active links</td><td>10pt</td><td>#b40c00 </td></tr><tr><td>Visited links</td><td>10pt</td><td>#e86600 </td></tr><tr><td>Hover links</td><td>10pt / underline</td><td>#b40c00 </td></tr></table> | Category | Size and Style | Color | Links | 10pt | #000000  | Active links | 10pt | #b40c00  | Visited links | 10pt | #e86600  | Hover links | 10pt / underline | #b40c00  |
| Category | Size and Style | Color | | | | | | | | | | | | | | |
| Links | 10pt | #000000  | | | | | | | | | | | | | | |
| Active links | 10pt | #b40c00  | | | | | | | | | | | | | | |
| Visited links | 10pt | #e86600  | | | | | | | | | | | | | | |
| Hover links | 10pt / underline | #b40c00  | | | | | | | | | | | | | | |
| Images | <p>Text should be appropriately aligned around images.</p> | | | | | | | | | | | | | | | |

Technical Specifications

| | | |
|---------------------------|--|--|
| File naming convention | All lowercase alphanumeric up to 20 characters Three letter file type extensions No spaces, an underscore for separation | |
| Folder naming convention | Folders should be named to represent the contents of the folder eg: images All lowercase up to 20 characters No spaces, an underscore for separation | |
| Browser compatibility | Internet Explorer 7+ Mozilla Firefox 10+ Google Chrome 17+ | |
| Browser plug-ins | No specific browser plug-ins required at this stage | |
| File format to be used | Image files should be .gif, .jpg or .png as appropriate Pages should be .htm | |
| Document formats | All documents should be provided in PDF format | |
| Page download times | < 10 secs at 256kbps | |
| Default screen resolution | 1024 x 768 pixels | |
| Content accessibility | W3C Content Accessibility Guidelines 2.0 (WCAG 2.0) Level A W3C Cascading Style Sheets Level 2 Revision 1 (CSS2.1) minimum | http://www.w3.org/TR/WCAG/ http://www.w3.org/TR/CSS2/ |
| Target Hardware | Systems capable of running the following OS: Windows XP and above Apple Mac OS X | |