

Hi All,

Please take note on the Meeting Minutes from our kick off meeting held today, i.e. 21.11.2016.

MAIN CONTACT PERSON:

- Casey
- William

DOMAIN:

<http://www.trans-tec.com/>

HOSTING:

- Web Hosting with Network Solutions.
- Email Hosting with Microsoft
- Client will like to transfer Web Hosting to Verz Design, once our site is close towards getting LIVE.
- Take note, Renewal of Web Hosting is September, 2017.

ABOUT THE COMPANY:

- Equipment Distributors (SMT Solutions) like selling Equipments, value added services
- Trans-Tec is proud to celebrate over 25 years of excellence in SMT and electronic manufacturing (<http://www.trans-tec.com/company/about-trans-tec>)
- They deal mainly with Surface Mount Technology capital equipment distribution
- Service Provider
- Customer Oriented
- HQ in Singapore. Also, at other locations like North America, Mexico, along with SE Asian countries. Thus Design should have a GLOBAL effect.

DESIGN PREFERENCE:

- Neat
- Clean
- Professional
- Public Awareness
- Branding
- Modern effects in the PRODUCT section to highlight it more

LOGO: Provided

CONTENTS: Provided (Done by Verz)

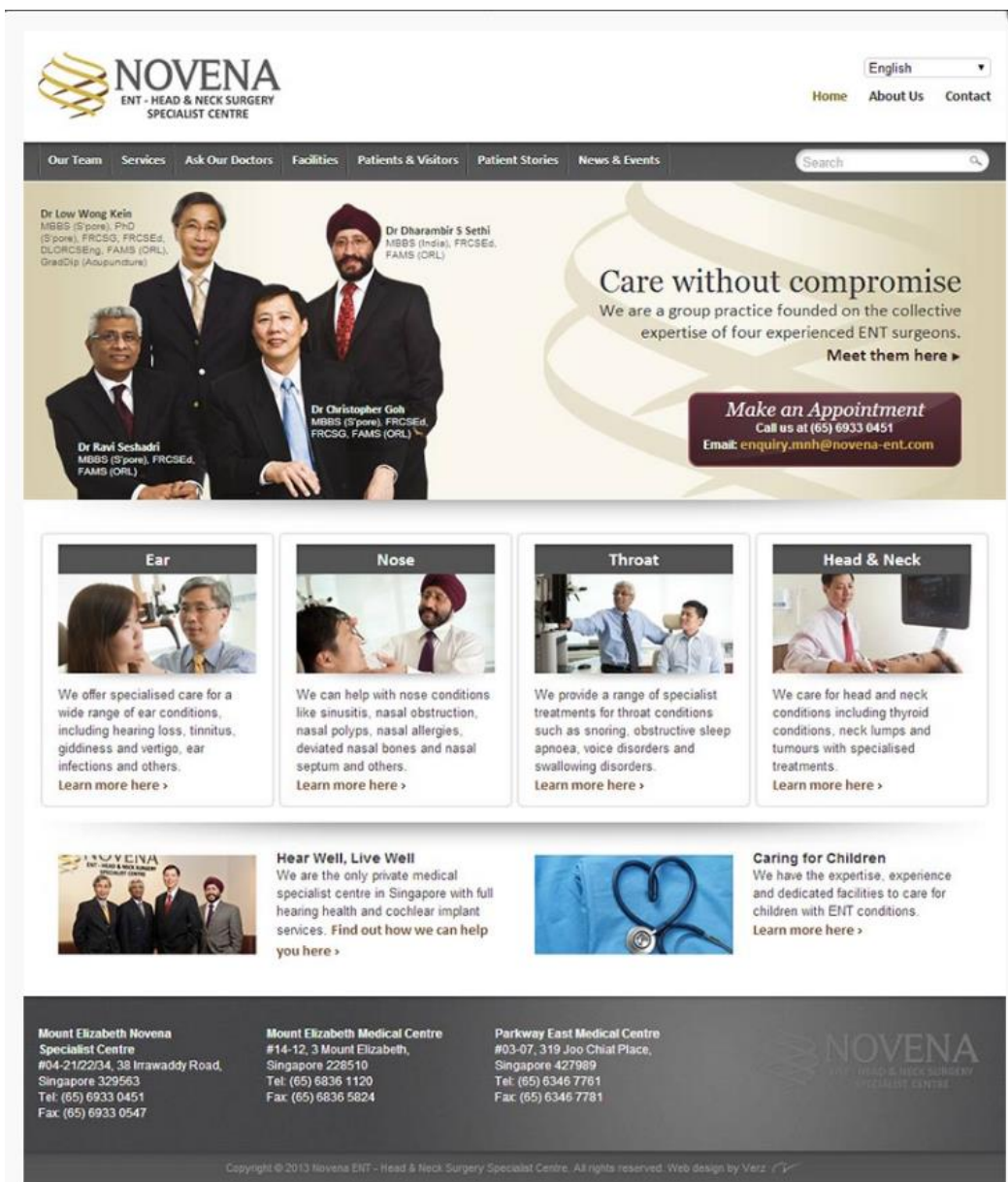
COLOUR PREFERENCE:

- Blue
- Black
- Grey
- White
- Army Colours
- Logo Colours (shades)

REFERENCE SITES:

1. Novena

- Client liked the logo on the white background, preferably with the navigation being able to hover on the top of the screen as you scroll down.



2. Star Media

- The landing page or banner provided a nice visual that we can update or possibly add video media of some of the machines we represent.



3. <http://nutek-sg.com/>

- Cleanliness
- Contrast is nice
- Colours are simple
- Navigation is easy to use
- The way they display their products – segregated under Categories (for our website – it should be Principals)
- White background banner
- Navigation bar with the Trans-Tec Logo
- Smaller Trans-Tec logo (left) with navigation tabs that travels on top of the screen according to scrolling.
- Product presentation however we won't be presenting products in categories (mounters, inspection, and ovens) but by principals.
- Bulleted details on the side.
- YouTube/video embedding
- Hover over image/arrow of

4. <https://www.ymvsv.com/>

- User experience is very good
- Client liked the graphical effects
- Effects in the products (concentrate such effects more on the Product Area)
- Infinity scroll.
- Strong landing page with logo and background photo

- Possibly video clips of some of the machines in action
- Reference design to the heads of Trans-Tec.
- 'What we focus on' – but something like 'ways we support'
- Navigation bar that hangs on the top of the website while scrolling.

ADDITIONAL MODULES:

- Video (YouTube only) in the Product (Model) Details page – Would be able to hide from the backend per product.
- Categories are termed as PRINCIPALS in this project.
- Home page should not have any VIDEOS
- No BRAND Filtration.

TARGET AUDIENCE:

- Engineers
- Electrical Engineers
- Business men
- CEOs
- Executives
- Start-ups
- Entrepreneurs
- Investors
- Researchers
- Scientists
- Engineering Students (not the major audience)
- Decision Makers (not related to finance, but more towards engineering)

IMAGE PREFERENCES:

- Client to provide stock photos
- Client to provide Product Photos + Descriptions
- Other Images – to be sent via WeTransfer

HOME BANNER IMAGE:

- End Product Related Items
- Client to send over such images from Stock Directory
- End Customer Products (Refer to <http://www.vitechnology.com/> and refer to the home banner images.
- Do not show one brand only (like Yamaha) as there are more than 19 brands to show. So, better, keep it generic – limited to end user products.

HOME BANNER TAGLINES:

- Take Care of our Customers, or someone else will.
- The design of bringing people and technology closer together is a close component of the Trans-Tec business model.
- Trans-Tec customers worldwide achieve the best ROI possible with a comprehensive range of highly-configurable products, world-class engineering services and technical support available around-the-clock.

NEWSLETTER: N/A

SOCIAL ICONS:

- FaceBook (<https://www.facebook.com/TransTechnology-Pte-%20Ltd-%20562436130478016/>)
- YouTube

SITE MAP:

- Home
- Company Profile
 - Trans-Tec Worldwide
 - President's Message
 - Mission Statement & Core Values
 - Company Directory
 - Engineers/Service
 - Ops/Finance
 - Sales
 - CSR
- Principals
 - [Brand Listing](#) > [Product Range Listing](#) > [Model Listing](#) > Model Details > Enquiry Now
 - [YAMAHA](#)
 - [Screen Printer](#)
 - [Mounter](#)
 - [Inspection AOI](#)
 - [Odd-form component placement](#)
 - [YAMAHA FINE TECH](#)
 - [Flex Circuit Puncher](#)
 - [Microprober](#)
 - [Flex Circuit Trim Puncher](#)
 - [KOH YOUNG](#)
 - [SPI](#)
 - [AOI](#)

NORDON

- Matrix - AXI 3D X-Ray inspection
- Yestech AOI
- Dage X-ray
- Asymtek Dispensers
- Conformal Coating

HELLER INDUSTRIES

- Reflow Oven
- Customized Solutions (Vacuum ovens, etc.)

PILLARHOUSE

- Selective Soldering

NUTEK

- Loading & Unloading Systems
- Customized Conveyor systems

AUROTEK

- Routers

STOELTING

- Cleaning Equipment

VJ ELECTRONIX

- Rework
- X-ray Component Counter

KIC

- Reflow Profiling technologies

For Models, client to provide. For now, you can check <http://www.trans-tec.com/principals>

Product Details page should contain:

- ❖ Multi Images
- ❖ Zoom Effect
- ❖ Video (YouTube) – with ON/OFF Option
- ❖ Details section to have 3 tabs – DESCRIPTION, FEATURES, SPECIFICATIONS
- ❖ Two buttons, namely – DOWNLOAD BROCHURE [pdf download] and ENQUIRE NOW
- ❖ In this project only one product per enquiry.

- Support
 - SMT Solutions
 - SMT Line Optimisation
 - Training & Troubleshooting
 - Trans-Tec Applications Lab
- Testimonials: **Client to provide with contents**
- Contact Us
 - Thank You Page

CONTACT FORM (Fields):

- Full Name:
 - Email:
 - Contact Number:
 - Company / Organization:
 - Product (Model) Interested In:
 - Comments/Feedback:
-
- Terms of Use
 - Privacy Policy

Prepared By:

GLENN CROSS (VERZ DESIGN)