

Tralcer Website Development Brief

1. Overview

Client: Tralcer

Business: Intralogistics automation solutions provider with Indo-American roots

Website Goal: Build a modern, engaging, and enterprise-ready web experience that positions Tralcer as a leader in warehouse automation (Automated Storage and Retrieval Systems – AS/RS), targets Fortune 500 companies, and drives demo/consultation leads.

2. Key Website Objectives

- Showcase Tralcer's core value proposition: global-standard design, cost-effective Indian manufacturing, and reliable Automated Storage and Retrieval Systems (AS/RS) products.
 - Visually demonstrate automation solutions in action.
 - Generate demo or consultation leads with clear CTAs.
 - Present a scalable and modular design that accommodates product growth and new case studies.
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3. Website Pages & Goals

Home Page

- Bold hero section with headline: "Transform Your Warehouse with Tralcer's Intralogistics Automation"
- Animated visuals of warehouse systems (e.g., gantry cranes, conveyors)
- Summary of value propositions
- Featured AS/RS product cards
- Strong CTA banner: "Ready to Optimize Your Warehouse?"

Products/Services Page

- Minimalist layout with icon-based cards for:
 - Gantry Cranes
 - Stacker Cranes
 - Shuttles (2-Way/4-Way)
 - Conveyor Systems
- Simple panels for service offerings (custom design, integration, support)
- CTA to "Request Demo"

About Us Page

- Overview of Tralcer's Indo-American origin and leadership
- Clean narrative of their vision and values
- Minimalist graphics, no images/videos

- CTA to "Connect Now"

Case Studies Page

- Grid of cards showing client success stories (e.g., Bosch, MRF)
 - Metrics-based summaries (e.g., 30% efficiency gains)
 - Filterable by industry (e.g., Pharma, Automotive)
 - Scalable via CMS or JSON data templates
 - CTA to "Contact Us"
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4. Visual & UI Guidelines

- **Colors:** Navy Blue (#1A237E), Teal (#00C4B4), White, Steel Gray (#607D8B)
 - **Typography:** Roboto or Poppins, sans-serif. Bold for headings, regular for body
 - **Imagery:** 3D renders, real warehouse visuals, line icons (SVG)
 - **Animations:** Subtle fade-ins, button hovers, scroll transitions
 - **Layout:** Modular, single-scroll, responsive across devices
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5. Technical Expectations

- Fully responsive HTML/CSS/JS implementation (or React/Vue if CMS integration)
 - Hero videos/images optimized for <2s load time
 - Accessibility compliant (WCAG 2.1)
 - SVG/icon use for scalability and performance
 - Sticky nav, dynamic case study filtering, animated CTAs
 - CMS integration for case study management
 - Google Analytics events for CTA interactions and filters
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6. Deliverables (From Developer/Graphics Team)

- Figma mockups: Desktop + mobile + style guide
 - Optimized assets (SVGs, WebP images, MP4 videos)
 - CSS animations & hover states
 - Responsive codebase with accessibility tagging
 - CMS-ready dynamic grid for case studies
 - Integration-ready CTAs and contact/demo forms
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7. Tone & Inspiration

- Visual style inspired by Tesla (tech elegance) and Siemens (industrial precision)
 - Layout cues from Apple (minimalist, high contrast, scroll fluidity)
 - Product visuals should evoke innovation, trust, and enterprise-grade quality
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8. Final Goal

To launch a high-performance, future-proof website that elevates Tralcer's brand identity, drives conversions, and acts as a digital sales asset for enterprise buyers.

9. Client-Mandated Design Requirements

Visual Direction & Brand Identity - Sleek, futuristic, tech-forward look (Tesla/Siemens inspiration) - Clean, minimalist structure (Apple-style layout and white space) - Professional and enterprise-ready tone targeting Fortune 500 clients

Design System - Color palette: Navy Blue (#1A237E), Teal (#00C4B4), Steel Gray (#607D8B), White (FFFFFF) - **Typography:** Roboto / Poppins, with consistent hierarchy (bold headings, regular body) - **Iconography:** Custom vector icons with consistent 2px stroke; teal and gray themes

Animations & Motion - Subtle and purposeful (e.g., fade-ins, button hover effects) - No heavy motion graphics; mobile-friendly animations - Option to disable animations (supports "Reduce Motion" preference)

Imagery & Content - Use of real warehouse imagery or 3D product renders (avoid stock photos) - WebP format for fast loading (<200KB per image)

Layout & Responsiveness - Z-pattern and F-pattern layout structures - Fully responsive: desktop (multi-column), tablet (2-column), mobile (stacked) - Modular design with generous white space and thumb-friendly CTAs

Accessibility & Performance - Fully WCAG 2.1-compliant (contrast ratios, alt text, ARIA roles) - Optimized assets and code for <2s load time and 90+ Google PageSpeed score - Keyboard navigable elements with focus states

These are direct asks extracted from the client's comprehensive storyboard and are essential for both visual and technical execution.

10. Client-Supplied Content Requirements

To effectively build and populate the website, especially if using a WordPress-based CMS plugin architecture, the client must provide the following:

A. Branding & Visual Assets - Company logo (in SVG and PNG formats) - Brand color codes and font specifications (if different from defaults) - Any existing brand guidelines or style guides

B. Written Content - Hero section headline and subheadline text - Body copy for all pages (Home, About Us, Products/Services, Case Studies) - Bullet points for value propositions - Product/service descriptions - Case study summaries including: title, description, metric (e.g., % efficiency gained), category tag (e.g., Pharma, Automotive)

C. Media Assets - High-resolution product images (gantry cranes, stacker cranes, shuttles, conveyors) - Optional: 3D renders or videos (MP4 preferred) - Team or facility photos (if any for About Us or footer)

D. Functional Inputs - Email address(es) and phone number for CTA/contact forms - Physical address and social media links - Google Analytics tracking ID

E. Platform-Specific Inputs (WordPress) - Admin login access to WordPress - Preferred plugin for case study management (if any) - Hosting credentials (if deployment is requested)

11. Action Items Summary

To streamline execution, here is a consolidated list of all action items for each stakeholder:

For Client (Tralcer): - Provide high-quality product images, renders, and logo files (SVG/PNG). - Share final written content for all pages including Hero copy, value propositions, and case studies. - Deliver color codes, fonts, and brand guidelines. - Supply contact details (emails, phone, address, social handles). - Give access to WordPress backend and hosting (if applicable). - Confirm preferred CMS plugins for managing case studies. - Deliver any analytics or third-party integration credentials (e.g., Google Analytics ID).

For Developer/Design Team: - Build fully responsive web templates per the storyboard. - Use Figma to create pixel-accurate desktop and mobile mockups. - Implement all animations, hover effects, and interactivity as per client-mandated requirements. - Set up case study grid with CMS or JSON backend. - Optimize all visuals for performance (<2s load time). - Ensure full accessibility compliance (WCAG 2.1). - Deploy on client's server or hand over code with documentation. - Integrate Google Analytics and verify events for all CTA triggers.

For Project Manager or Coordinator: - Ensure content handoff deadlines are met by the client. - Coordinate between client and dev/design teams on feedback loops. - Track progress using shared checklist or project management tool. - Test across browsers/devices for performance and design consistency.

12. Glossary of Abbreviations

- **AS/RS** – Automated Storage and Retrieval Systems
- **CTA** – Call to Action
- **CMS** – Content Management System
- **SVG** – Scalable Vector Graphics
- **JS** – JavaScript
- **WCAG** – Web Content Accessibility Guidelines
- **HTML** – HyperText Markup Language
- **CSS** – Cascading Style Sheets
- **MP4** – MPEG-4 video format
- **JSON** – JavaScript Object Notation
- **UX/UI** – User Experience / User Interface