

# 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.

## 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

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"

## 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

## 5. Technical Expectations

- Fully responsive HTML/CSS/JS implementation.
- 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

## 6. Deliverables (From Developer/Graphics)

- 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

## 7. Tone & Inspiration

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

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

Pricing Quote:

| Item                    | Description   | Quantity | Unit Price (INR) | Total (INR) |
|-------------------------|---|----------|------------------|-------------|
| Domain Name             | Registration of domain for 1 year   | 1        | ₹1,660           | 1,660       |
| Hosting (Hostinger)     | Cloud hosting plan for 1 year   | 1        | ₹3,200           | 3,200       |
| WordPress Theme         | Premium theme license (one-time)  | 1        | ₹6,000           | 6,000       |
| Development Cost        | Full website design, frontend & backend development, CMS setup                | 1        | ₹50,000          | 50,000      |
| Maintenance             | Annual website maintenance (updates, backups, minor fixes)                    | 1        | ₹15,000          | 15,000      |
| Premium Plugins         | Paid plugins (forms, animations, CMS features) — included only if required    | —        | —                | —           |
| Media Assets (Optional) | Costs depend on client assets or purchase requirements from third-party sites | —        | —                | —           |
|                         |   |          | Total            | 75,860      |

Payment Terms

- 50% advance on project commencement
- 40% on delivery of design and development phase
- 10% on project completion and deployment

Timeline

| Phase                  | Duration | Deliverables                        |
|------------------------|----------|-------------------------------------|
| Discovery & Design     | 2 weeks  | Wireframes, Figma mockups           |
| Development & Testing  | 4 weeks  | Fully functional responsive website |
| Client Review & Launch | 1 week   | Final tweaks, deployment            |

## **Additional Notes**

- Domain, Hosting, and Theme purchases to be made directly by the client via credit/debit card, net banking, or UPI.
- Any media assets that require licensing will be discussed and billed separately based on actual costs.
- Change Requests are not included in this estimate. Any scope additions will be evaluated and estimated separately.
- Domain and hosting renewals are billed annually at prevailing rates.
- Maintenance can be extended on a monthly or annual basis as per client preference.

## **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 4