ChatGPT

Tralcer Website Development Brief

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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.

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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.

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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.

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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)

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11. 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