Website Planning Document – Web Site “IntegraDeline”

## Statement of Purpose & Goals

**Purpose:**  
To establish a digital platform that positions IntegraDeline as a leading provider of industrial automation, specialized software development, and electronic design solutions, delivering integrated systems that connect engineering, innovation, and operational efficiency.

**Objetives (SMART):**

|  |  |  |
| --- | --- | --- |
| **Objectives** | **Metrics** | **Timeframes** |
| Increase brand visibility in the industrial sector | Reach ≥ 20,000 monthly website visits and achieve a 50 % growth in professional interactions (LinkedIn, direct inquiries) | 6 months |
| Generate business opportunities through the website | Conversion rate ≥ 8 % from contact forms or technical inquiries | 12 months |
| Promote digital integration in industrial environments | Deliver ≥ 15 customized industrial automation or software projects | 12 months |
| Strengthen technical and educational presence | Publish ≥ 24 technical articles or case studies on the blog (2/month) with NPS ≥ 75 | 12 months |
| Optimize performance and user experience | Website load time < 3 s and bounce rate ≤ 35 % | 3 months |

## Definition of the Target Audience

The website targets companies and professionals seeking innovative, reliable, and efficient industrial solutions, integrating automation systems, custom software, and electronic design to optimize operations and drive digital transformation.

| **Segments** | **Age** | **Profession / Lifestyle** | **Key needs** |
| --- | --- | --- | --- |
| Industrial Engineers & Automation Specialists | 25 - 55 | Manufacturing, process control, industrial maintenance | Scalable automation solutions, PLC/SCADA integration, system optimization |
| Software & IT Managers | 25 ‑ 50 | Technology, operations, industrial IT | |  | | --- | |  |  |  | | --- | | Secure industrial software, data connectivity, integration with existing systems | |
| Electronics Designers & R&D Teams | 22 – 45 | Engineering departments, industrial innovation | PCB design, embedded systems, sensor integration, prototyping |
| Company Owners & Operations Directors | 30 – 60 | Manufacturing, energy, and service industries | Increased productivity, cost reduction, remote monitoring, and digital transformation |
| Technical Students & Professionals in Training | 18 – 35 | Technical institutes, universities | Access to educational resources, tutorials, and applied engineering content |

## People & Scenarios

### Personas

| **Name** | **Age** | **Occupation** | **Motivations** | **Pain Points** |
| --- | --- | --- | --- | --- |
| Andrés – **Industrial Automation Engineer** | 36 | Process Engineer | Optimize production lines and implement efficient control systems | Lack of integrated automation solutions and limited system interoperability |
| Laura – **Software Developer (Industrial Systems)** | 29 | Full-stack Developer in manufacturing sector | Build secure, cloud-connected industrial software | Difficulty integrating software with existing PLC/SCADA systems |
| Ricardo – **Electronics Design Specialist** | 41 | R&D Engineer | Design robust and cost-effective industrial electronics | Limited access to rapid prototyping tools and hardware validation resources |
| Marta – **Operations Manager** | 45 | Manufacturing Plant Supervisor | Improve operational efficiency and reduce downtime | Lack of real-time data and difficulty coordinating with technical teams |
| Kevin – **Technical Student / Junior Engineer** | 22 | Mechatronics Student | Learn from professional projects and apply real-world automation skills | Limited access to guided educational content and real examples |

### Scenarios

### **Andrés configures an automation system**

* + Logs in to the **Industrial Automation** section → Selects “PLC Integration” → Defines input/output configuration → Uploads ladder diagram → Simulates logic in browser → Requests project validation from **IntegraDeline** expert.

### **Laura deploys a monitoring dashboard**

* + Accesses **Software Solutions** → Selects “Realtime Monitoring” → Connects to Firebase or local database → Configures API endpoints → Tests dashboard visualization on both desktop and mobile.

### **Ricardo requests PCB manufacturing**

* + Opens **Electronic Design** → Uploads schematic and Gerber files → Chooses component sourcing and testing options → Reviews estimated cost and timeline → Submits manufacturing order securely.

### **Marta reviews system performance**

* Logs in to **Client Portal** → Navigates to “Analytics & Reports” → Compares production KPIs → Downloads maintenance and energy efficiency reports → Schedules technical inspection.

### **Kevin explores learning resources**

* Enters **Academy Section** → Filters tutorials by PLC, Python, and IoT → Watches step-by-step guides → Downloads example projects → Submits questions through integrated support chat.

## Style Guide & Branding

### Brand Essence

* **Mission:** To integrate engineering, technology, and design to deliver intelligent industrial automation, electronic innovation, and digital transformation solutions.
* **Values:** Precision, Innovation, Reliability, Efficiency, Sustainability.
* **Tone of Voice:** Technical yet accessible — professional, confident, and solution-oriented. Avoids excessive jargon; emphasizes clarity and reliability.

### Logo and Usage

| **Element** | **Minimum Size** | **Clear Space** | **Correct Use** |
| --- | --- | --- | --- |
| Main Logo (IntegraDeline) | 140 px (horizontal) / 70 px (vertical) | 1× logo height (free of text or borders) | Use on white, dark grey, or industrial green backgrounds. Avoid distortion or color inversion outside approved palette. |
| Monogram “ID” version | 64 px minimum width | ½× logo height | For icons, app launchers, or small devices. Maintain color consistency with brand palette. |

### Typography Choices & Justification

| **Element** | **Font Family** | **Weight** | **Reason** |
| --- | --- | --- | --- |
| Headings (H1‑H6) | Montserrat – Sans‑serif | 700 / 600 | Clean, modern, and strong — reinforces engineering precision and corporate solidity. |
| Body Text | Open Sans – Sans serif | 400 | Highly readable on screens and technical documents. Balanced between professional and approachable tone. |
| Technical / UI Labels | Bank Gothic / Roboto Mono (fallback) | 500 | Conveys industrial aesthetics and precision suitable for dashboards or control system references. |

*Justification:* All typefaces are open-source or widely supported across platforms. Montserrat adds modern authority to headlines, while Open Sans ensures clarity and comfort for long technical explanations. Bank Gothic reflects IntegraDeline’s engineering and industrial identity.

### Color Palette

| **Element** | **Hex** | | **Usage** |
| --- | --- | --- | --- |
| Primary - Banner | #0A1622 |  | Logo |
| Secondary – Corporate Blue | #005F99 |  | Primary Buttons, Hover Links |
| Third– Dark Gray / Charcoal | #21242A |  | Section backgrounds, sidebars, or dark headers |
| Accent – Light Cyan / Soft Blue | #33B7E0 |  | Highlights, hover effects, icons, separator lines |
| Neutral – White / Light Gray | #FFFFFF / #F4F4F4 |  | Page backgrounds, cards, content containers |
| Text – Dark Gray / Soft Black | #16181C |  | Main body text for strong readability |
| Alert / Error – Soft Red | #E63946 |  | Warning or error messages |
| Success – Soft Green | #4CAF50 |  | Success confirmations or status indicators |

### Specific Styling of Elements

## The primary tone has been revised to blue to match the real visual appearance of the website.

## Blue conveys trust, professionalism, and technology, aligning perfectly with IntegraDeline’s focus on industrial automation and digital innovation.

## Lighter cyan accents create visual balance and emphasize interactive elements while maintaining a clean and technical aesthetic.

### A site map

A diagram of a company

AI-generated content may be incorrect.A screen shot of a computer

AI-generated content may be incorrect.

## Wireframes

### Desktop version

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