

# **Kilat Official's Website Reference and Design**

**Note: the website will be built by professionals, but here is the flow and concept of the website.**

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EXPLORE

# Get 20% Off Your First Order

Enter your email

Shine easy with Kilat's exclusive deal!

FREE CONSULTATION

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# GET THE PERFECT SHINE FOR YOUR RIDE

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# PRODUCT

— KILAT Clean and Wax —

# FEATURE

[SEE VIDEO TUTORIAL](#)



## FEATURES & PRODUCT BENEFITS

- Fast Application
- High Performance
- Gentle on Skin
- Multi-Functional
- Eco-Friendly Formula



## PERSONAL BENEFITS

- Save Time
- Boost Confidence
- Sustainability Matters
- Cost-Effective
- Convenient for All

[SEE PRODUCTS](#)

# PRODUCT DETAIL

KILAT CLEAN AND WAX  
32 oz



**\$10.99**

[Add to cart](#)

KILAT CLEAN AND WAX  
8 oz



**\$3.99**

PRO  
DET



## KILAT CLEAN AND WAX

- Infused with premium wax for superior protection and a high-gloss shine
- pH-balanced formula that's safe for all car surfaces, including delicate paint
- Save time by cleaning and waxing in one easy step

Select Size

32 oz

8 oz

[Add to cart](#)

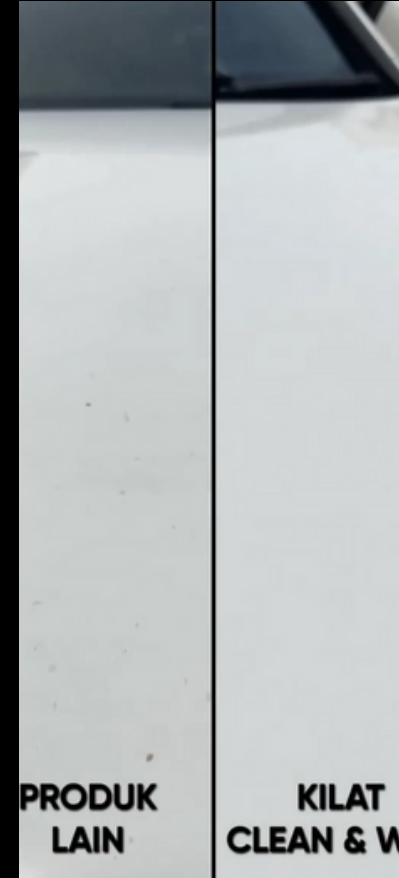


# EXPERT TIPS & TUTORIALS



## DO AND DON'T

How to Care  
for Black Cars



## DIFFERENCE

KILAT vs Other  
Products



## TUTORIAL

KILAT Clean &  
Wax



# CONTACT US

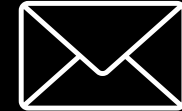
Full Name \*

Email \*

Subject \*

Message \*

SEND



kilatofficial01@gmail.com



253 266 6099

Call for free consultation

FOLLOW US





# **Product Photos for Instructions (Pain Points)**

## EASE OF USE



The directions for using Kilat Clean and Wax are already provided on the back of the product in both English and Indonesian.

### The detail:

#### KILAT Clean & Wax

is made of high-quality ingredients with pH balanced formula  
Easily release the dirt, dust, grime, and all unwanted materials  
Wax content that can make the car's surface looks high-gloss shine  
without scratch the paint

##### Directions :

- pour one bottle cap of *KILAT Clean & Wax* into a gallon of water
- Use hose pressure to wash every sections of car
- Cleanse with sponge or wash mitt
- Rinse and dry with microfiber towel

##### Petunjuk Pemakaian :

- Tuangkan satu tutup botol cairan *KILAT Clean & Wax* ke dalam satu galon air
- Gunakan selang angin untuk menyemprot setiap bagian mobil
- Cuci mobil menggunakan busa atau sarung tangan
- Bilas dan keringkan dengan kain serat mikro

##### Caution :

- Keep in room temperature
- Keep away from children and pets
- If eye contact occurs, rinse with water immediately

##### Peringatan:

- Simpan di suhu ruangan
- Jauhkan dari anak kecil dan binatang peliharaan
- Jika terkena mata, bilas menggunakan air mengalir

# **Additional Information**

## **Scope: Process/Initial Experience**

Homepage

Product Details

Tutorial Section

Call-to-Action

Free Consultation Service

## **Target Customer**

Car Enthusiasts

- Flyer of car events for collaborating with car clubs and car communities

Casual Users

- Looking for simple, affordable, and safe for car paint

## **Assumptions and Website Representation**

Ease of use = clear instructions on the product

Easy access = give a free consultation for the first customer

Eco-awareness = eco friendly ingredients

## **Learning Process**

- Identify the customer's specific needs when creating a website
- Determine how to efficiently deliver the message through the website we build