Elevator Solutions - Site Plan and Web Design

1) General Information – just the basics

Your Hosting Service: bluehost.com

Your Website Idea: Ethington Elevator Solutions and Troubleshooting guide

Service or product that will be sold: Elevator Hydraulic Control Valves

Proposed topics (at least three but you can list more) that your website will cover

1. **Troubleshooting Guide (Dover(TKE), EECO, Maxton, Blain)**

2. **Informational and How-To Videos**

3. **Installation and Adjusting Instructions**

4. **Information and Identification of valves**

5. **About Us – Mission, history, contact information**

Current URL (or desired URL): elevator.ethingtonsolutions.com

2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)
Elevator Service Technicians, Adult, Skilled tradesman with high school to college level education
Elevator Service Company office personnel, Adult, College Level Education

3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)? There are various valves that an elevator technician can work on and there are some slight differences between them. Most of all it is difficult for a technician to know what is exactly wrong with a valve or other component. My Website will contain information in an organized to Identify, adjust and troubleshoot these valves.

What do you offer that is different from your competition?
I will have information on different brands of valves. I will take the information that is already available on the manufacturers websites and turn it into a easier to navigate guide. I will create a more efficient adjusting guide. Manufactures have guides that are nearly all text, I will have pictures and diagrams that clearly show which adjusters to turn, what direction and how much they need adjustment. It will contain quick links and tips that they can click on if an adjustment is not responding as it should. These links will take them into the content of the troubleshooting guide. It is difficult to search current documentation.

How do(will) customers use your site? What are their goals?

To find information to accurately identify the valve that they are looking to adjust, troubleshoot or replace.

4) Perception

What do you want to project about your company, your department, your project?

That we are informative, helpful, honest, and are here to save them time.

List adjectives describing how you want visitors to perceive your website.

Simple and easy to find the information that they need. Transparent about mission and company.

List URLs of sites you like. What do you like about these sites?
www.google.com **– very simple, easy to use and no extra fluff on home page**
www.apple.com **– clean, simple, easy to navigate, visually appealing, no side panel on home page**

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?

There is some existing content that I will create links for. Things such as information on the different valves. Most of this will be on the original manufacturers website. (www.maxtonvalve.com www.blain.de www.thyssenkrupp.com www.elevatorequipment.com)

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

I will use a blue, black and white base color scheme. High contrast. A new logo will be created to represent the company.

6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

HTML 5 – To meet current standards for both viewing on desktop and mobile device, CSS - to help keep a uniform look across all pages of the website, JSOM - to store pricing information that I can update in a separate file also to reference technical data for sizing a valve, Javascript - to pull information from jsom files and to calculate valve size, Jquery - to simplify javascript code.

Any required database functionality (dynamic content generation, personalization, login...)?

No

Need for secured transactions? (like online shopping)

No

Any additional programming requirements? (like search functionality)

No

7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

Get listed on google.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

Call the largest Elevator Repair companies to bring awareness to the availability.

8) Updating

How do you plan to keep the content on the site current and updated?

There will be additional content that will need to be added over time to expand the knowledge base for the troubleshooting guide. This will be driven by requests from clients to add information or correct information. I will create add-in html files that contain the content. I will keep track of them using a content index.

How often should content change on your site?

Occasionally as I learn knew information to add.

Who is responsible for updating and providing content?

Me, Samuel Ethington

What software will they use to keep the site updated?

Brackets and Filezilla FTP