Ethington Elevator Solutions - Site Plan and Web Design

1) General Information – just the basics

Your Hosting Service: bluehost.com

Your Website Idea: Ethington Elevator Solutions

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

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

1. **Information, Documentation, videos and Identification of Blain and other common valves**

2. **Rebuilt valve pricing for exchanged valves, core returns and quality guarantee**

3. **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)? My customers like to have the less expensive option to buy a quality rebuilt elevator control valve. In cases where they would need to replace a valve on an elevation that is under a service contract, it saves them money on parts. They also have a better profit margin or can be more competitive in bidding on an elevator service job with valves that are a fraction of the cost of new.

What do you offer that is different from your competition?
There is no direct competition at this moment for this particular valve. There are companies that sell elevator parts for this valve and other valves. We would offer Call in ordering like some of these companies, but we would also provide a hybrid personal/online ordering system. This is to both get all the necessary information to complete the order, but also to give a personal touch to let them know they are working with real people who are experts on the valves that they are ordering.

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

To find information to accurately identify the valve that they are looking to replace, learn more about adjusting the valve, troubleshooting guide, valve pricing, ordering a valve on exchange, contacting us to ask questions.

4) Perception

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

That we are informative, helpful, honest, guarantee our quality rebuilt valves.

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

Simple and easy to find the information that they need. Straight forward pricing on common valves. 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.blain.de) Pricing, and about us parts of the website will all be new content.

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…)?

A database will be needed for tracking customer accounts and placing orders online.

Need for secured transactions? (like online shopping)

A secure connection will be required to protect customer account information.

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. Create

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 of rebuilt blain valves.

8) Updating

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

Replacing JSOM files that have pricing with updated pricing. Also make any corrections to JSOM with technical data when we are made aware

How often should content change on your site?

Infrequently. No more than once a quarter.

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