

MARTEN BAKKER TIMBERS WEBSITE

HTTPS://RYAN.BAKKER.2002AKWGDA.YOOBEE.NET.NZ/MARTEN_BAKKER_TIMBERS_LTD/

2002-AK-WGD-A

Web Summative Two

03/07/2020

Ryan Bakker



TIMELINE

16/6	17/6	18/6	19/6	20/6	21/6
<ul style="list-style-type: none"> • Choose Client • Timeline • Interview Client • Client Research 	<ul style="list-style-type: none"> • Objectives • Proposal • Competitor Analysis • Content gathering 	<ul style="list-style-type: none"> • Current design analysis • Moodboard 	<ul style="list-style-type: none"> • Sitemap • Wireframes 	<ul style="list-style-type: none"> • Mockups 	<ul style="list-style-type: none"> • Install Themes and plugins
22/6	23/6	24/6	25/6	26/6	27/6
<ul style="list-style-type: none"> • Customize theme • Add content 	<ul style="list-style-type: none"> • Customize theme • Add content 	<ul style="list-style-type: none"> • Customize theme • Add content 	<ul style="list-style-type: none"> • Customize theme • Add content 	<ul style="list-style-type: none"> • Customize theme • Add content 	<ul style="list-style-type: none"> • Customize theme • Add content
28/6	29/6	30/6	1/7	2/7	3/7
<ul style="list-style-type: none"> • Customize theme • Add content 	<ul style="list-style-type: none"> • Adjust theme for content 	<ul style="list-style-type: none"> • Get feedback on website design 	<ul style="list-style-type: none"> • Respond to feedback 	<ul style="list-style-type: none"> • Refine from feedback 	<ul style="list-style-type: none"> • Refine • Hand In

Client

Marten Bakker Timbers Limited is a timber merchant located in Pakuranga Heights, Auckland. In operation since ***. Their business has rapidly grown over the years. Becoming one of Auckland's most trusted suppliers.

Purpose

The purpose of the website is to attract new customers as well as give the company an online presence. Marten Bakker Timbers LTD doesn't really have a presence online at the moment. They don't have a website or even a Facebook page. The website will be a reliable source and hub of information about the company. The website will also attract potential customers. With SEO the website will show up when web users search up for similar companies or related key words.

Target Audience

I talked to Andrew Bakker (co-director) to discuss the primary and secondary target audience of Marten Bakker Timbers.

Primary

Marten Bakker Timber's mainly target construction companies. One of the largest customers is a highly reputable building contractor responsible for building state housing. Building contractors work at a fast pace and require a lot of timber, making them a primary audience. The company is usually contacted by site managers to order supplies. Site managers tend to have a lot of experience in the industry, so their age usually tends to be males between 30 to 50. With no specific ethnicity.

Secondary

The next big target audience is people wanting to do DIY work, such as building garden sheds and relaying the deck. The next largest group of customers are people wanting to do use timber for DIY work at home. They rather do the work at home themselves than contract someone to do it. The owner of Marten Bakker Timbers said this target audience doesn't have a specific general age. But they tend to be people who own a house. The owner said they're usually males between late early 30s to late 60s. With no specific ethnicity or profession.

Personas

Michale is a 32 year old living in Flat Bush, with a medium to high income. Michale is currently married, living with his wife in a newly build house. Michale and his wife both work in Auckland City, commuting every week day. He usually prefers to do handy work and other jobs around the house himself, rather than hiring someone to do the job. Michale is a fairly handy man and enjoys supporting local businesses. Usually sourcing timber and other materials from local companies in the local area.



Objective & Proposal

To create a website that can inform current and new potential customers about the business, and its services. The website will present provided services, a contact form to request a quote, an input form to subscribe to a newsletter, a gallery, contractors they supply, the companies history and the staff members.

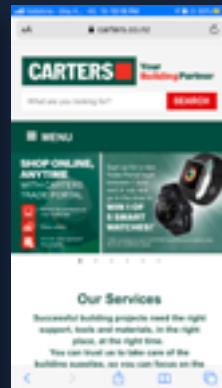
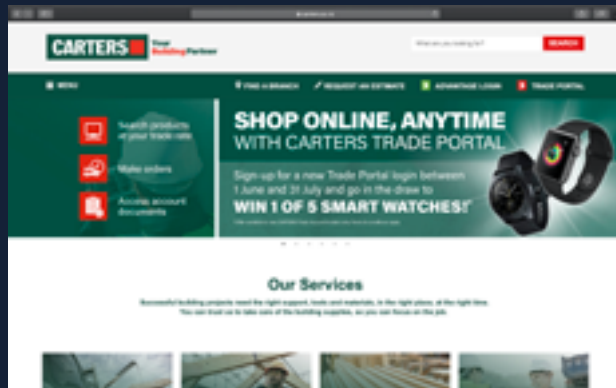
Competitors Analysis

Major competitors for Marten Bakker Timber's include Carters and ITM. I have analysed these websites to understand what they lack and what works well, so I can incorporate these features into my own design. Another large competitor is Carters New Zealand.

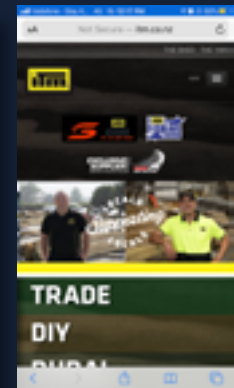
Dave is a 46 year old living in Mission Bay. He is a project manager for a construction company. Dave is married and has two young kids, both wanting to be builders like their father. Dave is a hard worker, almost never missing a work-day. But on the weekends, he won't even think about work. Instead, Dave's out drinking with mates, going to concerts, going fishing and of course spending time with his family. Dave doesn't like to deal with big companies, he prefers to deal with small businesses as it's easier to get in touch with the managers. Which is crucial in a high pressure environment like a work site.



Competitors Website Analysis



- The Carters website has a slightly complicated navigation structure. For the user to find a page, they need to click on menu go through sub pages. This takes too long for the user to find a page. For mobile and touch screen devices this would be fine. But for desktop users I think it should be a fully displayed navigation bar, with drop down menus.
- The Carters colours and logo are present throughout the website.
- The sections are clear, so it's clear what information is on the page.
- There's a small range of typefaces and weights. Making the webpage have poor hierarchy.
- The website has an average response to different screen sizes. The amount of content remains the same across different screen size variations. So there is too much text in some parts of the website for mobile devices. Also this can make some images / banners hard to read.



- The ITM website has a good navigation structure. I find it is clear to find the information you are looking for.
- The sections of the pages aren't clear. There are no clear headings, and there isn't enough white space, so the content can be overwhelming at times.
- ITM brand colours and logo are present throughout the site.
- There are no call to actions present on site.
- Websites responds well to different screen sizes. With navigation bar and the amount of columns changing, dependent on screen size.
- The website works well on a tablet sized device. However, when used on a mobile device, the content can become overwhelming. Some of the headings are too big and sometimes the images are too small.

Brand Analysis



Consistent use of Red and White on their signs, logo design and branding located on trucks. This contrasts well, and is usually used with black.

There tends to be a continued use of bold typefaces. As shown on the building sign and sign out the front.

I will be looking to either add in more black, or potentially add a dark blue into some of the website design. I think this will add contrast, as well as make the red a little less overwhelming. Before doing this, I will ask for feedback from the client.

Moodboard

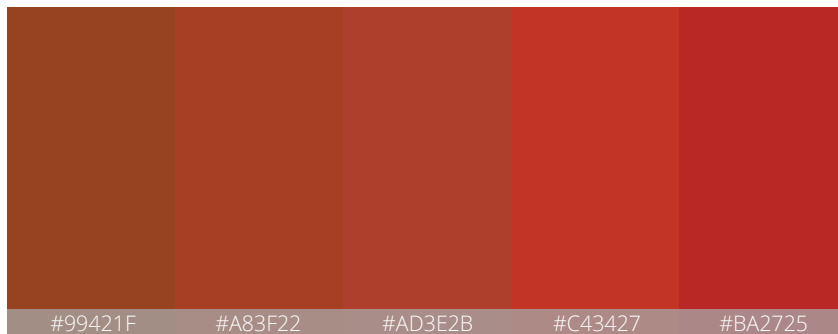
Oswald, HEADING

Oswald, SUB-HEADING

Open Sans Body

Ut et id endipsus. Et lab ipsum fugiam voluptas nos doluptaquas periberum quam re, utae pa aut quis et am labo. Incto elendi omnimus acea dolut vit quas am ipisti dolupta doloruptasi totatur maio et ma volest.

Colours



Icons



Buttons



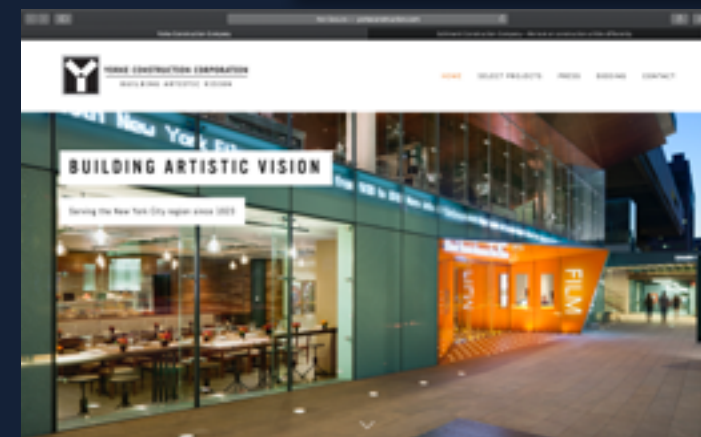
Logo



Other Websites I Like

<https://www.fletcherconstruction.co.nz>

- Interesting layout.
- Static side nav, always have access to navigation.
- Good use of brand colour throughout.
- Even distripution of images and info.



<http://www.yorkeconstruction.com>

Nice modern look which compliments the companies asthetic. Good use of colour paired with the black and white website theme.

<http://schimenti.com>

Good use of the web design 'F pattern'. With page content reading easily from left to write, going down in stages. From nav bar to the company logo, then down to the heading.



Stakeholders / Use Cases

Andrew is a **co-director** of Marten Bakker Timbers LTD. Andrew is a key stake holder because he will use the website to update information (such as hours or services), as well as check there aren't any errors etc.

Step One

Enter website for Marten Bakker Timbers LTD

Step Two

Go through websites pages to check all information about the company is correct.

Step Three

Enter as admin to adjust information if any is incorrect, or contact the designer.

Step Four

Recheck website content to make sure it is correct.

Another key stake holder is the **potential client**. Most people will look a business up online to find out more about it. Or may find it just by searching up related companies, or finding a business that has services they're after.

Step One

Search up 'Marten Bakker Timbers LTD' or related content such as 'timber store Pakuranga'.

Step Two

Enter Marten Bakker Timbers LTD

Step Three

Scroll through home page to see the services provided.

Step Four

If the user wants to use this company, they will navigate to the contact page to get in touch.

Step Five

Use the contact form and submit, or use the phone number to contact the company directly.

Key Info

I asked Andrew Bakker (Co-Director for Marten Bakker Timbers) a few questions to help my research into the company. As well as analyse a couple news articles.

Marten Bakker Timbers LTD specialises in: building products - decking, fencing, pergolas, landscaping; panel products, mouldings; timber for every job.

Company motto: A tradition of quality

Proud to offer sound advice - prices - service - delivery

Family owned and operated for 35 years. From modest beginnings in Wellington Street, Howick to an extensive site in Pakuranga's Ben Lomond Crescent catering for the whole community.

Marten Bakker Timbers LTD has been operating for 43 years. Established in 1977.

Marten Bakker Timbers has been family owned and operated for 43 years. Originally established in Howick's Wellington Street in 1977 by Marten Bakker. The company has grown with the area. Now operating in Ben Lomond Crescent in Pakuranga, co-directed by Andrew Bakker and Ashwinder Bhatti. From modest beginnings in Wellington Street, Howick to an extensive site in Pakuranga's Ben Lomond

Crescent catering for the whole community.

Marten Bakker Timbers began selling seconds sheets as well as offcuts of particle-board and plywood. However, thanks to a growing customer base and more than a little hard work, they were forced to move to a larger premises. Moving to 26 Ben Lomond Crescent then, in 1983, to our purpose-built premises at number 73.

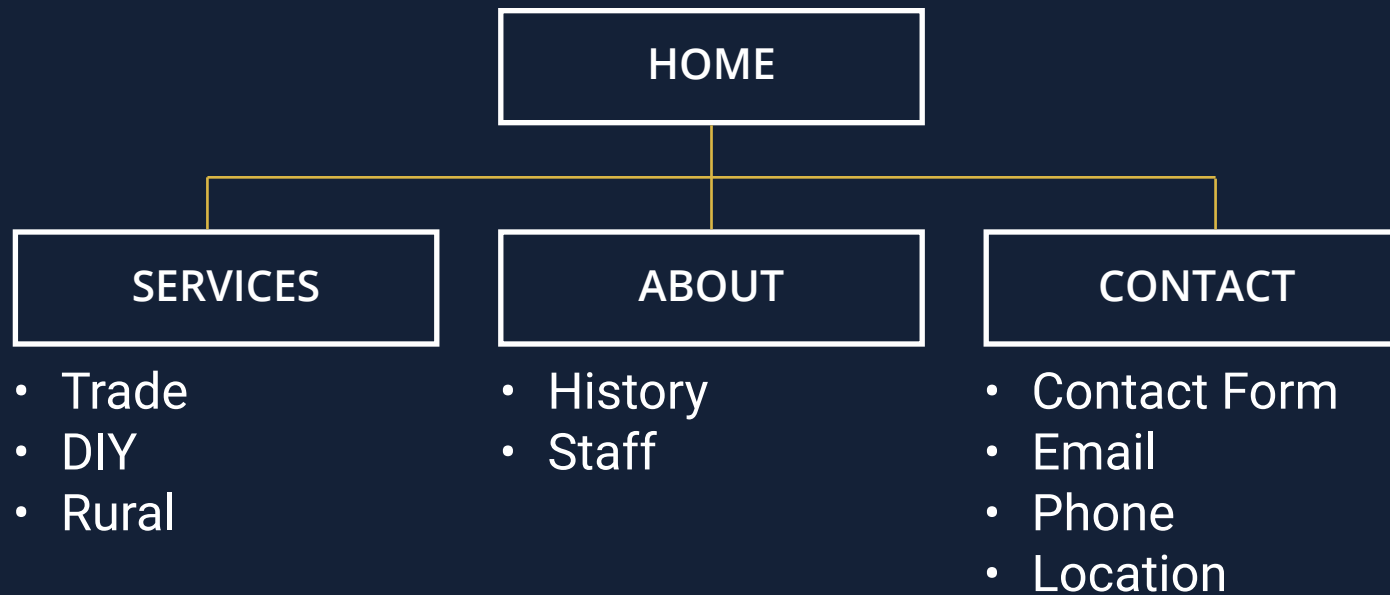
While a lot of profit comes from new builds, renovations have really been the bread and butter. With so much development in the area, new builds have "just been the icing on the cake. Whatever the market's doing, people are always looking to renovate their homes. "New building can be very boom and bust; one day there's nothing happening and the next it's all on.

With new strict building regulations, it's essential these days that builders use the right materials; there's no room for error, and we have to guarantee that timber is graded and treated to exact levels.

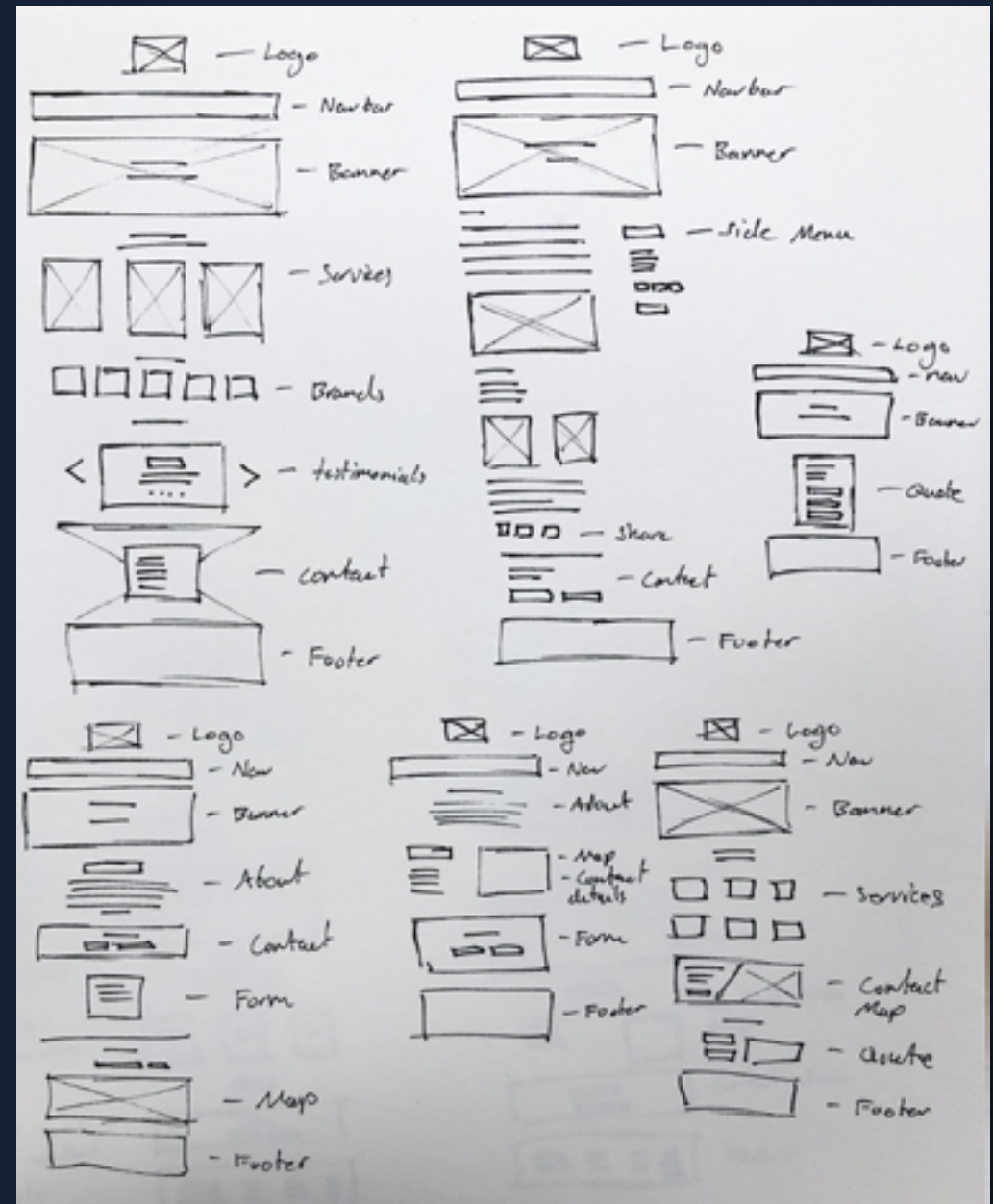
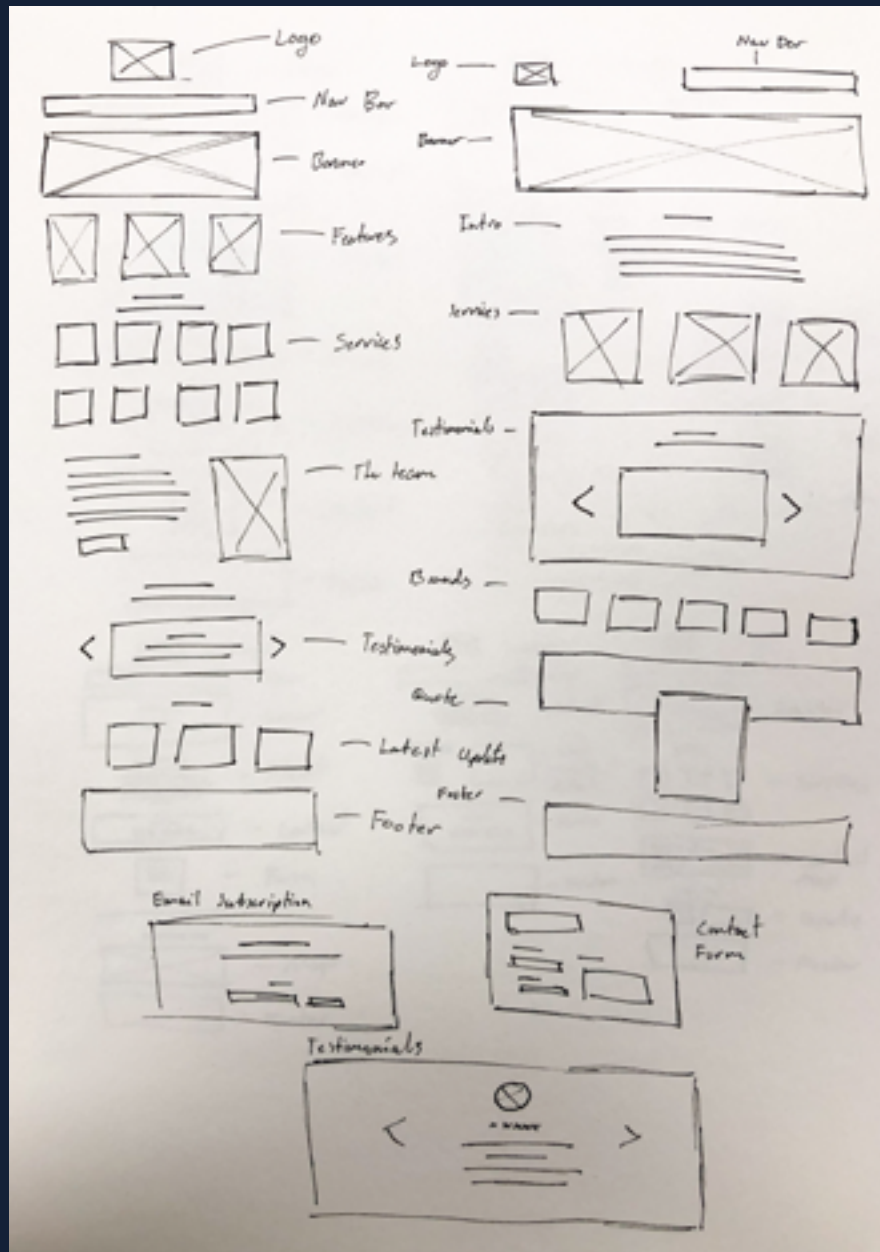
"We've always looked to go above and beyond and regulations in terms of product quality" - Andrew Bakker

Whether supplying professional builders or DIY renovators, MBT is available to assist with timber cut to order, as well as host of ancillary products and equipment.

Sitemap



Wireframes



Wireframes

These are the final wireframe designs I have decided to use. All pages have the same structure of logo at top, followed by navigation bar, than a banner with the page heading. I have decided to use a three-column-structure for the pages. I'm trying to create a fairly minimalist look, maintaining good white space and proximity between the elements on the page.

Feedback

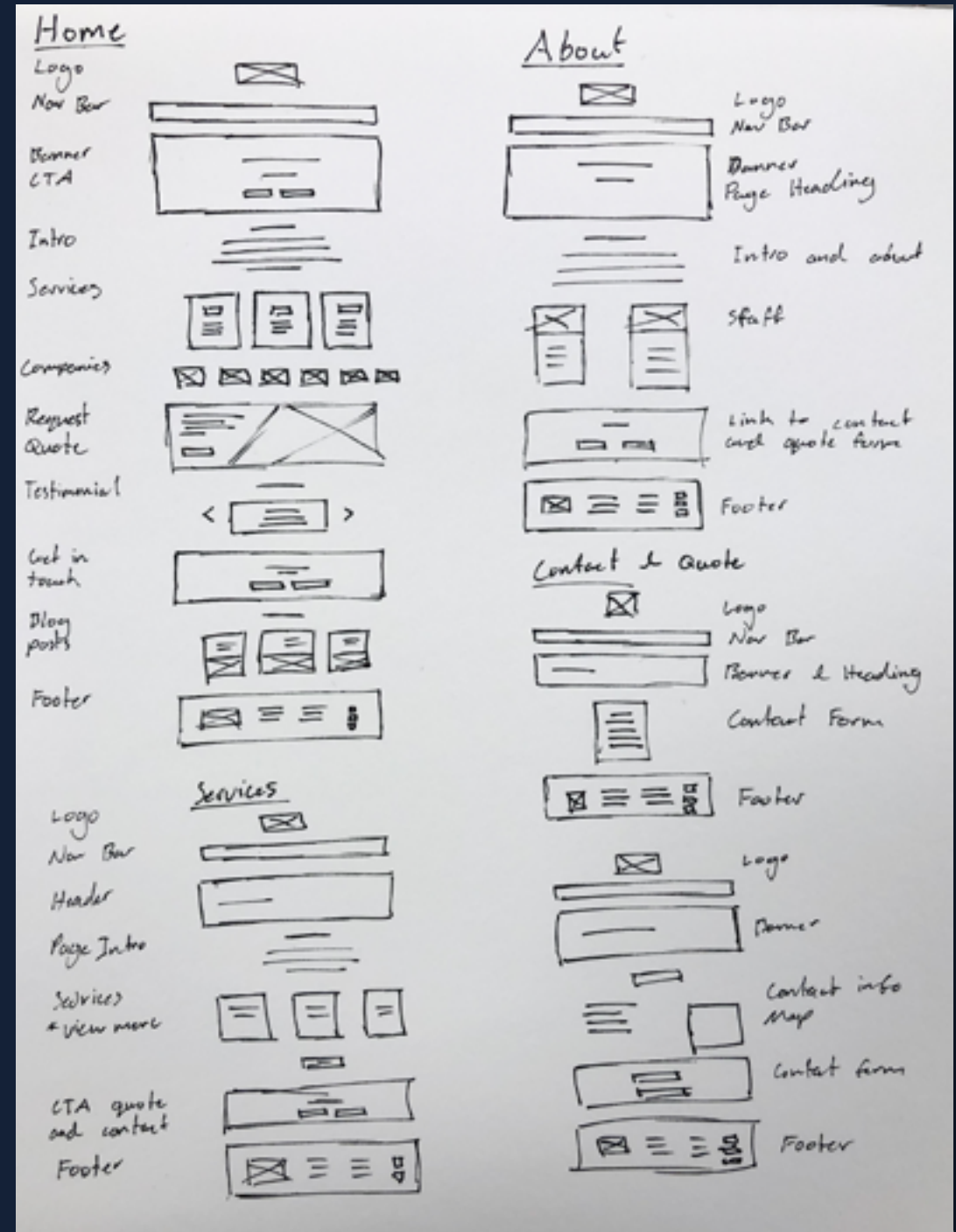
Andrew Bakker

Co-Director of Marten Bakker Timbers LTD

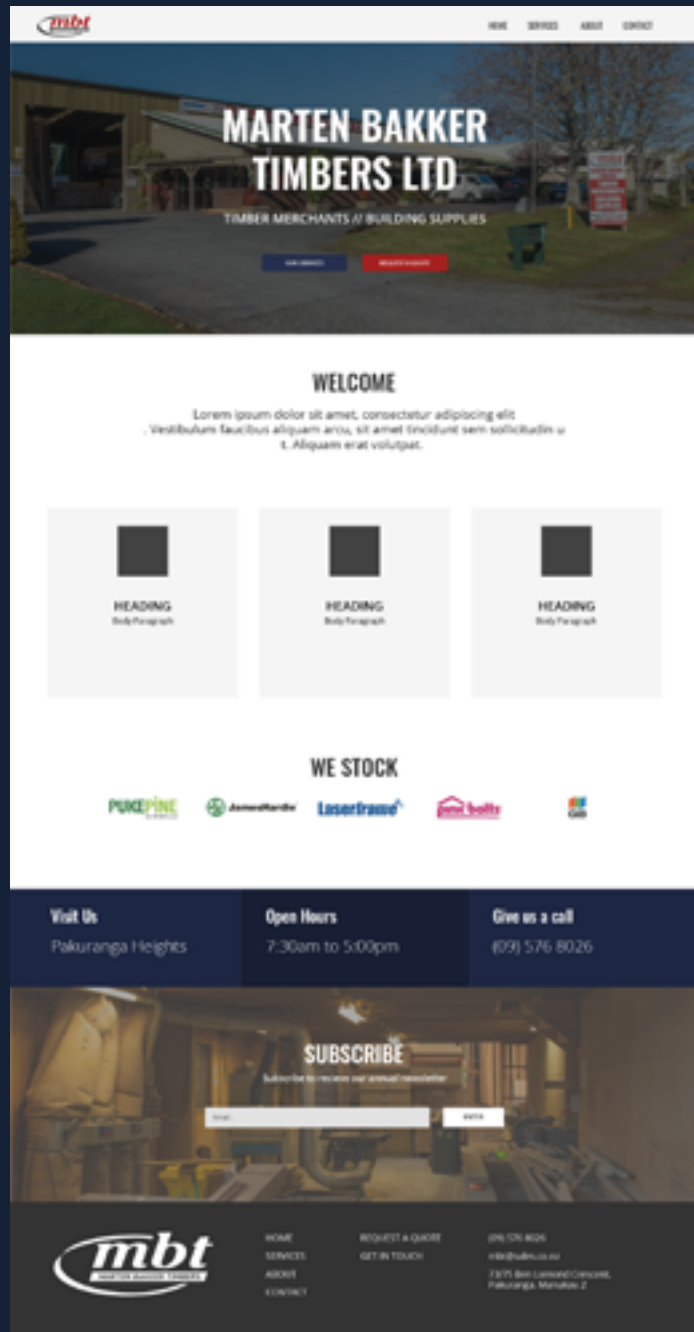
14/06/20

- Pages have a good layout.
- I like the large banners with page titles.
- I'm unsure about the logo being centered above the navigation bar. Might look better on the left hand side?
- We're proud of the products we stock, so I like the brand logos being displayed on the home page.

I agree with the recommendation for changing the positioning of the logo. Centering the logo creates unnecessary space in the header. Instead, I will take in the feedback by Andrew and put the logo on the left hand side, in-line with the navigation bar.



Mockups



CONTACT

WE WILL GET IN TOUCH AS SOON AS POSSIBLE!



Name:

Phone:

Message:

SUBMIT

Marten Bakker Timbers LTD

Opening Hours:

Monday to Friday - 7:30am to 5:00pm

Saturday - 8:00am to 12:00pm

73 Ben Lomond Crescent, Pakuranga
Auckland 2010

(09) 576 8026

sales@mbt.co.nz

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DISCOVER MORE ABOUT OUR STORY

ABOUT US

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Vestibulum faucibus aliquam arcu, sit amet tincidunt sem sollicitudin u
t. Aliquam erat volutpat.

GET IN TOUCH

CONTACT US

REQUEST A QUOTE

Feedback

Andrew Bakker

Co-Director of Marten Bakker Timbers LTD

25/06/20

- I really like the mockups for the website.
- I like the fonts and colours used, and how they're like the company logo.
- Though the blue is not usually associated with our brand, I think it looks really good on the website.
- I think the services and quote pages could have a little bit more content. Maybe add the quote form to the contact page.
- Have you thought about adding contact info into the navigation bar. So people can get in touch quickly.

David Scragg

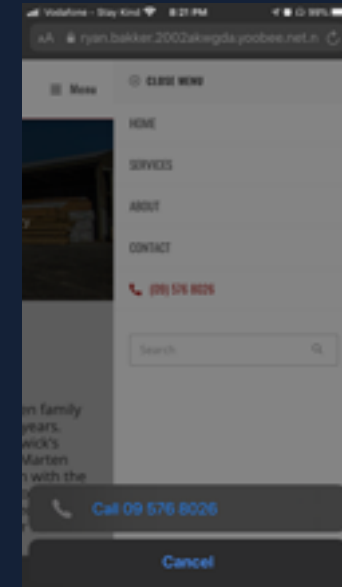
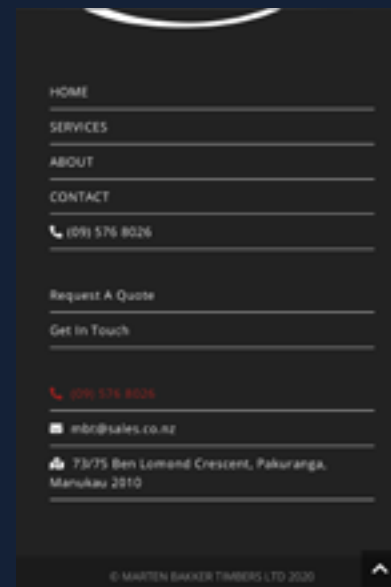
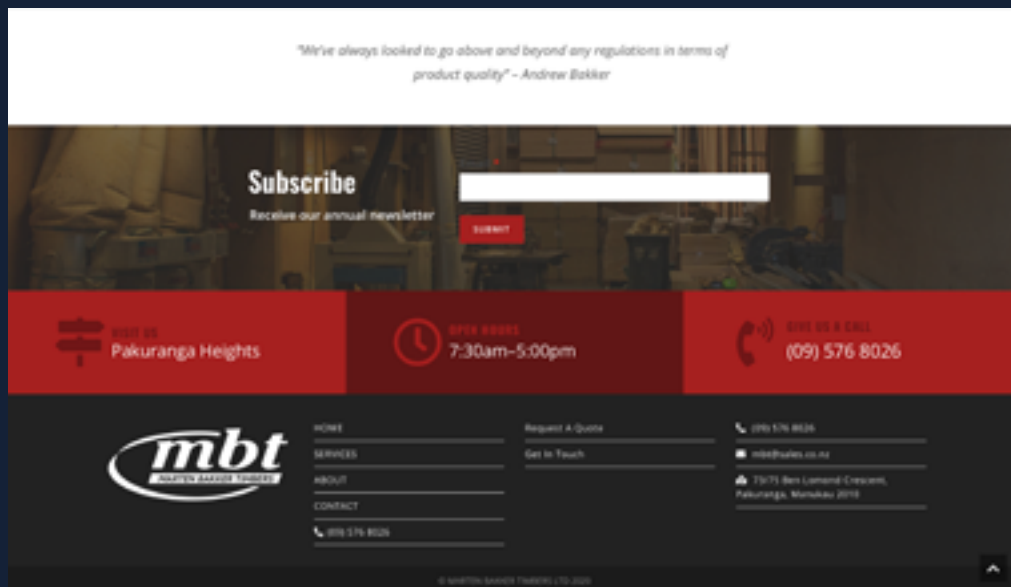
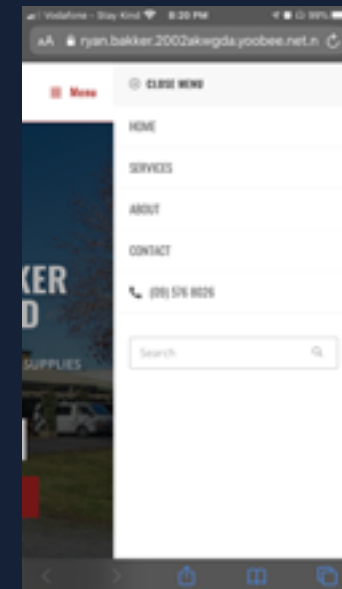
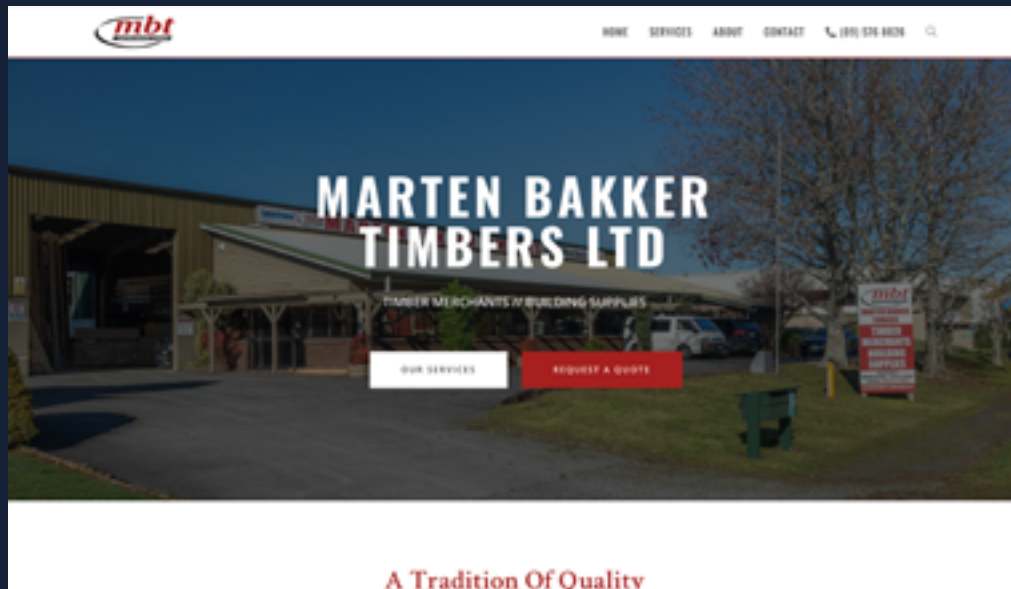
Director of PCs Projects LTD

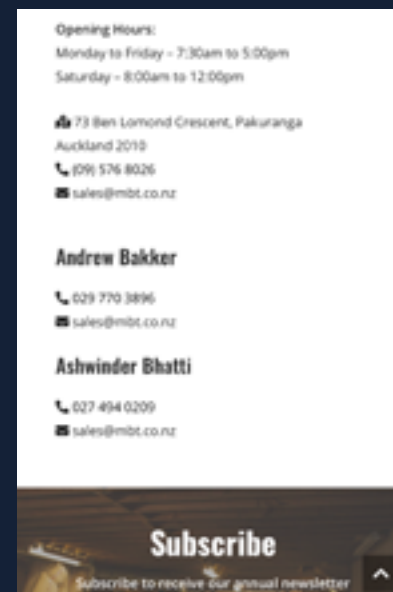
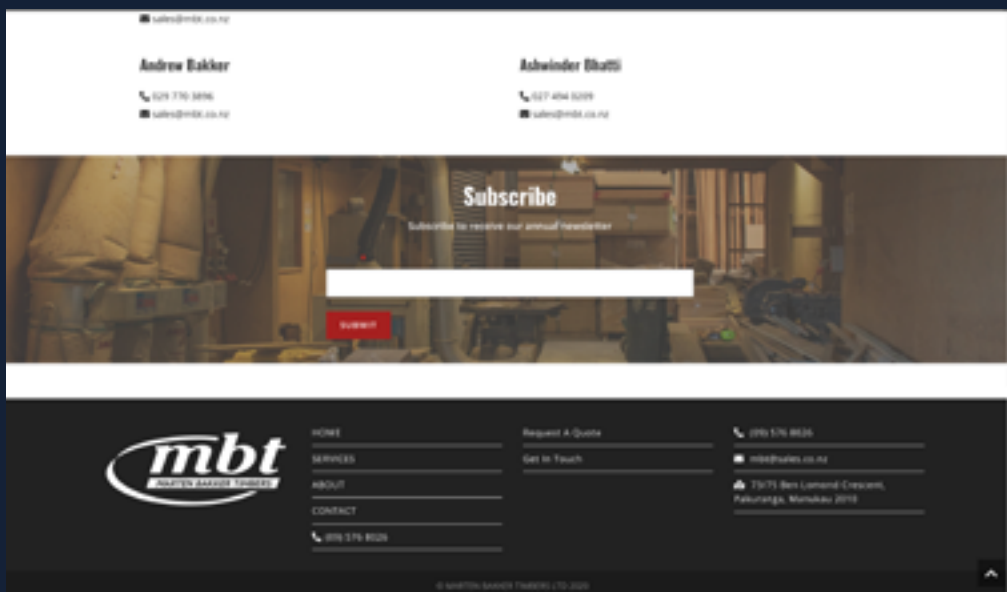
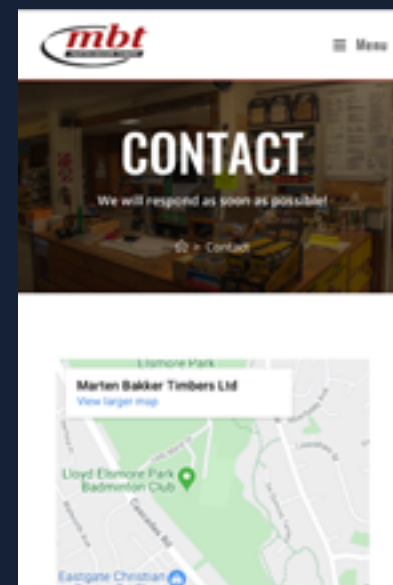
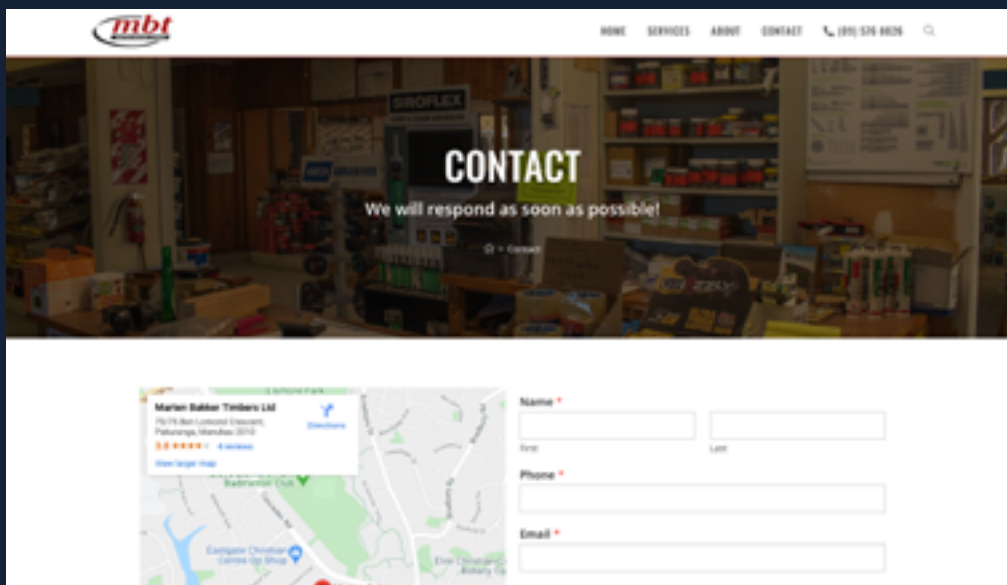
26/06/20

- Mockups show an overall good design.
- I like the colour scheme between the red, grey, blue and white. I think it contrasts well.
- I like the amount of content on the pages, it's not overwhelming like some websites.
- Good use of images.
- I think the navigation bar should have contact information displayed. Sometimes I go to a website just to grab their phone number.

The screenshot shows the mbt website. The header has the mbt logo and navigation links: HOME, SERVICES, ABOUT, CONTACT. The main banner features a photo of a timber yard with a truck and the text 'REQUEST A QUOTE' and 'TELL US ABOUT YOUR PROJECT'. Below the banner is a form with fields for Name, Phone, Email, and a large text area for 'Tell us what you need'. A red 'SUBMIT' button is at the bottom of the form. The footer contains the mbt logo, navigation links (HOME, SERVICES, ABOUT, CONTACT), and contact information: '0151 541 8025', 'info@mbt.co.uk', and '23175 Ben Lomond Crescent, Farnborough, Hampshire'. The footer background is dark grey.

I have taken the feedback from the mockups into consideration. But I only agree with some of the recommendations. I didn't want to add contact information into the navigation bar. However, the client was adamant that there was. So I will add incorporate this into the website. I will also add more content to the pages, as I agree there's isn't much information.





User Testing

USER TESTING WEB DESIGN SUMMATIVE

Tester Name: Andrew
Website: Morton Timber Timbers

QUESTION	USER RESPONSE
What do you think the primary purpose of the site is?	To showcase the services and display contact information for Morton Timber Timbers.
What is the first impression you got when you entered the website?	Nice modern look, I like the large hero image showing the front of the companies premises.
What's the first thing you wanted to do from the home/landing page?	Scroll down to learn more about what MBT does.
When you explored the site, did the menu and any other navigation buttons etc make sense / did they take you where you expected? Why / Why not?	They worked as I expected, they were like other websites. Page buttons in top right of page.
When you explored the site, was the content what you expected to find on each page? Why / Why not?	Content on pages was relevant to the page it was loaded on.
Does the design use web convention best practice? (logo placement / nav position etc) Why / Why not?	I think it does. The nav, logo and banner are located like most sites.
Specific task instructions 1: <u>View Services</u> • How many clicks did it take? • On a scale 1-5 was completing the task frustrating (1) or easy (5)? • Why did you select this rating?	I found it easy to find the companies services. All I had to do was click on services in the navigation bar from the home page.
Specific task instructions 1: <u>Fill out contact form</u> • How many clicks did it take? • On a scale 1-5 was completing the task frustrating (1) or easy (5)? • Why did you select this rating?	It was fairly easy to fill out the contact form. I found it straight away by clicking to the contact page.
Specific task instructions 1: <u>Get Directions to MBT</u> • How many clicks did it take? • On a scale 1-5 was completing the task frustrating (1) or easy (5)? • Why did you select this rating?	I found it easy to get directions to MBT. I didn't have to leave the home page. I just had to scroll down to the button at the page, to the footer.
Other:	

USER TESTING WEB DESIGN SUMMATIVE

Tester Name: Melanie
Website: Morton Timber Timbers

QUESTION	USER RESPONSE
What do you think the primary purpose of the site is?	Show the services for Morton Timber Timbers LTD.
What is the first impression you got when you entered the website?	Good overall look of the website. I like the centred look.
What's the first thing you wanted to do from the home/landing page?	View the services offered by the company.
When you explored the site, did the menu and any other navigation buttons etc make sense / did they take you where you expected? Why / Why not?	Overall, the website functioned how I wanted it to. It was easy to read a quote.
When you explored the site, was the content what you expected to find on each page? Why / Why not?	I thought content was relevant to the page.
Does the design use web convention best practice? (logo placement / nav position etc) Why / Why not?	I think so. Looks like most sites.
Specific task instructions 1: <u>View Services</u> • How many clicks did it take? • On a scale 1-5 was completing the task frustrating (1) or easy (5)? • Why did you select this rating?	It was easy, just needed to click on services.
Specific task instructions 1: <u>Fill out contact form</u> • How many clicks did it take? • On a scale 1-5 was completing the task frustrating (1) or easy (5)? • Why did you select this rating?	I found this easy. Clicked on contact page, and filled out and submitted form.
Specific task instructions 1: <u>Get directions to MBT</u> • How many clicks did it take? • On a scale 1-5 was completing the task frustrating (1) or easy (5)? • Why did you select this rating?	I thought directions would be on about pages. So took a few seconds to find it on contact page.
Other:	

Feedback

Andrew

Co-Director of Marten Bakker Timbers LTD

01/07/20

- I like the overall simple and modern look of the website. Which I think will be good for the companies brand.
- The website has a good uniform look. All the colours throughout the website relate to the logo and the colours used. For example the colour of buttons, sections and other text.
- Have you considered adding a 'request quote' page. This might be easier for people that don't want to call in.

David

Director of PCs Projects LTD

30/06/20

- The services page is a little boring. Maybe there should be a little bit of information below the headings for some of the services.
- I like the use of images on the website. They show well what the yard at the company looks like, and what sort of products Marten Bakker Timbers sell.

Response

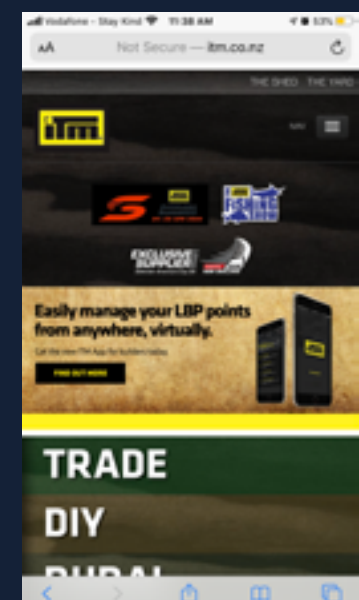
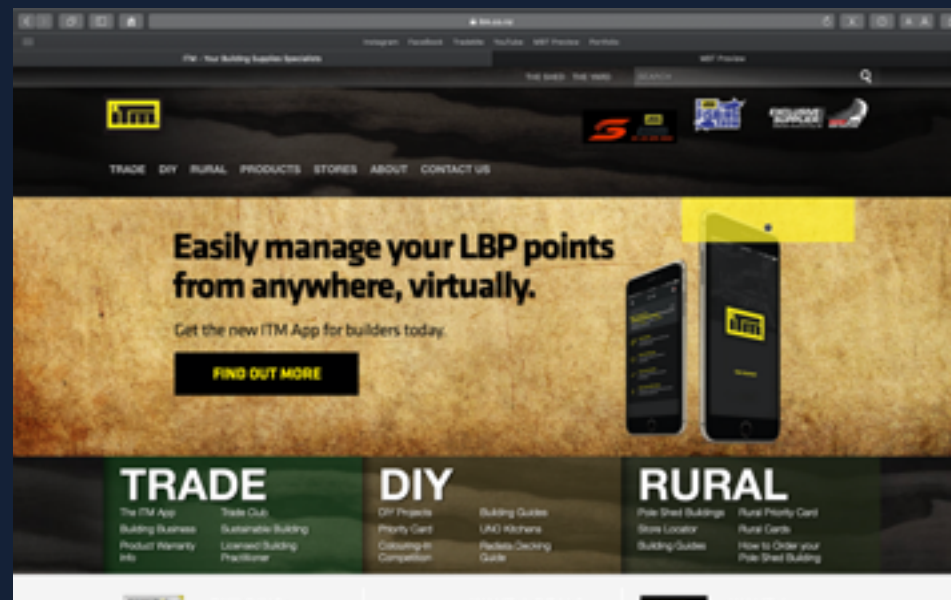
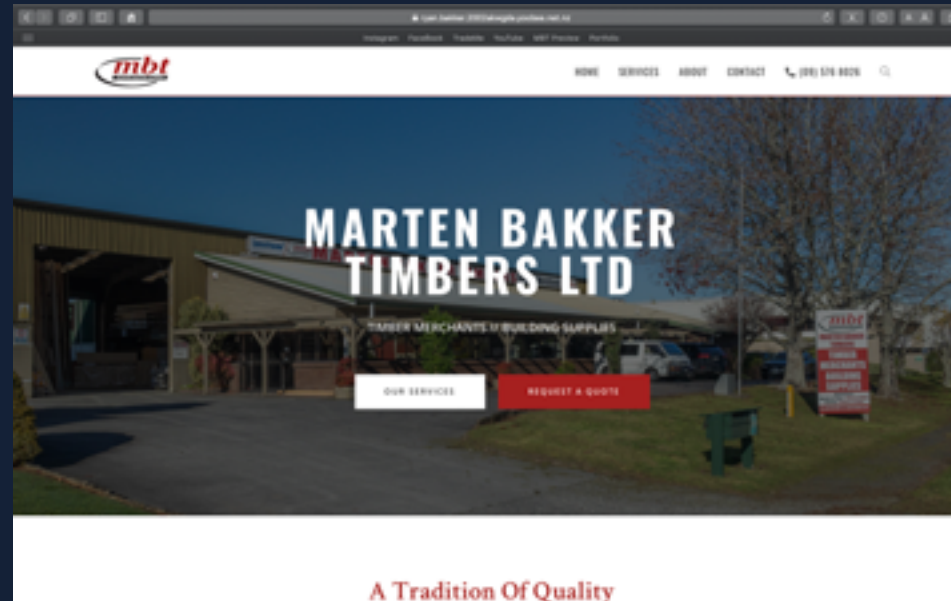
- I have already considered adding a 'request quote' page. However, I don't think it's necessary. Considering there is already a form for the contact page. So I don't need to add an extra page.
- I agree with the recommendation for adding more content for the services page. However, the client didn't think it was important. So I decided to not go through with adding content.

Evaluation

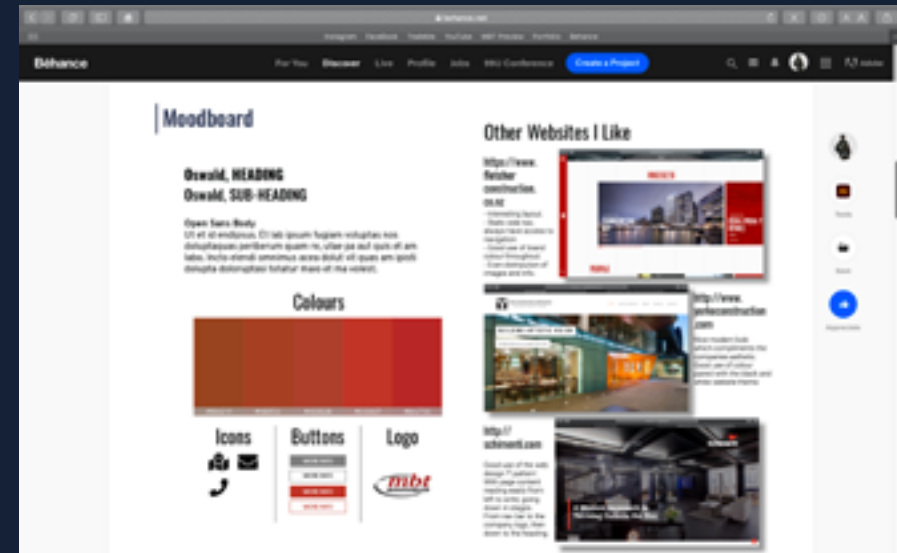
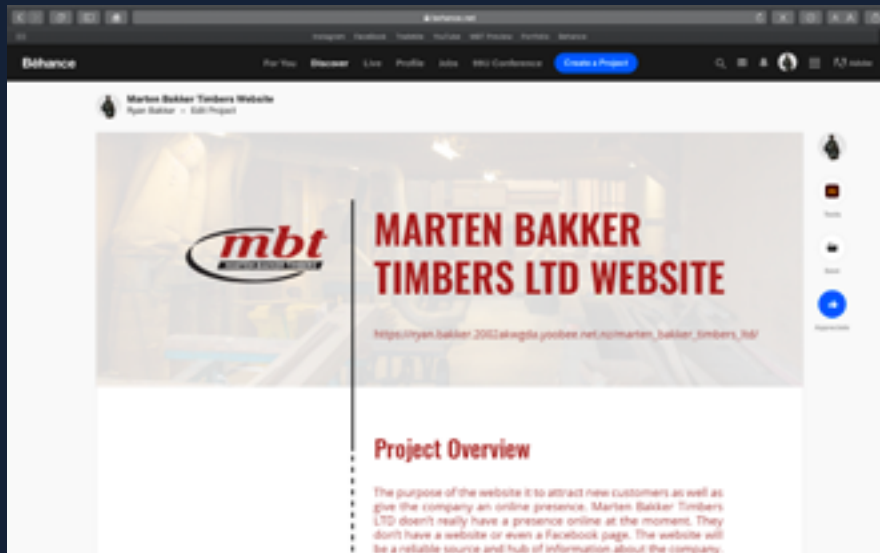
Overall I'm quite pleased with the final website. I think it suits the company well and is very user friendly. The generous amount of whitespace creates for a simple and modern look. I think the design is better than Marten Bakker Timbers competitors. The competitors sites are overwhelming with text and look like they were designed over 10 years ago. Which is one aspect that I think can separate my design from the competitors sites. I also think my website follows the webdesign conventions well. Such as the 'F-shaped' pattern that is used when people view a webpage. On the MBT site people first view the logo through to the nav bar. Then the site title in the banner down to the call-to-action buttons. The website also follows the basic layout rules of logo at top left, nav in to right and footer at bottom.

Competitors Comparison

These are the home pages for Marten Bakker Timbers, and ITM (a main competitor). When looking at the two designs side-by-side, the MBT site looks more simple, user-friendly and modern. The nav bar and banner are a clear example of this. The MBT has a thin white strip as a nav, with all the buttons inline. This makes it easy to identify the companies logo as well as access the desired pages by the user. However, on the ITM site the buttons aren't very clear, and there's a lot of logos / graphics. Which I think creates wasted space. Another example is the banner. The ITM site has way too much going on. I think there's too much text. Unlike the MBT site which has small lines of text, for the heading and sub-heading. Making it clear what the site is about.



Behance



<https://www.behance.net/gallery/99868577/Marten-Bakker-Timbers-Website>