Tam Duong

ITSE-2302

09/3/2022

Site Specification for Chade's Bike Company

Company Name

Hermes Cycle

Development Team

Frontend & UI/UX Designer- Tam Duong

Backend Developer- Rick & Morty

Website Domain

<https://hermescycle.com>

Mission Statement

At Hermes Cycle, we promise to maintain and give you the highest quality motorcycles combined with our advanced technology to travel faster, further, and cleaner means of transportation. For a better ride and a better world.

About the Company

The purpose of Hermes Cycle is to sell electric motorcycles that will reduce fuel cost for a better economy and cleaner environment.

Website Goals

Raising consumer awareness and engagement by 40% by having an online presence. Increasing manufacturing and inventory by 10%. Growing company investment and products by 15%.

We will record and analyze data through various website traffic tools and software to measure success. Management will receive a monthly report with the information and appoint meetings on ways to improve customer involvement and greater presence.

Target audiences will be new motorcyclist or veteran riders, potential future investors.

This will be an ecommerce site that showcases our inventory as well as a search site to discover our shops across the nation for purchases.

Competitors include motorcycle companies like Yamaha, Kawasaki, Harley Davidson, and electric motorcycle companies like Zero.

Platforms the site will be displayed on are desktop, laptop, tablet, and mobile devices.

Design Overview