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 highlights 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 viewed from are desktop, laptop, tablet, and mobile devices.

Design Overview

The graphics on the website will include an animated video to capture the user’s attention and a carousel of vehicles. For our showcase of motorcycles, we will display real life models.

The color scheme representing the company will be 60% white, 30% navy blue, and 10% black. Font type will be based off Google’s Pontana Sans font style.

Cost & Technicality

The site can measure user satisfaction by recorded ratings submitted by users.

Key features of the website include Navigation and Search bar, Internal Links, Newsletter, Product Gallery and Spec Details, Store Locater, and Contact Form.

Accommodations for people with disabilities include proper alt text for images, use color with care, ensure all content can be accessed with keyboard in a logical way, and make dynamic content accessible.

Estimated number of individual pages will range from 4-7.

Technical or audience factors that could limit the design of the site could be custom animations/graphics, additional rounds of revisions, language versions, and speed or usability.

Website cost using a website builder can range from $6-$50 per month. WordPress can be $35-$780 upfront, then $11-50$ per month. Hiring a Web Designer can cost $5,000-$30,000 upfront.

Small business website can cost up to $2000-$8000. Basic informational website with little customization needed. Usually less than 20 pages, stock photos and no unique functionality.

Medium-sized business website can cost up to $10,000-$25,000. Content Management System (CMS) enabled, custom design layouts/images with a few unique functionalities.

Ecommerce website can be $5,000-$40,000. CMS, gateway security, beta testing.

Large business websites can be $25,000-$40,000. Can be several hundred pages with everything listed above, blog integration, multimedia creation, personalized development, etc.

Chade’s Bicycle budget is meant to be a medium size business with funding from private investors and company profit.

Timeline

Strategy and planning (2 to 10 weeks)

Design (4 to 12 weeks)

Content writing and assembly (5 to 15 weeks)

Development and programming (6 to 15 weeks)

Beta testing and review (2 to 6 weeks)

Maintenance and Enhancements (ongoing)