**CREATIVE BRIEF**

**PROJECT NAME:** Rats and Rods Web Site (Group 5)

**PROJECT STAKEHOLDER:** Carl Sabourin**,** Owner,Rats and Rods Company

**DESIRED LAUNCH DATE:** April 2019

**DEVELOPMENT BUDGT**: $ xxxx, Plus $xxx/month hosting

**BUSINESS OBJECTIVE:**

The goal of this website is to promote business sales and to help the User manage daily tasks.

This site will provide the following:

* provide customers of Rats and Rods Company with easy access to know more about the company, Products and Promotions.
* (Option) provide an online sales platform.
* Provide a user interface accessible from anywhere.
* Real time consumers contact and appointments.
* Obtain sign-ups and add these customers to marketing database.

**PROJECT DESCRIPTION:**

* The website will provide the customers of Rats and Rods Company to access the mostly Products information remotely.
* The products already exist but can be modified if required by the customer.
* The customers will be encouraged to make an appointment with the company to discuss product details.
* Products include the following: categories, styles, price, order details, shippers and Suppliers.
* To have access to the web site the user has a secure login.

**MODEL WEBSITES:**

[*https://ottawapowdercoating.com/*](https://ottawapowdercoating.com/)

[*http://www.rldindustries.com/*](http://www.rldindustries.com/)

[*https://www.durablepowdercoating.com/*](https://www.durablepowdercoating.com/)

*http://www.axiompowder.com/index.html*

*https://www.prismaticpowders.com/canada*

*http://www.spartaengineering.com/powder-coating/*

**USER PROFILE:**

The characteristic user of this web site will be the owner of Rats and Rods Company. Most likely he will be accessing the site from anywhere. The reason he will be accessing this site is to promote his business, obtain valuable customer information, and can enter his sales and appointments statements.

**FEATURE SUMMARY:**

Rats and Rods Company Web site will consist of the following features:

* Home page
* Product Page
* About Us Page
* Contact Us Page
* Career Page
* ~~Customer Orde~~r/Appointment Page
* User Login Page
* Back-end Management Page
* Navigation Bar
* Forgot Password

*Home page*

This page could include one Jumbotron header which contains some business concepts or slogan and one Carousel. The carousel could have some exciting photos which there is something related to this field - moto powder coating, such as sport moto etc. ~~There are two "Login" links.~~ There is a "Login" link on the right-top of this page, which could direct the ~~user~~ owner to the Login Page and access content management. ~~There is another "Login" link on the bottom of the page, which could direct the customer to the Customer Appointment Page.~~ There is Facebook area which links to Owner’s Facebook account in the footer. All the Pages have the same header and footer.

*Product Page*

This page will list all products/services/solutions including name, type, usage, description, photo galley, and price quotation etc.

*About Us Page*

This page will offer detail information to introduce the company, including why the owner founded this company, business principles/target/value, company advantages, the products/services the company can offered etc.

*Contact Us Page*

This page will offer visitors the contact information about this company, including person name, phone number, mailbox, company location - could be displayed on map. Visitor can leave message on this page including his name, mailbox, phone number and something he concerns.

*Career Page*

This page will list all recruitment message items. There is a "+/-" button on the left of each message item, which can expand / shrink the content on clicked.

*~~Customer Order/~~Appointment Page*

The costumers can access this page:

* ~~Order products or services, including product name, type, color, price and amount. There is an option on this Page that is an online payment link. Costumers can pay by visa, credit card or Mastercard~~.
* Make a Business appointments for special colors or services, including costumer name, contact information, costumer’s massage (Textbox).

*User Login Page*

The owner could log in with admin on this page. If the user logs in successfully, he will be redirected to a Back-end Management Page. There is a “Forgot password” link at the bottom of this page, which can lead owner to Forgot Password page to reset password.

Forgot Password Page

There is a “Reset Password” button at the top of this page. If owner clicks this button, the system will send a 6-digit verification code to the domain mailbox and the “reset-password” component will display under the “Reset Password” Button. The component includes the following items:

* An input field to as the owner to enter 6-digit verification code which can be achieved from the domain mailbox.
* New password input field to ask owner to enter new password.
* Repeat password input field to ask owner to enter the new password again.
* Confirm button. If owner click this button, the new password will take effect if it is valid and owner can be led to the back-end management page

*Back-end Management Page*

There are 4 components on this page.

* Exit Button – Owner can log off and return to Home page.
* Reset Password Button – A reset password component will popup after clicking this button.
* Reset Password – owner can reset password and it looks like the “reset-password” component on Forgot Password Page. The changes are there is an old password input field instead of the verification code input field and the new password will take effect and the component will be closed after clicking the “confirm” button.
* Color Theme - Use can select one of the present color themes to change the fore color and background color on Header, Title, Footer, Navigation Bar etc. User is also allowed to create a new color theme and picker some color from the color palette for one component. If user changes a color theme, this change will take effect on all pages immediately.
* Product Management - User can create/update/remove the products and upload/remove product photos. If user creates a new product, this product will appear on Product Page instantly.
* Recruitment Information Management - User can publish / withdraw any recruitment information. If user publishes a new recruitment message, this information will be displayed on Career Page immediately.
* Costumers Message Management - This component will display all messages the costumers left on Contact Us Page. If User has replied some message, the status of this message should be marked as "Replied", otherwise a "Reply" button should appear at the right of this message, and user can open a text box to write the reply and then send the email after he clicks this button.

*Navigation Bar*

It appears at the top of all pages but the Login Page, Forget Password Page and the Back-End Management Page. It will lead user to everywhere in this website.