

Strongman 2020 Website

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Project Team

- Oscar Sánchez - Project Lead
- Simon Baker - Sales Manager
- Michael Sánchez - Director & Marketing Manager
- Mark Blair - Director

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Company Overview

[Strongman Lifts](#), founded in 1998, provides a wide range of car lifting solutions. Strongman specialises in the car storage market, offering solutions ranging from simple double stackers, underground parking to multi-level car elevators. Whilst most business is done domestically within the UK, the company is seen on a worldwide stage, with lifts

Strongman's roots are from classic car market - founded to help car enthusiasts work on their pride and joy from home - with ease and safety, originally offering full ranges of garage accessories alongside its prided car-lifts.

Strongman still offer ranges of car lifts - accessible for the home market today, however do not offer garage accessories and have focused on the quality of their lifts. The focus on quality and design has enabled the lifts to go into high-end environments, passing the specific requirements of prestigious clients.

Sales Process

Strongman has a varied sales process. Breaking it down simply, there's stock, bespoke and the installation service we offer.

For stock, there's a few small items that we can courier out without any customer interaction. The rest we require organising specialist delivery, they can collect, or if we're installing we organise that to be self sufficient. Sometimes a customer could give us a deposit for a lift that they wouldn't be ready for upto 2 years.

For bespoke equipment, we would receive a deposit, have it made, checked over in the factory, shipped over and installed (usually by us) -- a process, which again, can span years in some cases.

In recent years, there's been a steady increase in demand for onsellers of our equipment -- be it a 3rd parties wanting to sell and install our lifts, 3rd parties selling and us install, or brand ambassadors sending leads our way. It would be interesting to explore the possibilities of better facilitating these onsellers, via tracking links, restricted access to a quoting calculator - with discounted rates for them. This would allow onsellers & resellers to become a seamless extension of Strongman.

Purpose of upgrades

The business has out-grown the functionality & purpose of the old website; whilst the old website focussed on retail / home customers, its replacement needs to be accessible to a higher caliber of client, whilst still retaining the original client-base (ie low/high-end retail, commercial, and corporate customers)

Currently, most of the business is conducted through emails and phone calls; with a new website, comes an opportunity to consolidate a lot of communications through the website, allowing less work to keep customers up-to-date with their order, and enhance a new company rebranding from Strongman Tools to Strongman Lifts.

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Scope & Features

Project scope

Complete overhaul of existing ecommerce website; replacing with a fast, responsive, modern & more complete solution for the business needs - including key CRM features on a backend & portal interface.

Frontend Key Pages Overview

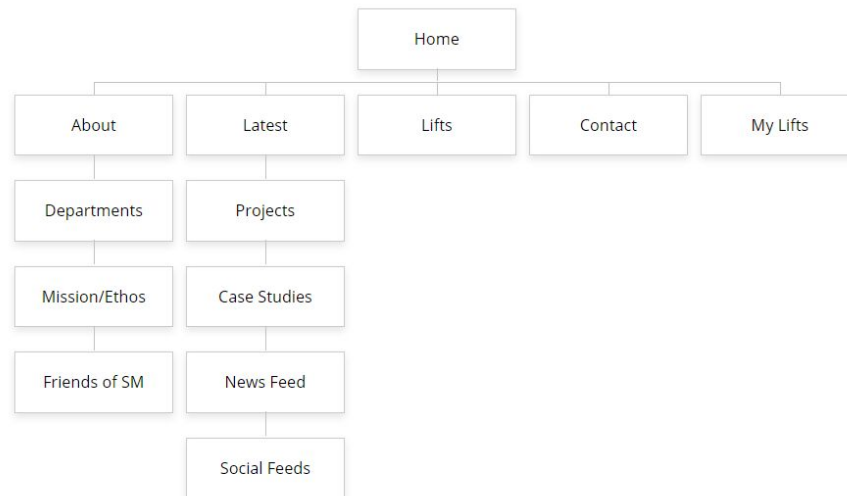
- Product Pages:
 - Image gallery (any videos would be put into the product description, so a high quality "image experience")
 - Description (Long / short)
 - Technical Specifications - for "product compare" feature
 - Extra docs & info section - downloadable content & relevant links (Manuals, CAD, downloadable technical specs etc - signup for newsletter)
 - Private documents / links for owners / authorised only
 - Sub products (additional/optional items)
 - Linked case studies
 - Similar Products
 - Different product page templates; for simple "buy it now" products, products with lots of optional features & custom service, and a showcase page - for completely bespoke product concepts (with no price).
- Ranges: (Portfolio / Categories)
 - Sub ranges
 - Private / Custom ranges - so a salesperson could send potential clients a link to a tailored list
- "Features": (Case studies, Projects, news, articles, blog etc)
 - 2 way links with relevant product pages
 - Own image gallery
- "Images":
 - Each image with own optional title, description, tag
- "My Lift": (Clients account section)
 - Signup via email, google, fb, twitter, linkedin etc (Make initial signup very easy for newsletter purposes)
 - Orders -- what has been ordered, eta, outstanding money, outstanding paperwork
 - Book a service
 - Request service reminders
 - Install / Breakdown FAQs

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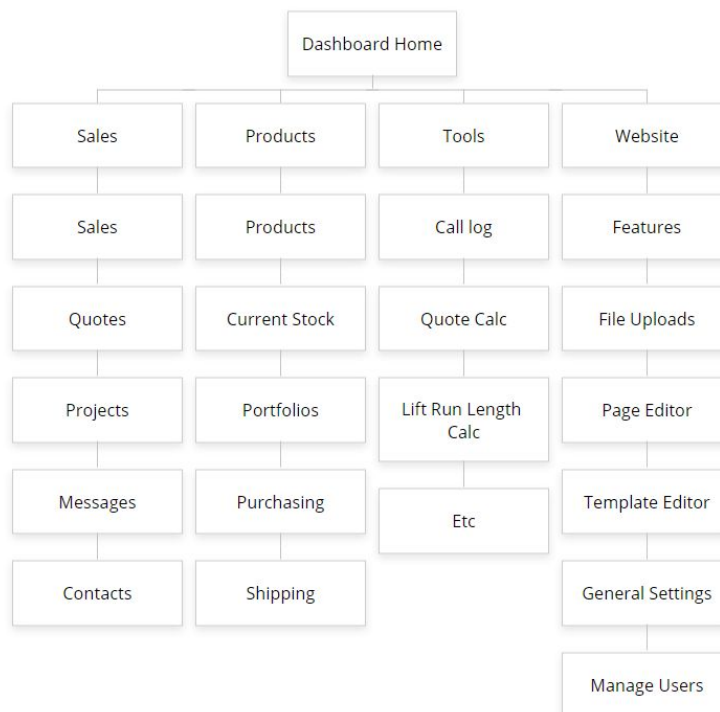
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Frontend Misc Features

- Layout features - The team aimed towards a fixed sidebar (rather than fixed header-bar so much) -- inspired by [APC](http://apcpark.com) (apcpark.com)



Backend Features



We would provide you with department workflows (of what they'd be looking to get out of the system), for instance the sales department will want lists of leads, prospects, quoting, quoted, ongoing, while the installation department will be looking at lists of upcoming etc etc.

Currently, our shipping is managed on an excel spreadsheet, but would like to migrate this onto the website to be more accessible to staff.

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Technical Overview

Languages / Environment

This should be done using NodeJS, and avoid PHP.

We are looking to have this self-hosted, and are looking to be able to add features to it retrospectively ourselves - with a support & annual maintenance package with a company (ideally the design company).

End setup will probably go something like [this](#), or the [Cloudflare Workers](#) is interesting.

Integration Requirements

- Our primary payment processor is [Stripe](#)
- We use a cloud stock management software called [DEAR](#), we would need the site to integrate with this for pushing new sales, new purchases, generating a current stock list. We have worked with this api quite a bit and have modules to get various bits, so we could create the basic code for you to use, if needed.
- [Xero](#) - Probably limited connectivity to xero required, but a quick link from a customers profile would be useful. Maybe pushing a few purchase invoices on the shipping side?
- We've recently started using a cloud container tracking service called [ShipsGo](#). Having this fully integrate would be great -- when answering phone inquiries, we would be able to give a quick eta arrival of goods to potential customers.
- Address autocomplete API - for all address forms - [IdealPostcodes](#) provides a good service at a good price.
- Other geo route-distance can be done through google - for quoting calc.

Notes

- Responsive design, fast loading pages (lazy load images)
- SEO Tools - (Might be nice to create "spun" pages, which replace a specific term; ie some clients search for "car lifts" and some for "car ramps"; allowing customers to organically find either on google would be a nice touch)
- We have created a DB -style layout which covers the main gist of the data points that would be required in the wider project -- viewable online [here](#) (the blue triangles indicate an extra note - hover to see); there may be more required "tables" for some of the integrations - but hopefully this helps.
- As we sell the same product to different sectors -- who ultimately are looking for different things out of the product; we would require product variations, this could be done by simply cloning the product, or through templating. The variations would also need to be specific to the product linked in case study articles.
- We are currently producing an invoice / quote tool which integrates with dear & xero, which will probably be completed by the time this tender is chosen. You can rip and put into your system / integrate somehow / re-create. (Created with [deployd](#))
- Customers pre-new website should be able to an account recovery process (email link)
- We would be able to do the populating for text & general data

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Inspiration Websites

We pooled a wide range of websites from similar industry to understand exactly what we wanted, we came up with the following category breakdowns: (results in alphabetical order)

Most Applicable (if we were to clone the template and put our info on it today)

- [CityLiftParking](#)
- [Lodige](#)
- [StannahLifts](#)

Best "Presentation"

- [CityLiftParking](#)
- [DuntBarn](#)
- [LandRover](#)
- [Lodige](#)

Best Product Page

- [FinkbeinerLifts](#)
- [Lodige](#)
- [StannahLifts](#)
- [YeeFung](#)
- [LandRover](#)

Most Clean / Professional

- [APCPark](#)
- [BossMotor](#)
- [LandRover](#)

Overall Favourite

- [APCPark](#)
- [LandRover](#)
- [StannahLifts](#)

There was particular dislike for Audi's website as a standout example which had clearly had money put into it, but without great result. General dislike for most wordpress, wix, squarespace sites.

The key observed pattern by the team, was of information consistently being poorly represented on companies' websites - and an appreciation of good user interface being key.

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Design Details / Inspiration

The company's primary colour is a dark green -- **#0c6b40**

We have 2 brochures we use, one for classic car shows, [Link here](#), and one for a wider range of prospecting clients, [Link here](#). A mockup of our next version (Very rough - ½ complete) is [here](#).

Project Timescale

We would be hoping to have the new site up and running for the new year, worst case - early in the new year.

Project Budget

We were hoping for somewhere in the £2,500-£4,000 area, however the overall budget, including marketing for the new website and a general rebrand to "Strongman Lifts", is £5,000.

Project Stages

