# www.HCSS.com

Website Design Document

Project Overview

Goals, objectives and target audience

The goal of our new layout and design will be to increase conversions, enhance user experience and enhance our SERP rankings.

Our objectives are as follows:

1. Clean and well laid out home page. White space is OK.

2. CTAs in strategic locations throughout to drive conversions and MQLs

3. SEO rich content with appropriate layout to meet our SEO requirements

4. 2 Master Design Templates – Home & Internal

5. Custom Design elements for individual modules

Target Audience:

- Heavy / Civil Construction Industry

- C Level executives or persons in leadership roles who utilize our software

- MEN in the construction industry.

Look and feel

Sleek & clear, with appropriate spacing between all elements and whitespace is ok. The target audience is predominately Men so site should have rougher edges, gritty images and masculine lines.

Framework document: <http://app.uxpin.com/fea1d25919d7b238c7d16ad3c4183dbcbc6882ef/709457>

Size: Scalable. 1024 or 1280 px width similar to hubspot.com.

Colors: Dark/light greys, oranges, yellows and green to match our current logo. White background with grey section dividers.

Company Green: PMS 356, #006633, RGB 0,102,51

Text: H Tag sizes should be in line with the design elements & image sizes. Content text should be 12-14 px.

Home Page Design: use hubspot.com for example of similar look and feel for layout & content section breaks.

Internal Page Design: Will utilize site header/footer and have standard white for background of content sections.

Custom Modules: Css & wrapper will need to be created to mirror similar elements of the home page call out areas/content dividers to they can be utilized when needed.

Images: Home page images will be utilized throughout the internal pages. Images should correspond to attached text or idea. Real world heavy equipment construction images preferred but icons are acceptable for our software suite as they will be utilized throughout.

Mobile Design: Current site has responsive web design, we will need separate CSS for the mobile rendering for the Home page & internal pages

Delivery requirements

Current website CMS is Sitefinity that utilizes master layouts built in Visual Basic and modules for content. Designer should be familiar with this concept and able to produce master.vb templates w/ corresponding css upon completion of project.

**1 Home Page Design** – Master Template in VB w/ css for design & HTags Also, a separate CSS for mobile rendering.

**1 Internal Page Design** – Master Template in VB w/ css for design & HTags Also, a separate CSS for mobile rendering.

**Module** – CSS & wrapper to match HP elements

**Web Browser Compatibility** – All: IE, Safari, Mozilla, Chrome