

**Website for the online retail of tyres**

**Logo & Website Design Specification**

**Document Version 2**

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**DOCUMENT STATEMENT**

This document highlights the necessary information required to effectively define the purpose, architecture and system design, in order to give the Development Team guidance on how to develop the product. This document was first drafted during the Planning Phase and has evolved as the product became more defined and realised. Its intended audience is the Sponsor, Project Manager, project and development teams. Some portions of this document such as the user interface (UI) may on occasion be shared with the client/user, and other stakeholder whose input/approval into the UI is required.

# 1. INTRODUCTION

We need a logo and website designed for our business.

**1.1 Logo**

We do not have an existing logo.

The logo we require should be bold, masculine and professional looking.

It should be functional enough to be placed on the website and used for marketing, placed on corporate items and golf t-shirts.

Business name is TAIRA

**1.2 Website**

Design of an ecommerce website developed in HTML5 and should be responsive.

Design should be on a clean background.

The purpose of the website:

The website is for the online retail of tyres where users can do following:

* Search for the type of tyre they need (from the front page already)
* Pay online (through secure payment gate)
* Website should have algorithm to calculate delivery cost based on location of user)
* Tyre delivered at their home.
* User should be able to track ETA.

**1.2 Multi-language**

The website will be in the following (5) languages. We will provide translations in the other languages at a later stage of the design.

1. English
2. Afrikaans
3. Zulu
4. Oshiwambo
5. Portuguese

**Target Market**

Private vehicle owners in Southern Africa, with later expansions into the rest of Africa.

# 2. WEBSITE DESIGN SPECIFICATION

**2.1 Site Map**

The website will require the following pages:

1. Home page
2. Search Result page
3. About Us
4. Contact Us

**2.2 Content – Home Page**

[header picture of tyres and logo]

[heading]

Best Tyres at the Best Prices

[how it works slider with appropriate pictures for each step]

1. Search your tyre by Tyre Size
2. Place your order online
3. We deliver your tyre at your home or garage of your chose for fitting

[search criteria]

Search Tyre Size

|  |  |  |  |
| --- | --- | --- | --- |
| Width (195) | Profile (55) | Size (R16) | Speed (87 V) |

SEARCH



**Tyre Size Explained**

* Width
* Profile
* Rim size
* Speed rating

**2.3 Content – About Us**



We provide our customers with the best tyres at the best prices.

We aim to be Southern Africa’s leading online tyre retailer with a network of independent garages in the whole of Southern Africa for fitting your tyres.

We work hard to take the pain and confusion out of buying tyres. Most of our customers consider tyres a frustrating purchase to make and we try to make it as easy as possible whilst providing great choice and savings.

We offer a wide choice of brands and prices with our customers able to choose from an extensive range of tyres.

We offer:

*Competitive Prices*

Constantly monitoring the market for best values

*Superior service*

Exceptional customer service

How to order?

Ordering your tyre from us is as simple as ONE-TWO-THREE:

1. Enter your tyre size and choose from an extensive range of brands and prices based on your budget.

2. Make a secure online payment online, through a variety of options - debit & credit card.

3. State your delivery address and we will deliver your tyres.

**2.4 Content – Contact Us**

Will provide contact details at later stage of design.

**2.5 Online Payment**

We will provide secure online payment through the following payment gates:

* PayPal
* Payfast

**2.4 Delivery Charges**

We will also charge a delivery charge which will be calculated based on users location.

This will be provided at a later stage of the design.