

LYNN MANUFACTURING WEBSITE DESIGN – DESIGN CONTEST BRIEF

Overview. Our existing website can be viewed at www.lynnmfg.com. This website is primarily targeted at the HVAC industry, but we want a website that is more complimentary with where we think our business will be in the future.

This design contest will follow the following phases:

Phase 1: Open contest to design the look and feel of the home page. By the end of this phase we will select a few contestants to participate in Phase 2.

Deliverables for Phase 1

- Home page layout (95% Complete) – see other file for more details
- Icons/Sketches of Capabilities (80% Complete) - see other file for more details
- Sketch Montage of Products (80% Complete) - see other file for more details

Phase 2: Finalists will design two of the “sub menu” pages as well as fine tune the home page. By the end of this phase we will select one designer to complete the design of the remaining pages/templates.

- Finalize Home Page
- All Icons/Sketches
- Sub Page B1 (see attached File)
- Sub Page C3 (see attached file)

Phase 3: Design all remaining pages as well as fine tune the pages that have already been designed. There will be approximately 10 pages/templates in total.

This file and the other referenced files are intended to help the designers focus in on the type of site that we want. We are open to other ideas, but this is a good starting point.

Website Structure

Our current website is focused on the products we sell, but we want to put more emphasis on the services we offer.

The website will have the following page hierarchy:

Home Page [HOME PAGE]

Sub: Capabilities [SUB PAGE B1]

Waterjet Cutting [Template C1]

CNC Machining [Template C1]

Vacuum Forming [Template C1]

Etc, (up to 10 pages, all the same template)

Sub: Services [SUB PAGE B1]

Kitting [Template C1]
Prototyping [Template C1]
Engineering [Template C1]
Heatflow [Template C1]
Etc (up to 10 pages, all the same template – will be similar to sub of Capabilities template)

Sub: Markets [SUB PAGE B1]

Appliance [Template C2]
HVAC [Template C2]
Investment Casting [Template C2]
Wood Stove [Template C2]
Etc (up to 12 pages all the same template)

Sub: Materials [SUB PAGE B2]

Microporus [Template C3]
Polycrystalline Fiber [Template C3]
Superwool [Template C3]
RCF [Template C3]
Mineral Wool [Template C3]
Fiberglass [Template C3]
Etc (Up to 10 pages all the same template)

Sub: Documentation [NO PAGE, JUST DROP DOWN MENU]

SDS & Data Sheets [Template C4]
Terms & Conditions [Template C1]

Sub: Contact us [NO PAGE, JUST DROP DOWN MENU]

RFQ Form, with file upload [Form F1]
Contact Us Form [Form F2]
About Us [Template C1]

PHASE 1 – HOME PAGE DESIGN

The website has to have a loose familiarity with the existing site, so that if a visitor from our old site lands on the new site they don't immediately turn away because they think they have gone to the wrong site. Keeping the same theme will probably be sufficient.

The call to action has to be very prominent, and visible on all pages in the same place. Call us, Email us, Live Chat, RFQ, Contact Us.

Simple graphics, no flash. We are thinking of using sketches or line drawings rather than photos.

Please see the following files for more guidance on the design;

01 Examples of Competitor Websites

Various of examples of our competitors website home pages and the things we do and do not like about them

02 Website Pages Layout

Very rough draft of the home page layout. This is just a suggestion and we are open to ideas

03 Capabilities Line Drawing, Icon, Sketch Examples

Some ideas of how to depict our “capabilities” on the home page

04 Product Montage Line Drawing, Icon, Sketch Examples

Some ideas of how to depict the range of products that we can make