**WEBSITE DESIGN BRIEF**

**BACKGROUND**The Teknatool Website (www.teknatool.com) has not been revamped for a long time.. The imaging and construction are now tired and dated. Its clumsy and cumbersome to edit, uses outdated software. The site can only be edited and updated from NZ. We need multiple editors worldwide refreshing our content, within prescribed templates to maintain look and feel.

NOVA is the main brand of the Teknatool International. Traditionally, the website is branded with Teknatool, the company name. This is incorrect now and needs a shift to our NOVA brand. Also new levels of service and functionality are required.

NOVA has a strong reputation in the market place for innovation and leading edge technology in it's field. We have also worked hard to develop a reputation for excellent customer service. Our website also needs to reflect and reinforce these concepts.

Currently operating two sites,  
www.teknatool.com (a mix of company website, NOVA site)   
www.novatoolsusa.com – NOVA e-commerce site, based in the USA.

Plus two product specific micro sites: [www.novacometlathe.com](http://www.novacometlathe.com) and [www.novainfinitychuck.com](http://www.novainfinitychuck.com)   
  
The Ecomm site can stand to one side, but want to bring the other 3 sites together under one, with fresh domain that focuses on NOVA.   
  
We want a fresh, clean, modern site that fits our reputation for highly innovative, high tech, cool products.

**TASK**

Design of Website under Wordpress platform, graphics as needed, looking for templates that we can quickly and easily drop and drag information into, specifically require:

Homepage, Navigation   
About pages, brand and company history, team pages, showing the different locations we operate in.   
Customer service pages   
Product pages/template   
Where to buy – different locations and dealers across the globe.

Prefer if we can do it - Login/   
End User can access their preferred content  
Dealers and Employees can access deeper level of product information etc.

We would want this loaded into the Wordpress platform, so need all site design to be ready for us to work with.

**LOOK AND FEEL**Friendly/Corporate - professional, high quality but still user friendly, interesting, and not too corporate in feel. Not too slick - still approachable. We want a fresh, clean, modern site that fits our reputation for highly innovative, high tech, cool products. Big photos, something like a Square Space approach, but also something that feels interesting and dynamic, not too cool.

Clean, crisp pages, white background.

More faces, images of people using, images of NOVA staff

Customer Comments, tips n’ tricks etc dotted throughout the product pages to make interesting reading, reinforcing ‘NOVA is a good choice'

**Mandatories**NOVA colours, red, grey, white and black  
NOVA logo  
Footer, Copyright and legals  
Navigation

**BENCHMARKS IN OUR FIELD**[www.blackanddecker.com](http://www.blackanddecker.com) – like the 360 degree product rotations. This is a more intensive approach and may not be possible in the short term – but it is something that I would like to work towards. Also areas that I would to explore are 1) the innovation centre approach – pulling all the history, submit ideas etc in the one area. And 2) the customer service pages – in particular the way that they organise their FAQ’s and the ‘customer toolbox’ concept. 3) The Tool School concept. [www.dewalt.com](http://www.dewalt.com) – see the service net centre website for a good approach on online selling of spare parts etc. The company info is a good approach also. The FAQ has a fantastic level of functionality.  
[www.portercable.com](http://www.portercable.com)   
  
**COMPETITORS SITES**[www.jettools.com](http://www.jettools.com)   
[www.deltamachinery.com](http://www.deltamachinery.com)   
[www.rikon.com](http://www.rikon.com)   
  
**DEALERS SITES**   
[www.woodcraft.com](http://www.woodcraft.com)   
[www.rockler.com](http://www.rockler.com)   
  
**SITE PURPOSE**   
Website will be used in 3 areas:

1. Pre-purchase information search
2. Branding and market positioning
3. Post purchase reinforcement
4. Customer/Dealer/Employee Product and company information
5. Pre-purchase

Website must reinforce their store visit, encourage purchase action etc. For other pre-purchase consumers, a store may be far away from their location (particularly Australian and USA customers) and so they are buying via mailorder or our internet site - so anything that can reinforce the feeling of "no risk" would be helpful - such as videos showing product in use, warranty information, purchase guarantees etc.

To create a wish list – product watch list, direct action to purchase.  
Read customers reviews and learn others experiences with the product

1. Reinforcing NOVA as the most innovative brand in the market place.
2. Post Purchase Reinforcement   
   Register their product warranty online (currently do this via MailChimp, will keep this) find out some further information on the product that they have (technical support, manual, accessories etc) or learn how to use the product that they have (free projects, videos etc) contact online help and support (currently use HelpDesk, will keep this for now but are looking to update to FreshDesk or similar)
3. Ideally looking for a dealer login and an employee login – which can give deeper level of product information such as sales presentations, sales videos, etc.

**HOME PAGE**

Template and updates with fresh news regarding products and events   
Highlighted product/product ad   
News   
Subscribe to newsletter - link via Mailchimp   
Social media/facebook etc links and interface Big, quality images

Clean,easy, simple navigation to:

Products   
Support  
Where to buy  
Register your Warranty   
About

PRODUCT NAVIGATION   
Would be a home page for PRODUCTS, Sub navigation-

Lathes

Lathe Accessories

Chucks

Chuck Accessories

Workshop

Other

Around 100 SKUs in total, some only require a single page, others will require multiple pages. We just need the template created, we can load the content.   
  
**MAIN PRODUCT PAGE**Template to add information quickly and uniformly   
Main Big photo of product   
Several shots in use/on angles etc   
Description   
Main Benefits   
Knowledge Base - Product Manual, Any relevant Product FAQs, Projects, Spec Sheets etc   
Technical Specs   
Accessories/Related Products   
Video – Using video content from our youtube – both as link/streaming and as embedded   
Reviews – aiming for customers being able to login and submit their own reviews   
  
If we can do a dealer login and employee login, then things like Sales presentations, sales guides, etc would be also accessible on each product page once logged in.   
  
**2nd Product Page**Header, Footer and Navigation but blank for us to populate with lots of content as needed.

And able to add as many product pages or information as needed.

**ABOUT**   
Would be a home page for About, giving quick overview and links to:   
Company Info   
Brand Info  
Timeline   
Company Locations   
Team

**WHERE TO BUY**Would be a home page for PRODUCTS, Sub navigation-

Showing worldmap – NOVA colouring, dropdown to show per Country, and then list with dealers and their logos etc for each country.   
  
So each country would have their own page.   
  
Dealer Name, Website, Phone, Logo etc   
  
**REGISTER YOUR WARRANTY**Keep existing method, ie we use Mailchimp to register – but page redesigned to match our new look, plus we might get some extra work done in Mailchimp to make this a more friendly user experience.

If you can recommend other ways we can do this, where we have autoresponders and welcome messages, we can download the data into .csv and excel files for uploading to our accounting systems. let us know.

Link to Details about Warranty Policy

**SUPPORT**Would be a home page for SUPPORT, Sub navigation-

Submit a ticket/Helpdesk – would keep existing for now but looking at maybe bringing in FreshDesk so would need to be able to be edited.

**IMPORTANT CONSIDERATIONS:**Global Brand so ability to quickly chose translation would be great.   
  
Ability to add widgets and functionality as required is essential – hence the Wordpress platform.   
  
This is primarily a sales tool for us, so we want to make sure that we are directing action, making is easy for people to navigate and find info on our products and we are optimised for best practices in SEO.   
  
Re-organising the product support and information so it is more logical to find. All links etc relating to that product should be off the product page?

Other considerations are how we can allow a wider group of website editors and builders in Teknatool to add web content, whilst still protecting important things like codes etc from being altered ie templates.