**Redesign viterma website – design specification**

# URL

viterma.com

# customer

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# Mobile design and desktop design

The majority of the users view the website on their smartphone or tablet.

Hence, we need to have a sophisticated mobile design providing easy access to all important information.

It is not just making the desktop-version responsive, even though technically it will be exactly that.

So, the starting point of the designers considerations should be the mobile design. Even though we are not creating a mobile App, the designer should think of it as one regarding design and usability.

Using responsive design technology, we will shift from the mobile design to the desktop design and likewise. So the designer is supposed to come up with a solution for that as well.

What we expect

- definition of single design-elements that can be used in various places

- creation of a mobile design for all different types of pages

- creation of a desktop design for all different types of pages

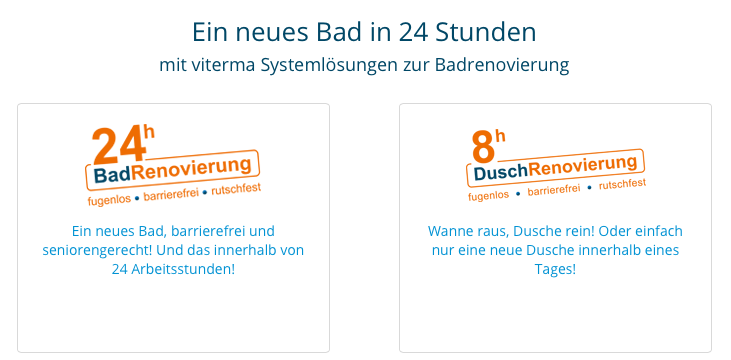
# Design Characteristic

The design should follow the general characteristics:

* straight forward
* not playful
* simple visual structures
* simple icons

# important information elements

## main information on homepage



These are the most important elements of the homepage. The user can grab the main produkts of viterma in 2 seconds.

## Jetzt gratis anrufen

## 

As on the current website the free phone lines for Austria, Germany and Switzerland must be accessible quickly and almost everywhere.

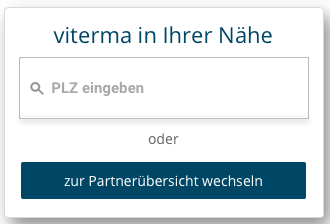
## Anfrage

The contact button must be placeable on different pages

## Kostenlose Badberatung

The request for a free consultation must be accessible quickly and almost everywhere

## viterma in Ihrer Nähe



This subsidiary search based on the postal-area-code should must be accessible quickly.

## Live-Chat



The live-chat function must be accessible quickly.

# Menuitems

We use the menuitems of the current website.

* Badlösungen
* Badinformationen
* Messen
* Kundenmeinungen
* Standorte
* Presse
* Über viterma

# Design elements

## pages

content-blocks:

* a page can be subdivided into an indefinite number of content-blocks
* blocks can have a predefined background color or a background image

columns:

* each block can have 1, 2 or 3 columns

Different types of pages:

* homepage (<http://www.viterma.com>)
* overview page (<http://www.viterma.com/bedarfsgerechter-badumbau/>)
* detail page (<http://www.viterma.com/24h-badrenovierung/>)
* presentation of personal data (<http://www.viterma.com/viterma-in-ihrer-naehe/>)
* pages of subsidiaries (<http://www.viterma.com/badsanierung-salzburg-stadt-hfw-plusbad-gmbh/>)
* references (<http://www.viterma.com/empfehlungen-uebersicht-viterma/>)

Please provide a sample for each page containing the current content (or parts of the content)

What we don’t fancy anymore is the classical sidebar-concept, as it usually causes many problems.

## headlines

We need a design for H1 to H3

## command-buttons

For call to action elements we need at least one button design. Button variations would be welcome.

## Tables

We need a nice format for tables.

## Enumeration and bullet-points

Depending on the content we should have 3 different variations of bullet-points. E.g. checkmarks, bullets, arrows

## forms

For forms like <http://www.viterma.com/anfrage-formular/> we need some entry-fields

* selection of predefined values
* free entry fields

## menu and navigation

Especially for the mobile design we are looking for a really intuitiv design providing excellent usability and simple navigation.

In the mobile design, we might need elements for quick navigation that might be present as overlaying elements on any definable page. E.g. for a quick start of a form, a phone-number or an info page.

The designconcept of the desktop version should provide an additional menu-version with a larger number of items than are defined in chapter 6, enabling us to expand the menu in the future.

## Header and footer

We don’t have to stick to the classical concept of header and footer as we use it on the current design.

## images

there are different types of image-integration:

* plain image without image description
* image with description text below
* image with text-overlay
* image slider
* background image

# CI definitions

the corporate identity is defined in the document viterma\_CI\_Richtlinien\_Oktober\_2014\_klein.pdf

Please refer to pages 7/8/9/12/13/14.

As a font we will use the google-font „Open Sans“.