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Signature: 2848

Topic: Briefing design homepage v1.0.

## 1. INTRODUCTION

UReason has assigned Tauros Media to create a brand new website with ecommerce feature. In order to save costs the Magento Fortis theme, hereinafter named 'theme' will be used as a base.

You can download the theme and its documentation here:

<https://taurosmedia.com/attachments/download/347/themeforest-1744309-fortis-responsive-magento-theme.zip>

To see a demo of the theme go to:

[http://themeforest.net/item/fortis-responsive-magento-theme/full\\_screen\\_preview/1744309](http://themeforest.net/item/fortis-responsive-magento-theme/full_screen_preview/1744309)

Based on the theme UReason has created wireframes. Find Website - v1-3.pdf

## 2. TASK

As you see the wireframes contain 3 pages. I would like you to design 3 web pages, one for each of the 3 pages. You need to process the corporate identity of UReason to the web design. This means the colors of the logo (red and black) should definitely show up on all of the 3 pages. Find [LOGO-UREASON2 2-website.psd](#) for the logo of UReason. To increase readability I suggest you use a white/light background. All suggestions are welcome.

The design needs to be delivered in both .PSD and .PNG.

## 3. HOMEPAGE

The most left page of the wireframes is the homepage. In this chapter all elements of the homepage are described:

### 3.1. Phone number

This is the phone number of UReason

**T +31 (0)85 2734 920**

### 3.2. Language switch

By pressing the downwards facing arrow you get the option NL. This will switch to Dutch (Netherlands) language

**ENG ▼**

### 3.3. Search

Visitors can search both on web texts and products via the open search box

### 3.4. Account, Log in, Sign up

#### 3.4.1. Account

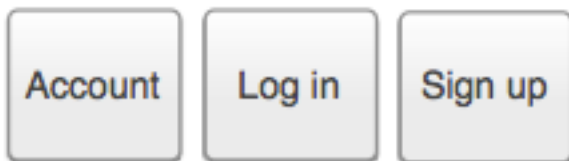
User can create an account. This will allow them not to fill in their payment details each time they want to purchase an order, have access tot their order history and many more features

#### 3.4.2. Log in

Those who already have an account can log in via the Log in button

#### 3.4.3. Sign up

This page will redirect to page similar to 2.4.1. Account.



### 3.5. Menu

Home to Infra redirect to text pages. Store will redirect to the store of UReason where visitors can order products.

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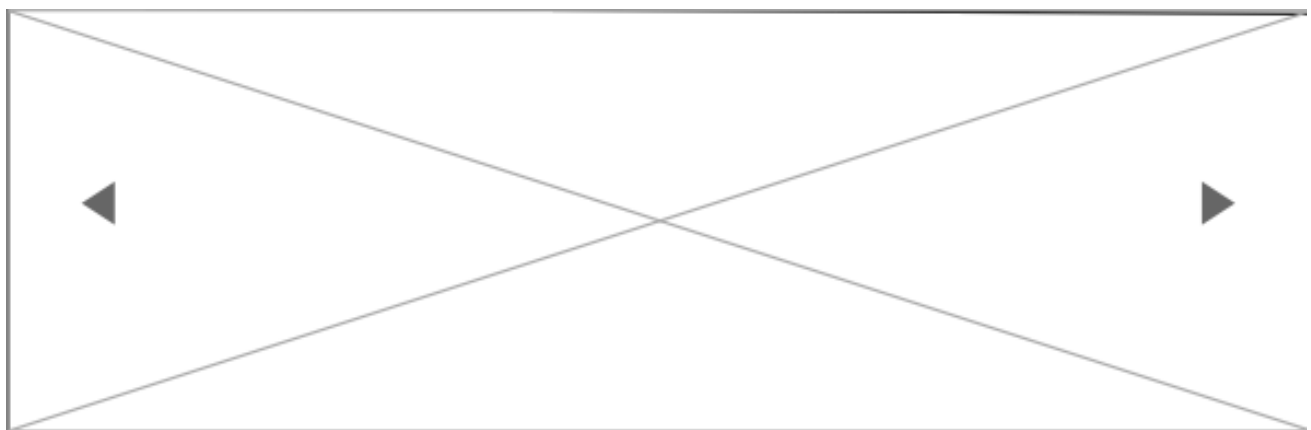
Home   Industry   Telecom   Power   Utilities   Infra   Store

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### 3.6. Banner slider

Here rotating banners can be displayed. You can use one of the following banners for your homepage design:

slider-industry.jpg  
slider-utilities.jpg  
slider-home.jpg



### 3.7. Body text

Here a text of maximum 200 words can be displayed.

## Introductie UReason max 200 words

Use the following text for now:

Companies have invested to get data out of processes. New technologies have been developed to get real-time data out of the harshest places, like oil-well drill heads or the Great Barrier Riff. Data in itself means nothing without the context the data is collected in. Example: data from equipment under maintenance does not provide information to operations. Information - data which is valid and meaningful - can overwhelm any user without the proper knowledge to interpret this information. UReason technology enables easy application of such knowledge in a comprehensible – visual – representation and makes hypothetical reasoning with information possible providing meaningful advisories to subscribers when they need it or when it is required that they are made aware of a situation which requires their attention.

### 3.8. Our clients

This is a slider with rotating logo's of the partners of UReason. 7 logo's will be always visible. Please use all 7 logo's of the file [logos.zip](#)



### 3.9. Social media icons

Please apply a Twitter, YouTube and LinkedIn logo. They don't necessarily have to be black, but need to match the corporate identity of UReason.



### 3.10. Newsletter subscription field

Here vistors can subscribe for the newsletter of UReason:

### 3.11. Footer

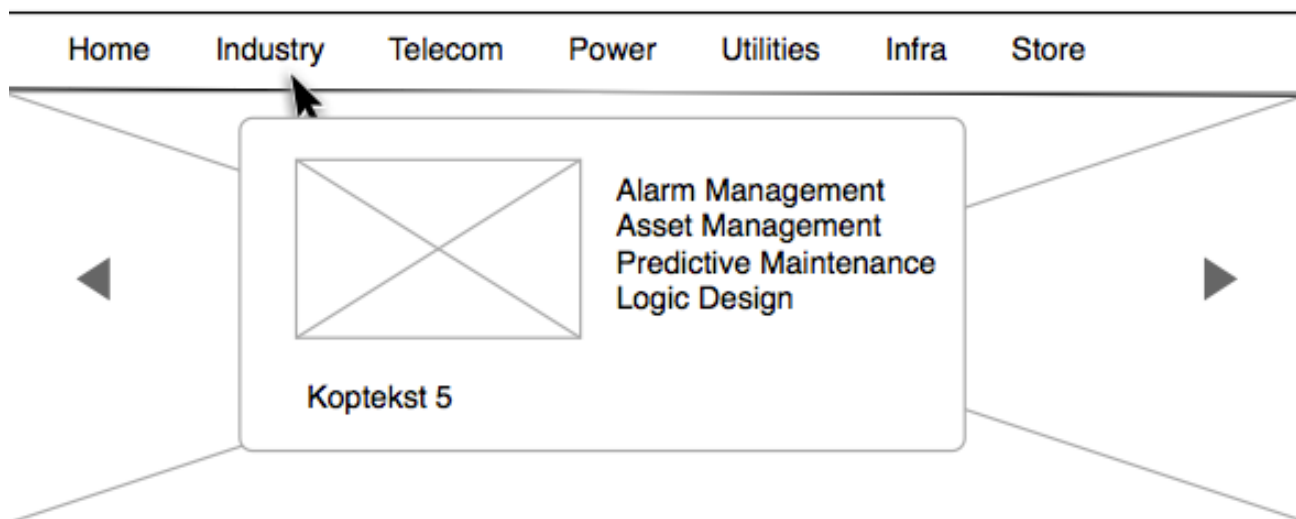
The sub items of solutions, Industries, About us and News redirect tot their respective pages.  
On the most right part you find the contact details of UReason. Completely on the bottom you find the copyright text.

Solutions	Industries	About us	News	Contact details
WAM Alarm Reporting	Industry	Company	Product News	Adress UReason Delft Telephone Email Other offices (link to locations)
WAM Alarm Analysis	Telecom	Overview	Partner News	
WAM Alarm Expert	Power	Leadership	Events	
USE	Utilities	Partners	Press Releases	
	Infra	Locations	Vacancies	
(c) 2105 UREASON				

### 4. MOUSE OVER

This is the page in the middle of the wireframes. Except for the following item it is exactly the same as the homepage. If you mouse over Industry you get to see a popover with a thumbnail and a link to the 4 services of Industry, namely Alarm Management to Logic Design. Koptext 5 (head tekst 5) is just the header of this mouse over, just a title.

For the thumbnail please use any of the images of [menu-images.zip](#)



## 5. SERVICE PAGE

Alarm management is one the services of UReason. Each services page has the same layout. You find this layout in the most right page of the wireframes. In this chapter all elements of the services page are describes except those which have been discussed before.

### 5.1. Contact form

Visitors can use this form for more information about a particular service.

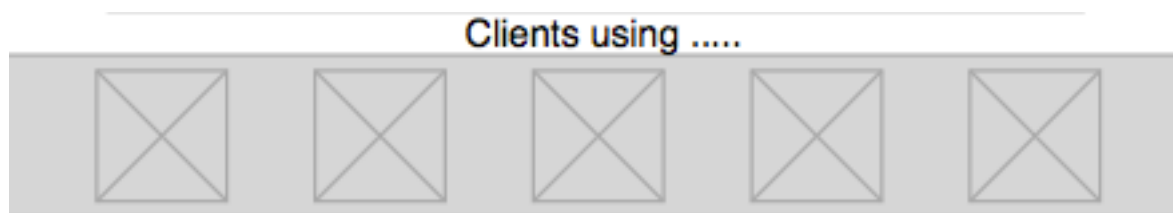


A contact form layout with a light gray border. It contains four input fields: 'Name' and 'E-mail' at the top, 'Telephone' below 'Name', and 'Comment' below 'Telephone'. A 'Send' button is located at the bottom right of the form.

### 5.2. Logo slider

The difference with the logo slider of 3.8 is that this one only displays 5 logo's when you open the page. However, it does rotate so more logo's will be displayed but never more than 5 at the same time. Also the title of the logo slider is different, namely Clients using .... VS 'Our clients'

Please select 5 logos from the file [logos.zip](#)



### 5.3. Call to actions blocks

On the most right part you find 3 blocks. This can be anything from text to images. UReason will be able to change these blocks from the backend of the Content Management System of the website. Maybe you can add 3 images related to their services, a testimonial, video, Call us image or anything else to make it look good.

#### **Call to action block 1**

e.g watch  
this Video  
Webinar etc.

#### **Call to action block 2**

e.g Download  
Whitepaper  
Brochure  
Business case  
Testimonial

#### **Call to action block 3**

e.g.  
Call us  
Action  
Other products