

TVD

Preliminary Creative Briefing Document

Introduction:

Project Summary

Design a new corporate website for TVD. (www.tvd.co.nz)

This is design only project and requires three **(3) page templates and related images/graphics** to be created;

1. **Home/Landing page**
2. **Inside Category and Product Pages**
3. **Miscellaneous pages, eg Contact Us, Careers, News & Events, etc.**

The website will be built and managed using WordPress as CMS.

The target audience is B2B who have a reasonable understanding of what they are looking for.

The website development and loading the web copy will be a separate contract.

Full web copy will be available for review by the time the design project is awarded.

The design project deliverables will be;

1. The overall site and page/template design for the development team to follow
2. Delivery of all graphics, images, buttons etc as detailed within this document.
3. Documentation of CSS colours, fonts, sizes, etc
4. Layered PSD files ready to be used in the build
5. Some work during the build process to tweak design and images may be required.

Background Information

Who is TVD?

TVD is a software company focussed on Operations Management and Operations Intelligence systems for Utilities (Elec, Gas, Water), Transport/Logistics companies, and Radio network users. We have been in business for 10 years and have clients all over the world. Our products are robust, credible, and meet the needs of these customers.

What does TVD do?

- We supply Operations Management solutions to Utilities (network), Radio Networks/Users, and Transport and Logistics companies.
- We help companies who are running networks, field crews, dealing with customer requests for services operate more efficiently, manage expectations better, reduce their costs, and increase capacity to do more work with the same resources.
- We supply solutions which help companies deal with real-world, real-time issues.

What story does TVD want to tell?

That we are a credible supplier to these industries. That we have a robust and extensive range of products that will allow you to operate more efficiently, save money, do more work, have safer and happier staff.

Audience Profile

Who is the target? What do they care about? What they do on a daily basis?

All our customers are dealing with day-day activities that are real-time and practical, whether fixing powerlines, replacing meters, visiting customer sites to design new electricity supply routes, seeing where the nearest truck is or what they are doing, making sure lone workers are safe. These are real-world operational systems.

A visitor to the site will have good technical knowledge, likely to be looking for specification and/or comparing vendors, rather than finding out about a tech for the first time. This is a B2B site.

Utilities/Networks (Elec, Gas, Water) – Reliable suppliers. Focussed on and understanding their industry. Longevity. Product Maturity. Safe option for selection. Well priced. Someone they can work with and who will bring new ideas and knowledge to enhance their position.

Radio Networks and Users – Reliable suppliers. That we understand data over radio (it is considered a “dark art” ...). Well priced. Simple to implement, low support levels.

Transport & Logistics – Simple to use. Low level of training. Low cost.

Perception/Tone/Guidelines

How do you want your target audience to respond to your web and brand presence?

“The site is easy to use and get around, their products are probably the same”

“At last... Someone who understands..!”

“This looks very promising”

What do we want them to think and feel?

- Innovative, Reliable, Solid, Trust, Deliver what they say.
- There’s a lot here, it looks good, we should ring them.
- Hopeful...
- I need to pass this on to the other guys to take a look at as well.

Site design and layout

1.1 Notes and UI ideas

CMS: Wordpress.

Websites which have similar feel to what we want:

<http://www.3cx.com>

www.powellinc.com

<http://datavoiceint.com>

http://www.ge-energy.com/products_and_services/products/utility_operations_software/

www.tvd.co.nz

I quite like this layout for the customers section:

<http://www.equinox.ca/equinox/clients/Default.aspx>

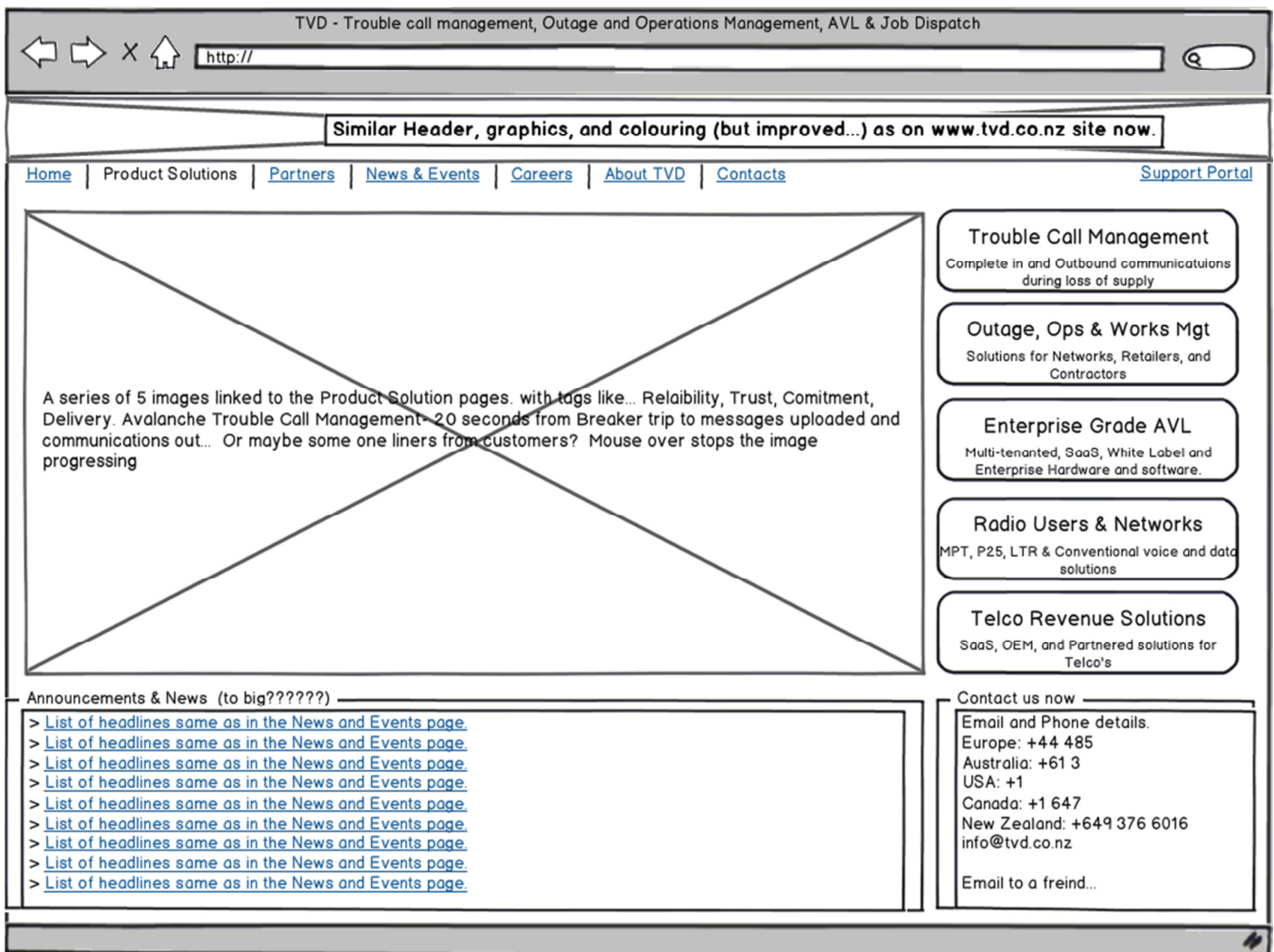
Need a consistent set of image “fillers” for pages with not much content eg Contact us, Careers, News & Events, About Us, and Partners.

<http://office.microsoft.com/en-us/images/business-CM079001906.aspx>

1.2 Main/Front page UI ideas

Main page layout ideas (page sections, working down);

1. Header and menu bar like in Powell site and existing TVD site.
2. I would like to keep the TVD red bar at the top (see www.tvd.co.nz) as that also ties in with other marketing material
3. 5 Large images (Revolving loop) including text overlay to highlight product/solution areas. These images will be built/provided by the designer.
4. 5 Images also need a “box” or something to indicate and allow the user to click on which image is/ is to be displayed
5. “Buttons” linking into the Solution areas
6. News and Information
7. Contact details
8. Montage? Of client logo’s?



1.3 “Right Hand Buttons” - these link into the site Category pages

- 3CX type buttons that have relevance to the 5 “rotating” large images. Buttons may have some image on them? Or have unique colours that could tie in to the related main body site pages?
- Buttons do not change as the large images rotate.
- Mouse over the buttons results in some form of highlight, halo? Change in shade? Colour change?.
- We will need to look at practically how much text we can fit onto a button of an appropriate size.

The following are the Buttons and example text to go below the main button text;

Trouble Call Management

Integrated with SCADA, outbound communications.

Outage, Operations and Works Management

Solutions for Networks, Retailers or Contractors

Enterprise grade AVL

Multi-tenanted SaaS software and hardware solution for OEM, White label, and Enterprise deployment.

Radio Users

Dispatch and AVL - MPT1327 & P25 solutions

Telco Solutions

OEM, White label, or partnered solutions for Telco's

1.4 The five Front Page Images

- 5 Images should relate to the product/buttons on the RH side of the main form.
- The images could be photo's with a montage of a screen shot? Some text?
- Images change (fade/out/in?) every [10] seconds?
- Mouse over the image stops it changing.
- Images must be separate from the text ie Text box over image so we can edit the text in the CMS without having to redo the image. See how this works for www.powelinc.com site.
- Tag lines for each image will be provided by copywriter. Font, colour and location to be detailed by designer.

The following outlines what the images should portray and some ideas for image inclusion... Images should not be too busy.

Image 1 - Avalanche

Call center/Control Room, lines/trees down, Ice storm. Convey crisis management urgency, etc.

"Short customer quote?" When the Power goes off and everyone starts phoning in...." Avalanche – Fast efficient, comprehensive customer communications, less calls, more information = faster response, happier customers. Let's you focus on getting things back to normal,

Image 2

The customers are under control, but what about the network...? CSC lets you see all of the issues in one place, improved decision support, faster restoration, lower costs.

Image 3

Dash Freeway image? overlay of hardware, and customer quote? See Dash site and brochures. AVL, Messaging, Simple Job Dispatch. An enterprise grade AVL system SaaS.

Image 4

Radio call center, guy in field with a portable radio, Utility vehicle, emergency services, "P25, DMR and MPT1327 logos" Efficient communications, safer workers, focussed dispatchers, lower costs.

Image 5

Telco of the future, revenue opportunities, market leadership, gaining and retaining customers.

1.5 Category/Product and Miscellaneous page UI ideas

Navigation - is top menu (primary) and Left hand side (secondary).

The Left hand side will be a "concertina section header" e.g. Trouble Call Management", Followed by a main product section e.g. "Avalanche", and then the individual products/services/headings.

The navigation is defined by the headings and heading levels in this document.

3. Product Solutions (Category)**3.1 Avalanche (Product Suite)****3.1.1 Avalanche – SCADA Monitor (Product)****Category/product pages - UI points**

- Maybe a 1-2 line benefit statement/eye catcher, or some key benefit words at the top of each "X" section?
- "Box-Out" for 1-2 line testimonials in different pages

- Thumbnail images will expand into a “Lightbox” when clicked with top “scroll” buttons to move from one thumbnail (for that product or category) and image count eg “1 of 3”. This will also be true for video’s that are “thumbnails” and then open into a lightbox window and play.
- Papers & links – this will source information from the document library and be specific to each Category and/or Product.
- Thumbnails of the images/video’s will be distributed within the text rather than all in one place.
- Do we need the “breadcrumb”?

