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Brand Identity:

Van Graght Cycle (VGC) promotes the Green Lifestyle both as a producer of eco-friendly transportation and through the materials they use in their production and the manner in which they dispose of their production waste.

As the trendiness of the bicycle-commuter becomes more mainstream in major American markets VGC will need to establish their "Niche Authority" as a company that has been there from the very beginning, understands the needs of the established bicycle enthusiast while being able and willing to instruct the beginner by offering products that are practical, affordable, ingenious and green.

Business Goals:

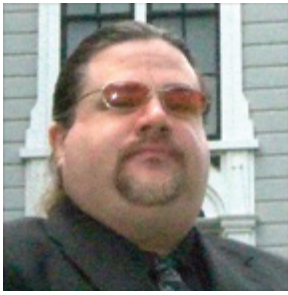
The Van Graght Cycle website will be designed to provide the user an informed purchasing experience. The intent is to give VGC international exposure so as to increase their sales, which up to this point has been driven only by walk-in, repeat and word-of-mouth customers within the local community.

The design and production team at VGC is focused on delivering eco-friendly products that feature the greatest amount of recycled parts while still meeting their high standards of quality. One way to promote this is through their Re-Cycle Program in which the customer can send in parts and pieces of their old bikes and receive credit towards their next purchase.

VGC is committed to operating a business that not only benefits the community in which they operate, but the world in which they live. They strive to work with vendors and suppliers who are like minded.

Success Metrics:

Aside from the direct accounting of on-line sales that VGC will be able to garner, other success metrics include the subscription rate to their E-Letter, the number of product related PDFs downloaded, a decrease in product returns, the increase of product purchase related phone calls to the sales department and the increase of overall page hits.



Martin

"I will not draw what I am told."

Martin is an avid cyclist with no mechanical skills.

Age: 45

Occupation: Scholar, designer, visual artist, author & illustrator

Family: Single, no dependents

Household Income: ~25,000/yr.

Profile: Martin graduated from Eastern Washington University with a B.A. in Graphic Design & Visual Communications in 1995. He was offered the chance to pursue a masters degree but opted to go commercial. He partnered with a colleague to create Artistic Resources & Technology, a company that specializes in digital advertising solutions. Currently he is collaborating on the children's travel guide series Cooper's Pack as the illustrator.

Martin has been and will always be a Mac snob. He has owned many over his lifetime and currently has a MacBook Pro laptop that he uses day in and day out for his professional work.

Martin does not follow trends and is proud to say he has never owned a pair of 501 jeans or has purposely watched more than 2 minutes of "Survivor". Of the few TV shows he does watch he has a tendency to hit the mute button during the advertisements. In 1998 Martin did his first website design before actually having even surfed the web. He used software for the programming and proceeded to design sites as if they were hardcopy brochures and pamphlets.

He learned through trial and error as to what works best with no real intent of ever learning the magic of the mark-up languages.

In the summer of 2008 he was laid off his design job and needed to beef up his resume. He was accepted into the workforce retraining program at Seattle Central with the intent to learn Flash. He is learning XHTML and good web design but has yet to learn Flash.

Internet Usage: Martin uses the internet as his primary source of world news and secondarily as a source of entertainment. He will occasionally use it to garner information regarding a purchase that he may buy online.

He generally works from home developing digital content for clients ranging from lawyers and dentists to Las Vegas producers. You will rarely find him in a coffee shop unless it is in Amsterdam. Due to this self-imposed isolation he will use the web as a source of inspiration. He also has a small beta team to which he sends links of his development work for review and comments.

Martin appreciates a simple, clean design in his websites. Especially when he is seeking information. If he finds a site with too much content presented all at once or is directed through more than two pages he will most likely close the page and move on to the next link listed on the Google search.

Martin has never been to a chat-room or blog nor does he frequent social-sites such as MySpace. He does maintain his own website and thinks that is enough of a web presence.

Frequently Used Sites:

MyYahoo

Google

Netflix

Amazon





Site Features

The van Graght Cycle (VGC) website design will adhere to the following requirements:

Branding:

1. The van Graght Cycle website will follow the branding standards as established in the (faux) VGC branding guidelines document
2. Photographs of products will be of high quality and in a perspective that will achieve a sexy look to the item and present to the user the most information - primarily on right profile to allow inspection of gearing.

Technical:

1. The website will be written using valid XHTML & CSS. Optional use of PHP & MySQL will be integrated at a later date (TBD).
2. The VGC website will be viewable on the two (2) standard platforms.
3. Target browsers will be Firefox 2 & 3, Safari 2 & 3, Internet Explorer 7 & 8. Any browser not listed or of earlier release will not be considered for support.

Specific Features

1. To inform previous/current/perspective customers that VGC is now selling their products on-line.
2. On-line Rental Reservations
3. Re-cycle Your Cycle Program

The VGC website user features are:

Informational:

1. About the Company
2. Technical Support
3. Mailing Address
4. Phone Numbers
5. Re-cycle Your Cycle Program

Customer Tools:

1. Product Search
2. Customer Login
3. Shopping Cart
4. Account Summary
5. Rental Reservations

Product Features:

1. High Quality Product Photos in right profile
2. Dimensions of product including but not limited to height, width, depth and weight
3. Technical Specifications of product
4. Product Manual download available in PDF format for all products (TBD)
5. Customer Reviews
6. Suggested Products (TBD)

Customer Service Features:

1. Help & FAQ
2. Customer Service ticket application
3. Shipping & Tracking Information application
4. Rental Options