

Background

The Wilner Group (TWG) is a product development and sourcing company based in Perth, Western Australia. The company is focused on the Do it Yourself/Hardware market and construction industries with all product coming from China and India.

TWG is structured so that most services are outsourced enabling the company to run on a very low cost base. TWG has external distributors which represent it into retailers along with TWG having the ability to sell directly into retailers from the source of manufacture.

The major product area of the company is door hardware sold into retailers such as Bunnings, Mitre10 and Home Hardware under the brand "adoored".

Currently the two major categories in door hardware are door stops and door wedges, with hinges to be added within 3 - 6 months and door handles within 12-18 months.

The ranges are fairly static with updates required once to twice a year.

TWG has two offices, Perth Western Australia and Hong Kong China which helps in design, sourcing and quality assurance. Additional design is done on a freelance basis from Europe and Australia.

The Future

TWG is currently expanding its product ranges into screws and general building products and also its markets to New Zealand, USA and Europe.

To enable this a branding and marketing review has been undertaken and it is deemed that two new web sites are required:

- The Wilner Group website www.wilner.com.au
- The adoored website www.adoored.com
- Future websites possibly for general building products and screws

Requirements

The Wilner Group

TWG (www.wilner.com.au) requires a website to market its product groups, brands, provide company information and links to the separate sites. The company does not need the most technically advanced website on the market. More attention should be paid to ease of use/navigation, graphical design and ease of management from the back end – all maintenance will be done in-house.

For directional purposes the following sites are good examples for The Wilner Group

www.wilner.com.au site.

www.telenor.com

www.yara.com

<http://www.paperview.be/>

<http://www.sagafilm.is/>

<http://www.flavours.com.au/>

<http://www.siminn.is/>

The site should be made up of the following structure:

- Home Page
 - Image
 - Small amount of text with the introduction about the company.
 - Tool bar/Drop down
 - Product groups of the company
 - Contact us/office locations
 - Who we are
- Product groups of the company
 - Information about each product group and their brands
 - Links to their individual websites
- Who we are
 - History of the company
 - Direction of the company
 - Information about product groups
- Contact us
 - Office locations
 - Links to specific brand websites

Adoored

The adoored website needs to be a brochure website presenting the products and product categories. The site needs to be maintainable internally with the facility to add categories as they are introduced into the range e.g. hinges, handles

Due to the nature of the products there is a requirement to show moving parts and products in situation with "moving" images. For example doors opening and closing or magnets engaging and disengaging.

The site needs to be designed in a manner in which the structure can be adopted for the screw range and building products range with the only real change required being colours and graphics.

Loading of the site should be quick and easy, designed with the most basic of computers in mind. There should be no pop ups or extra windows opening within the site and all images and use of flash need to load without a timer or loading tag.

The look and feel of the adoored site needs to be slightly fashion orientated as the product is targeted at design conscious consumer. The future sites will need to have the same functionality and requirements for moving parts and illustrative images but the feel will be more industrial as they will be targeted more toward the trade.

We would like to replicate the www.rogerseller.com.au site with the following changes:

- Overall
 - No entry page – go straight to the home page
 - One permanent selection bar to be at the top – no bottom bar
 - Home
 - Products
 - Door Stops
 - Door Wedges
 - Hinges (this selection to be hidden until the launch)
 - About Us
 - Contact Us
 - Selector
 - The brand on the top right should take you back to the home page
- Home Page
 - The large image/flash is good
 - On the right this does not need to change just some simple text
- Product Page
 - Once selected the user should be taken straight to the product group with the scroll on the left hand side (currently on the Roger Seller site this is a two stage process product group then one further selection)
 - The scroll up and down need to be more visible than currently on the Roger Seller site
 - On the right hand side of the products page
 - Rather than having buttons for the description and dimensions these should automatically appear
 - Keep the button titled cad drawing but rename it technical drawing and specifications
 - The function should be the same i.e. replace the main image with technical drawing
 - Moving image to show the product in situation (for example door closed then opening and the magnet of the door stop holding it open) should be place on the bottom right hand side
 - Colour swatches for each colour that is available per style
- About us should be the one selection i.e. no Warranty and no philosophy

- Information about the brand and the products
 - Link to The Wilner Group website
- Contact Us should be one page that has the Australian distributors details
 - In the future a world map should be utilized so that when international representatives have been appointed locations can be selected
- Keep the product selector function

Particular attention needs to be paid to the end user both from a customer and maintenance point of view. The customer will be combination of agent, distributor/wholesaler, retailer and end consumer. The maintenance will be done in house; therefore, ease of uploading new items including images and copy is paramount.