

Web Design

Proposal



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Executive Summary

Benefits to Working with Hartwig Group

The Hartwig Group believes that building a functional, easy-to-navigate website with eye-pleasing design will show visitors that CTI is dedicated to staying at the forefront of better, smarter logistics. People who visit sites that are outdated or difficult to navigate become frustrated and are less likely to use the website. The website built by Hartwig Group will represent CTI as a modern, forward-thinking 3PL company that thinks outside the boxcar.

The main goals of the website are to promote CTI as a professional logistics partner and to showcase the knowledgeable staff through a modern, cutting edge, and visually pleasing website; to inform site visitors about what they can achieve through partnering; to allow site visitors to quickly learn about the possibilities available with CTI; to showcase CTI's history in a user-friendly and compelling manner, and to allow visitors to easily contact CTI with any questions or comments they have, or to set up an appointment with our team.

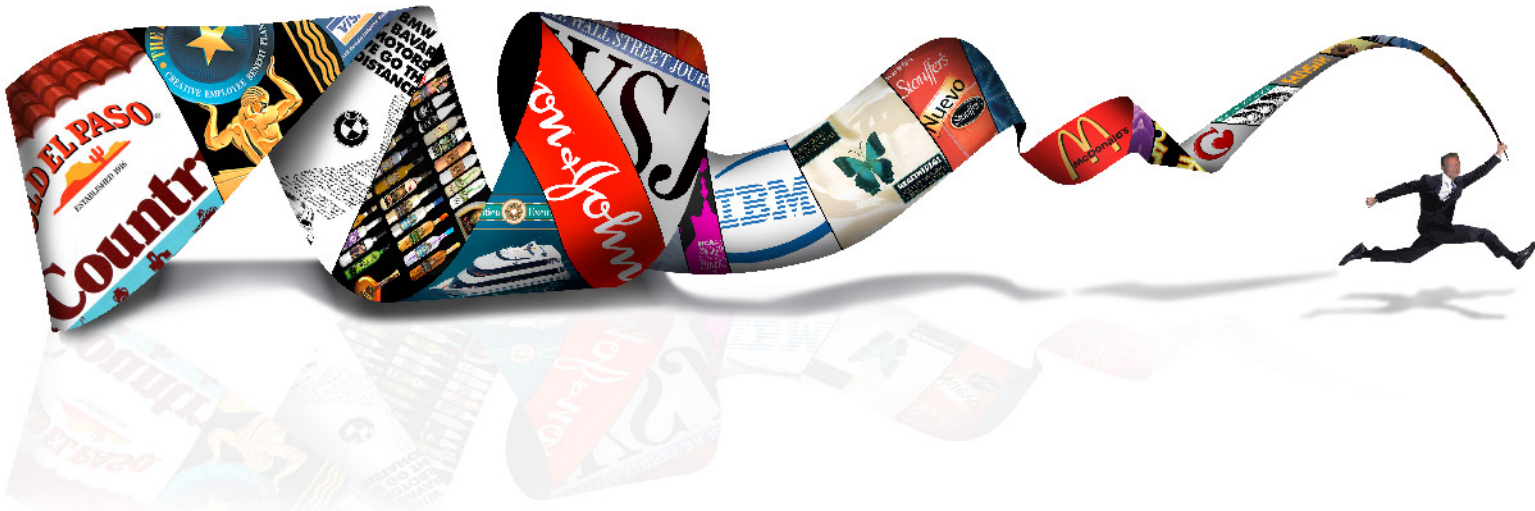
Hartwig Group has extensive experience and industry knowledge when it comes to building beautifully designed websites with complex functionality. Hartwig Group strives to create cutting-edge websites with clean, concise code, without sacrificing any user experience and building a highly effective user interface in order to drive traffic.

Hartwig Group builds websites with our clients' target audiences in mind in order to ensure that the website functions as simply as possible. By minimizing the amount of clicks in any online process, conversion rates and user satisfaction rates are much higher.

Hartwig Group also has extensive experience in search engine optimization (SEO)
(Please see attached SEO Proposal .PDF)

Hartwig Group is always a short phone call or email away and we'll provide rapid resolution and support by email or phone 24/7.

Hero For Hire



Introduction

Tom Hartwig (hereafter known as the Provider) is pleased to submit a proposal for the web site development of CTI Freight Services, Inc. (hereafter known as the Client). This proposal describes the technology, services, terms, and schedule for the web site development project.

In the digital age, a web site frequently serves as your business or organization's front entrance through which many customers will pass. Our mission is to give you a professional on-line presence that will professionally enhance your organization's image and branding, and, of course move prospects through the sales process.

About Us

The Hartwig Group is a top provider of professional web site design and development. We have over 15 years of experience in the web development field with a long list of satisfied customers. We will be happy to provide additional references upon request.

We have a clear understanding of the web site development requirements, and we have the knowledge, skills and experience to successfully complete the web site project using best standards and clean modern html 5 code.

Our Team & Leadership



Tom Hartwig / Webmaster & Web Designer

His experience across a variety of industries winning regional and national design awards in many industries—including logistics, technology, healthcare, retail, consumer products and professional services.



Committed to elegant solutions and powerfully simple communications, his areas of expertise are sustainable design solutions, web design, digital media strategy, site architecture, and site marketing, logo design and integrated brand identity systems, brand design and strategy, and print advertising.

Tom is a highly regarded designer whose process-driven approach to developing rich customer experiences helps our clients get into market faster and more effectively. For 15 years, he has applied his training in the areas of corporate identity, branding, and design for such notable clients in a variety of verticals.

Tom is committed to simplicity and passionate about crafting clear, engaging, effective communications. His dedication to design excellence—reducing complex, meaningful ideas to their visual essence—is accompanied by expert knowledge of color theory and the simplicity of Artisan graphic design and sophisticated typography influences.



El Quatro / Project Manager

He rides rough shot on staff, his motto is, "On Time and Under Budget"



Fang / Senior Partner

He oversees and advises every project from concept to; signed sealed and delivered.



Technical Summary

Web Design/Development Process

Planning and Design Phase

Hartwig Group designs and develops each website for each client on a fully custom basis. Hartwig Group will meet with CTI to plan the content strategy and visual layouts for the website. Layouts will be presented to CTI for a review and evaluation, we'll assume there will be visual changes and are happy to make any degree of changes.

Development Phase

Upon final design approval by CTI, Hartwig Group will begin development of the website. All design/development work is completed in-house at The Hartwig Group's Plaza studio.

When the site is functioning, we will soft publish it before the full site launch.

Other Functionality

The website will be built to be mobile and tablet responsive. When viewed on these devices, the main menu navigation will re-size into a drop-down click menu, all page content will become modular and will shift accordingly to fit the size of device the site is being viewed on, and the company's phone number, if clicked on a mobile device, will open the viewer's call function with CTI's phone number inserted.

The website will also have Google Analytics incorporated so that all visitors to the CTI website can be tracked. CTI will be able to track many different factors, such as what city people viewed the website from; how they got there (i.e. from a Google search or by typing the business' URL in directly); what type of device they were viewing the site on (mobile vs. desktop); and the bounce rate (people who leave the site immediately upon entering).



Visual Summary

The Hartwig Groups goal for the website is to maximize user experience, promote readability, and streamline access to information on the CTI website. Through a modern, navigable website with high-quality photoillustrations, and high functionality, visitors will be compelled to turn to CTI for its experience and knowledge in logistics partnerships.

The very top of the website will feature the CTI logo, which, if clicked from anywhere on the site, will always return the visitor back to the homepage.

On the homepage of the website, Hartwig Group recommends featuring a silent, looping slide show. Our motto will be displayed in a sleek and visually stimulating manner.

In addition to the sideshow and the motto, we recommend featuring image and text call to action areas on the homepage to keep it visually interesting while also directing visitors to the most important aspects of the website.

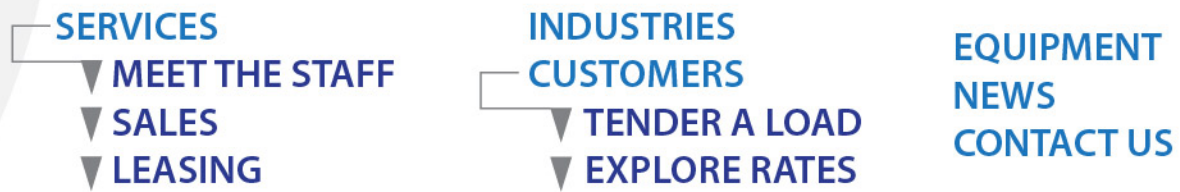
Whenever a user clicks on one of the call to actions or one of the images they will be redirected to a page dedicated to that specific service. We also recommend having a section for "Request a call or Visit" which could contain a fillable form that would allow the user to enter their name, number, email, and what services they are interested in.

At the bottom of the homepage, and in the footer on all pages on the site, we can display CTI's phone number, fax number; links to any of CTI's social media pages, if we decide to go there; and the website copyright.

Suggested Pages

The main navigation menu bar on the website will be designed with the same color scheme and fonts as the rest of the website based on the dark leather, Red leather and stitching that brings to mind an aerial view of rail track.

The Hartwig Group recommends that the navigation menu might include the following pages, which a few will include pages in a drop-down list:



SERVICES: Mission, history, possibilities; we recommend featuring a Meet the Staff – We recommend having a photo, along with name, title, and brief bio.

NEWS: We suggest a blog-style press release page. This is a drag I realize, but really important for SEO, Trey can craft some sweet nuggets in a few Business Journal type writings.

CONTACT: We see this page to contain the contact information for CTI including our phone and fax numbers, office address, a Google map of the location, if so desired. This page will also have a fillable contact form for users to contact CTI. We can include fields for name, phone number, email address, and questions/comments. Once a user has submitted a form, all the information from the form will be automatically emailed to the email address(es) of CTI's choice.

OTHER HOT LINKS: These could be an amalgamation similar to Tiger's and/or Coldtrain's old site.

The content for each of the pages will be based on the content provided by CTI and can be easily edited at any time. Content for these pages, along with page layouts, will be discussed and finalized during the planning and design phase of the project. The number of pages may vary if needed.