

Channel Control Merchants Site Plan

The purpose of this document is to outline the goals and objectives for site development.

Timeline & Milestones

Phase	Week	Hours	Date	Milestone
Strategy	1	2		Site Plan Final
Strategy	1	2		Client assets due
Design	1	52		Design Process Begins
Design	2	2		Content Checklist Setup
Design	4			Design Process Complete
Design	4			Final Content Due
Development	5	62		Development Begins
Development	8			Development Complete
Development	9			Walkthrough
Development	9			Punch List Complete
Launch	10			Training
Launch	10			Site Launch

Client Assets

- Photos: broken down into the following subgroups:
 - Corporate Environment - these environmental photos will support the larger photo regions of the site, such as the homepage slider. Emphasis on relationship, quality, professionalism. Examples:
<http://www.stocksy.com/user/consumergallery?id=20800>
 - Locations: Corporate office exterior, store locations (best possible)
- Brand Colors/ Guideline: Preferably a brand guideline document, but simple colors and fonts would be acceptable
- Logo: vector format (eps, pdf, ai)
- Domain Login: access to ccmlc.com
- Content: via GatherContent.com portal (access provided by Immerseme)

Goals

Design

- Corporate
- Fresh
- Dynamic
- Professional
- Bright
- Larger presentation
- Responsive
- Modern
- Less boring

Including 3 home designs featuring a mixed priority of the above qualities.

Function

1. Fully Responsive Web Design (mobile, tablet, desktop)
2. Large editable home slider
3. Custom About Page
 - a. Regions: Brand Position/Values, Statistics, Org Leadership, History, Careers
4. Stores (Brands) Listing with detail page
 - a. Clickable headings for detail pages
 - b. Detail pages include location map, copy, image gallery, stats and direct links into the store
5. Custom Services Page
 - a. Clickable headings for detail
6. Flexible content page
 - a. Headings: H1 - H4
 - b. List items, Paragraph, Quotes
 - c. Images (with captions), Video embed
 - d. 2 Column content with dynamic sub-nav
7. Social Media Integration
8. Simple News/Blog
9. Contact Page

Creative Brief

THE CLIENT

Channel Control Merchants is a premier logistics provider of secondary market services. With market experience of over 25 years, CCM leads the nation in Insurance Salvage, Customer Returns and International Brand Control.

THE SITUATION

CCM is a national leader in secondary market services and needs a web presence that appropriately positions the brand as such. In addition, the quality, vision and relationships shared at CCM need to be properly visible as opposed to the dark, overly conservative current site.

OVERALL VALUES

- Professional
- Brand Protection
- Unique
- Strategic
- Efficient

Site-map

- Home
- About
- Services
 - International
 - Retail Stores
 - Processing and Warehouses
 - Brand Control
 - Channel Control
 - Logistics
- Stores (or Brands)
 - Treasure Hunt
 - Treasure Hunt Canada
 - Dirt Cheap
 - Dirt Cheap Building Supply
- News
- Contact

Out of Scope Requests

None