

Noussira Enterprises

## **Website Design Request**

**December 2009**



## 1. PURPOSE, DESCRIPTION AND OBJECTIVES

### Purpose

The company would like to request the design of a new website using the most current technology available on the Market. Upon completion all content, graphics etc will become the sole property of Noussira Enterprises (NE). The website name is [www.noussiraenterprises.com](http://www.noussiraenterprises.com) and is located at godaddy.com.

We are looking for a brochure/information website which will tell our story in a non conservative way. Think artistic and 21st century.

Prior to developing the website, we would like the agency to develop a page which will be feature the following message:

|                                 |
|---------------------------------|
| <b>Website Under Renovation</b> |
|---------------------------------|

**We are currently renovating our website**

Thank you for visiting Noussira Enterprises.

At Noussira Enterprises we consider ourselves eco-preneurs, focusing our collective corporate energies on earth friendly endeavors; designing, testing, manufacturing and marketing products designed to contribute to the good health of the planet, while earning sustainable profits for our business partners.

With the strategic re-alignment of our activities, we are currently renovating our website. We invite you to visit us again soon.

If you wish to obtain some information, write to us at [query@noussiraenterprises.com](mailto:query@noussiraenterprises.com)

Thank you for visit.

Regarding this page, the logo is already 3D and should therefore be a dynamic object presented in a flash environment. It should be deconstructed and reconstructed. Following are some websites whose intro page I find have the wow factor.

- [www.imagemme.com](http://www.imagemme.com) The under renovation page can also be something creative that top marketing firms use. This one here is inspiring as well in a sort of artsy way.
- <http://www.schiphol.nl/toekomst/>: Minus the music. I find it really innovative with the whole 3D background etc.
- <http://www.summerfestival.be/>

## **Description**

Create a flexible, brochure/informative web site that is easy to maintain. You must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences.

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

## **Objective**

Our primary Internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

## **Our Vision**

- Maximize web-based technologies
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Leverage human capital
- Increase market share

## **Specific Strategies**

- Increase awareness of the Noussira Enterprises mission and promote our various business ventures
- Strengthen relationships with our strategic partners, clients, visitors and staff
- Attract qualified and diverse staff
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable business website

In short we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

## **Make it easy**

Redesign the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

**Make the website compelling**

User friendly and attractive and original.

**Make it happen**

Reinforce Noussira Enterprises brand.

## 2. TIMETABLE

The timetable for the project is as follows. The dates will be defined together with the agency.

|  |                                |
|--|--------------------------------|
|  | Upload under construction page |
|  | Submission of three templates  |
|  | First Draft of website         |
|  | Second Draft of Website        |
|  | Third draft of Website         |
|  | Start testing website          |
|  | Up and running Website         |

### 3. Budget

The agency will provide costing for the web design.

### 4. BACKGROUND OF ORGANIZATION

#### **Our Mission**

At Noussira we consider ourselves eco-preneurs, focusing collective corporate energies on earth friendly endeavors; designing, testing, manufacturing and marketing products designed to contribute to the good health of the planet, while earning sustainable profits for our business partners.

#### **Our Green beliefs:**

*We believe in;*

- Being transparent about our carbon footprint by reporting our efforts to control carbon emissions.
- Cutting our company's carbon emission by using alternative methods of meeting and conference calls and online meetings, thus saving on travel expenses as well as being kind to the atmosphere.
- Using green stationeries and recycled materials where possible to save paper waste.
- Making the office energy efficient by the use of state of the art cooling systems, insulation and the employment of sustainable power sources.
- Minimizing water usage by installing water smart fixtures and appliances, as well as xeriscaping on corporate property.
- Using only environmentally friendly materials in the manufacture of our products.
- Giving preferential status to environmentally conscious business partners.
- Providing earth friendly goods and services to our customers and clients.

### 5. AUDIENCE

Eco-Investors

Strategic Business Partners

Employees

Eco-conscious visitors

## 6. SCOPE & GUIDELINES

The scope of this project is to design an ultra modern website for Noussira Enterprises. The company will create/provide all of the site copy and may provide some original or stock photography. Being able to handle all site planning, interface design and production is a must. The site must include a technology solution that will allow in-house staff to easily and cost effectively update content.

### **Discovery:**

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

### **Design:**

Website will have a Favicon

Web site information architecture,

Graphic look and feel,

User navigation,

Home page and main navigation templates for each of the main navigation links

Modern, Sleek, sophisticated looking with the feel of a major corporation

Use of the latest design techniques

### **Development Guidelines:**

The web site designed must meet the following criteria:

- The design should be a giant leaf against a dark blue river background with the menu around it. Normally the interface is square. Bottom line, I want something different.
- Easily Updated – Once the site has been completed and accepted by Noussira Enterprises, the site will be maintained by the agency.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel. The company logo should be prominently displayed on every page as a common header.

- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- ListServ capabilities.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- RSS feed capacities/Facebook/Twitter etc
- A strategic placement for the corporate video
- Branch locator feature by Google.
- Contact us form
- Once the web site has been completed and accepted by the company, the web site design and all of its contents and architecture will become property of Noussira Enterprises.

#### **Site Specifications:**

Website design should take into account the following:

- Site must be compatible with IE, Mozilla Firefox, Safari and Netscape browser versions 4.0 and higher.
- Web site must not require plug-ins as a default.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).

#### **Testing:**

Testing of site on all applicable platforms to ensure web site works as promised.

#### **Delivery:**

Delivery and uploading of site to client for hosting to an outside third party, or hosting by consultant (to be determined).

#### **Website Features**

- Contemporary web design
- Web based administration (CMS) for easy update
- Dynamic database driven website with static URL appearance
- Real-time update via internet explorer/Mozilla Firefox anywhere in the world, 24 X 7
- Self-service web based administration tool (CMS)
- Add, Edit, delete unlimited number of pages, paragraphs and images
- Disable copy, select all, save, print functions. Anything that will compromise our content and infringe on our copyrighted content. To prevent plagiarism and content reproduction etc.
- 3D and original contact form for enquiries
- Quick callback form with CAPTCHA/security code to prevent spam
- Build in file and image upload facility within CMS
- Scrolling on News headlines-Environment news
- Search engine submission

- Google analytics integration
- Standard reports and statistics
- Customized search engine to search website content
- RSS feeds
- Password protected areas

## 7 AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- We will use new content which is already available.
- There are no existing databases that will need to be imported or connected to the new site.

## 8. Communication

All communication should be made through:

Noussira Daman [n.christea@noussiraenterprises.com](mailto:n.christea@noussiraenterprises.com)

## 9. Site Map

- ❖ Home
- ❖ About Us
- ❖ Mission and Philosophy
  - Noussira Enterprises Mission Statement
  - The Philosophy of Environmental Citizenship
  - Business objectives
- ❖ Products and Services (Note that each of these would developed further in Phase 2 as a separate website, there will be links from the main website to the actual websites and additional product pages will be created in the future)
  - Organic Cosmetics
  - Eco-tourism
- ❖ Corporate Governance
  - Responsible Corporate Citizenship across the Supply Chain
    - ✓ Growing Green
    - ✓ Creating Green
    - ✓ Transporting Green
    - ✓ Packaging Green
- ✓ Selling Green
  - ✓ Buying Green
  - Investor Relations
- ❖ Contact Us: use [query@noussiraenterprises.com](mailto:query@noussiraenterprises.com)