



## Mike Turner

### 35-45 Year Old Business Owner Looking For Complete Installation and Product Sales Package

Turner is an owner of two upscale restaurants who is looking to open a third. Looking for some creative lighting ideas to give his business some flavor as well as set the mood for a classy tavern and fine dining experience with a sense of sophistication but with a little liveliness and a fun twist.



## Objectives

Wants to find an electrical contractor that is personal and attentive and can cater to his high end needs.

Wants someone who can provide him with examples of types of lighting as well as fulfill his installation needs.

Would like to be presented with a variety of design ideas to choose from as well as be assisted with the process.

Ultimately wants the final lighting aesthetic to give his restaurant a stronger appeal.

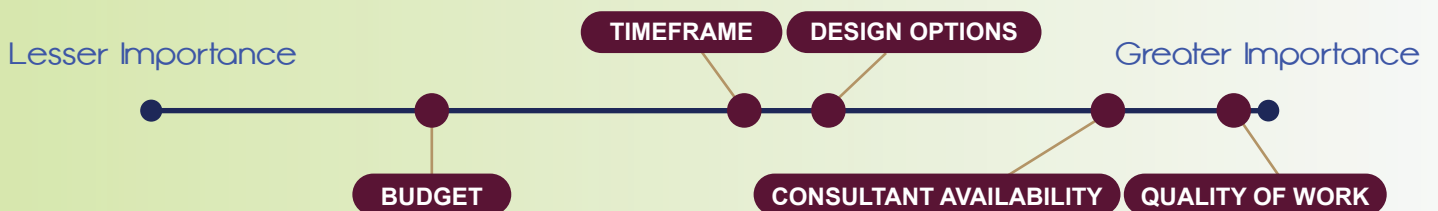
## Concerns

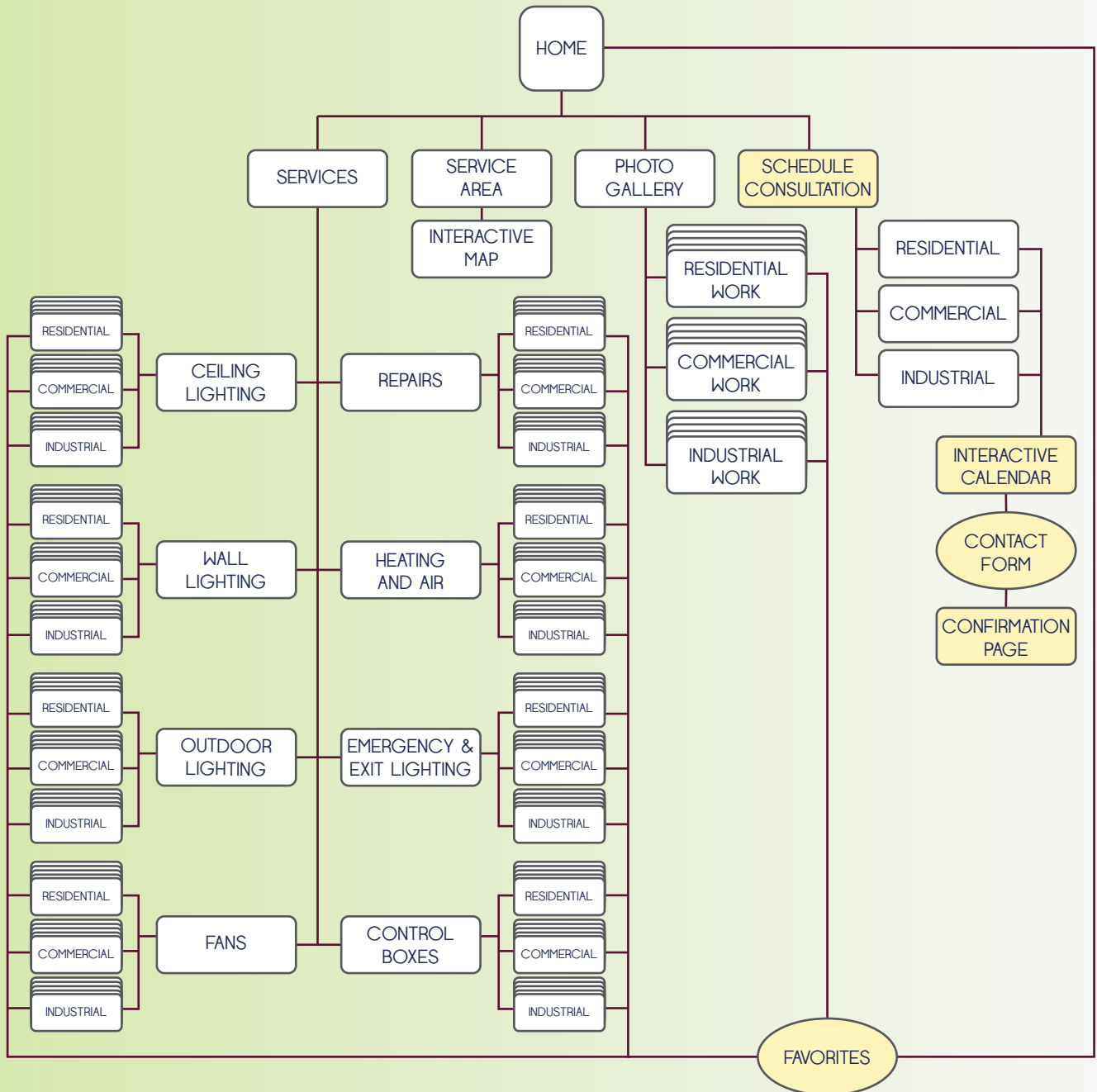
Are they capable of fancy lighting styles that will achieve the look that I want for my business?

Are they certified and safe will my business abide to coding and be free from any liability concerns?

Will I be able to research types of lighting through their site?

Do they have consultants available and will they be able to meet with me regularly throughout the entire process?







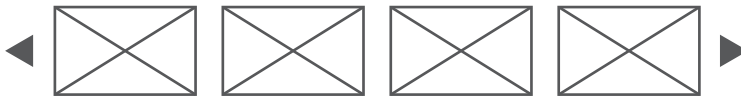
SERVICES

SERVICE AREA

PHOTO GALLERY

SCHEDULE CONSULTATION

IMAGES OF  
PREVIOUS WORK



RESIDENTIAL


COMMERCIAL


INDUSTRIAL


GO TO FAVORITES

## Executive Summary

Wilson Lighting and Systems is a small electrical company that specializes in all three of the major types of electrical work residential, commercial, and industrial. They specialize in high end lighting and advanced installment needs. They provide a superior skill level and quality work above that of other electrical companies. Their attention to detail is exceptional and they pride themselves in being extremely safety conscious. This is not the type of company that will sacrifice quality in order to get the job done faster or cheaper.

## Problem

As a result of the broad range of work that electricians do it can be difficult for a user to find what they are looking for.

The user tends to be higher end and needs to be impressed with the quality of work, their products, and the company's repertoire.

Clients often have a hard time reaching a contact person since the company is so small and the boss is often working in the field himself.

Safety is a concern of many users and something the company takes pride in. However many users are not interested in reading a lot of text that is irrelevant to the main intent of the site.

Users find the subject matter rather dry and uninteresting and also lack the knowledge to really be concerned with many technical details.

## Solution

There needs to be a clear breakdown of the various classifications and types of electrical work in order to narrow in on each clients needs.

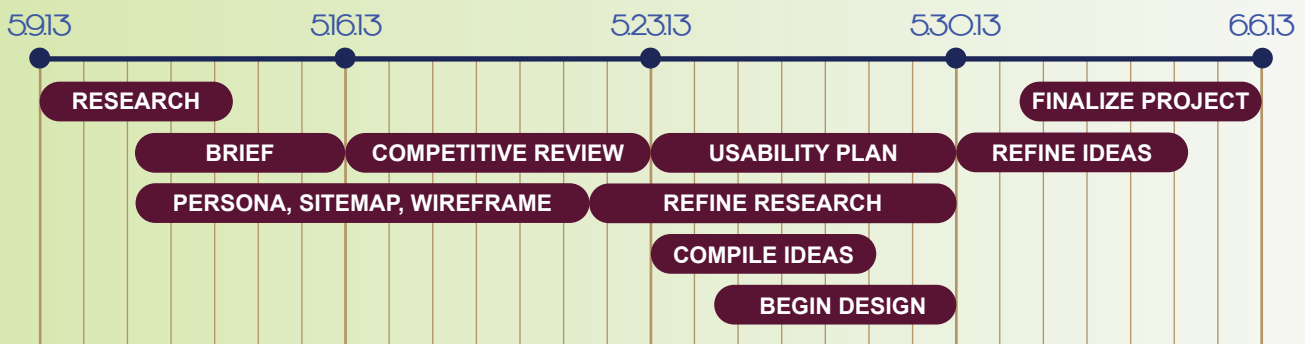
There should be a gallery of striking photographs that showcase previous work as well as their product line. Some form of presenting previous well-known clients could also help to impress users.

An online calendar that allows users to put in their contact information and needs in order to virtually schedule appointments themselves without the need for an actual operator would allow for 24/7 service.

An authentic safety seal on every page would get this point across numerous times without having to use too many words to do so.

The design will be less technical and will be somewhat fun in order to capture a user's attention.

## Schedule



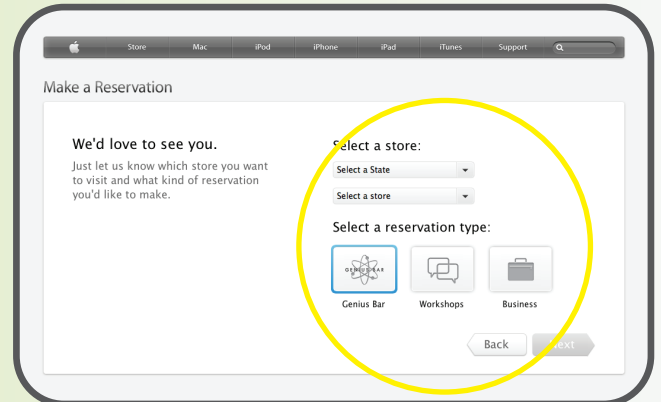
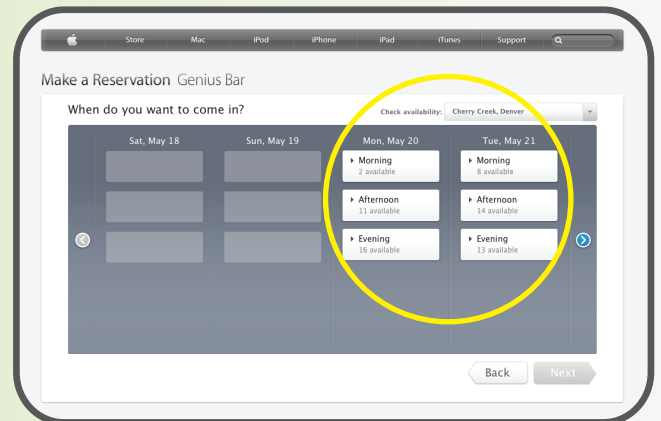
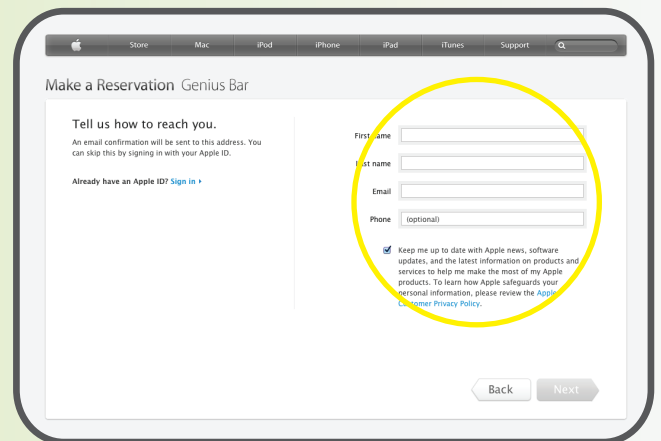
## Example

Apple.com presents good use of an online do-it-yourself scheduling system. It is easy to use and explains each step.

It gives options to select the choice that best fits a user's needs and directs them through each field.

It then also sends confirmation emails as well as reminders and gives one the option to cancel or reschedule.

Wilson Lighting and Systems would require a slightly more in depth questionnaire in order to be prepared in advance of the needs of each particular customer.

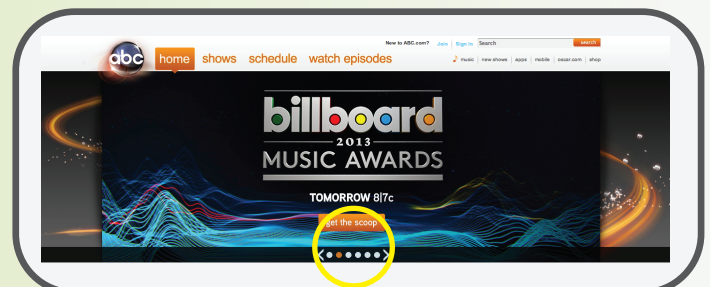
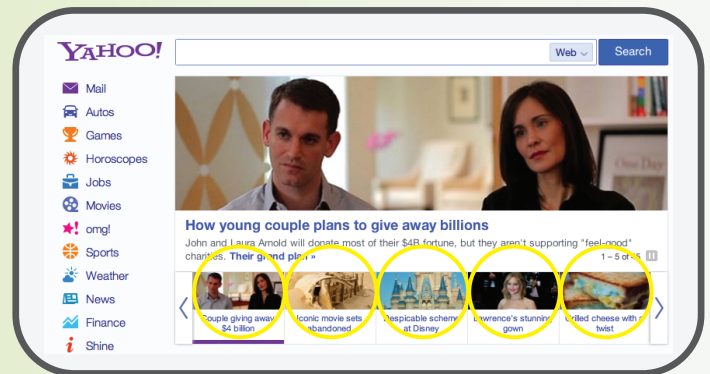
## Example

These three sites demonstrate a good use of a photo gallery. All automatically loop through a set of pictures and have controls that allow you to go forward, backwards, or pause.

Both Yahoo.com and Statebridge.com have smaller thumbnails below which are beneficial when referencing a certain photograph.

Although ABC.com does not have this the design is eye-catching and elegant and the elongated picture viewer helps to achieve this.

While Statebridge.com is an easy to view page with a clean design that is not over cluttered with information and keeps things simple.





## Competitive Summary

The five electrical contractors, Weifield Group, MZ Electrical, Kenny Electric, All Star Electrical Services LLC, and IES Integrated Electrical Services, were chosen for this review because they encompass similar service areas and all specialize in residential, commercial, and industrial electrical work as does Wilson Lighting and Systems. Non of which boast meeting budget needs over quality. Therefore they should also have very similar target markets. All of which however are much larger companies than Wilson Lighting and Systems.

	Rating
Very Poor	●
Poor	● ●
Neutral	● ● ●
Good	● ● ● ●
Very Good	● ● ● ● ●

	Weifield Group	IES Integrated Electrical Services	All Star Electrical Services LLC	Kenny Electric	MZ Electric
Basic Information Clearly Displayed	● ●	● ● ● ● ●	● ● ● ● ● ● ●	● ● ● ●	● ● ● ● ●
Service Examples Provided	●	● ● ● ● ●	●	●	●
Breakdown Of Target Markets	● ● ● ●	● ● ● ● ● ● ●	● ● ● ● ● ● ●	● ● ● ●	● ● ● ●
Use Of Interactive Media Or Animations	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ●	● ● ● ● ●
Presentation Of Skills Through Customer History	● ● ● ● ● ● ●	● ● ● ● ● ● ●	●	●	●
Presentation Of Skills Through Photographs	● ● ● ● ●	● ● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ● ● ● ●
Contact Form	● ● ● ● ● ● ●	●	● ● ● ● ● ● ●	●	● ● ● ● ● ● ●
Online Scheduling	●	●	●	●	●

## Case Sample

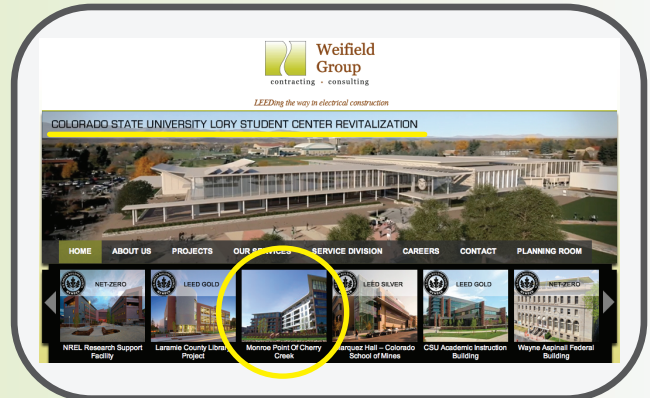
Weifield Group demonstrates an excellent presentation of their client history which helps to reinforce their skill level and capabilities.

On their homepage they have a scroll bar that shows pictures of various higher level jobs they have completed.

Each of these pictures then links to a page that goes into greater detail about the entire project.

Plus there is a projects tab on the navigation bar that also allow you to access this information through the various categories.

However the photographs only show the buildings themselves and do not showcase the electrical work.



### Monroe Point Of Cherry Creek

#### PROJECT OWNER

AT Development

#### PARTNERS

Swinerton Builders | General Contractor | Dan McIntosh | 303-423-9242  
Davis Partnership Architects | Architect | 303-861-8555  
M-E Engineers | Electrical Engineer | 303-421-6655

#### LOCATION

Denver, Colorado

#### PROJECT COMPLETION

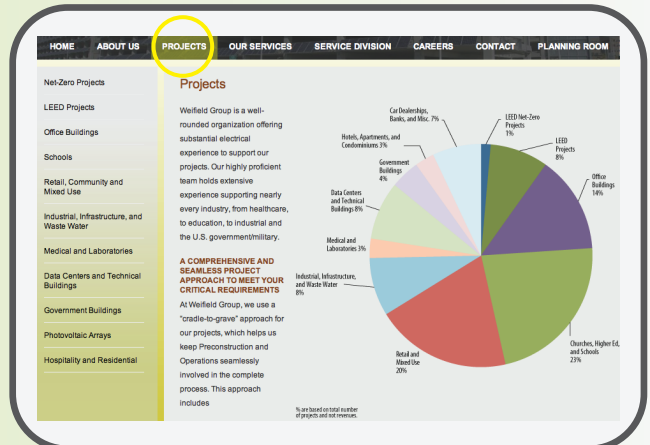
December 2017

#### PROJECT SCOPE:

For this \$2.5M project, Weifield Group conducted a complete electrical build-out of a new eight-story residential building of high-end lofts.

#### SAFETY:

This project encompassed 28,764 man hours, had no recordable accidents, and no lost time.



## Case Sample

MZ Electric does well at presenting photographs of successful work. The images are very appealing and help to capture a users attention.

They are first presented using an animated carousel on the homepage rotating through a series of images that are very prominent and span the whole width of the screen.

They are then also shown in each of the sections that classify the various types of design.

Though there are pictures on every page some are rather small and there seems to be a minimal amount of imagery and excessive white space. A gallery of imagery might prove to be stronger.

