

Clark-McKibben Safety - EvolutionX Migration - Design Questionnaire

Company name:	Spinstak
Request owner:	Katie Georg
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Request due:	10/14/2021
Exported on:	10/14/2021

1.0 Instructions

Please complete this design questionnaire.

- This questionnaire will help our design team understand what you want to see out of your new EvolutionX store.
- Fill in all of the fields that you can.
- If you get stuck or have questions, please contact your customer success manager.

Using this online platform, you can give it to us quickly, efficiently, and on your own schedule. Please complete each section and contact us if you have any questions. We're happy to help!



Your progress is automatically saved.

You can return at any time to complete the job.



Each request has a deadline.

You may be sent email reminders as the deadline approaches.



Click **Submit for Review** when you've completed an item.

You'll be notified when a review is complete



Items **awaiting review** are marked in blue.

Approved items are marked in green.

Items we need you to **redo** are marked in yellow.

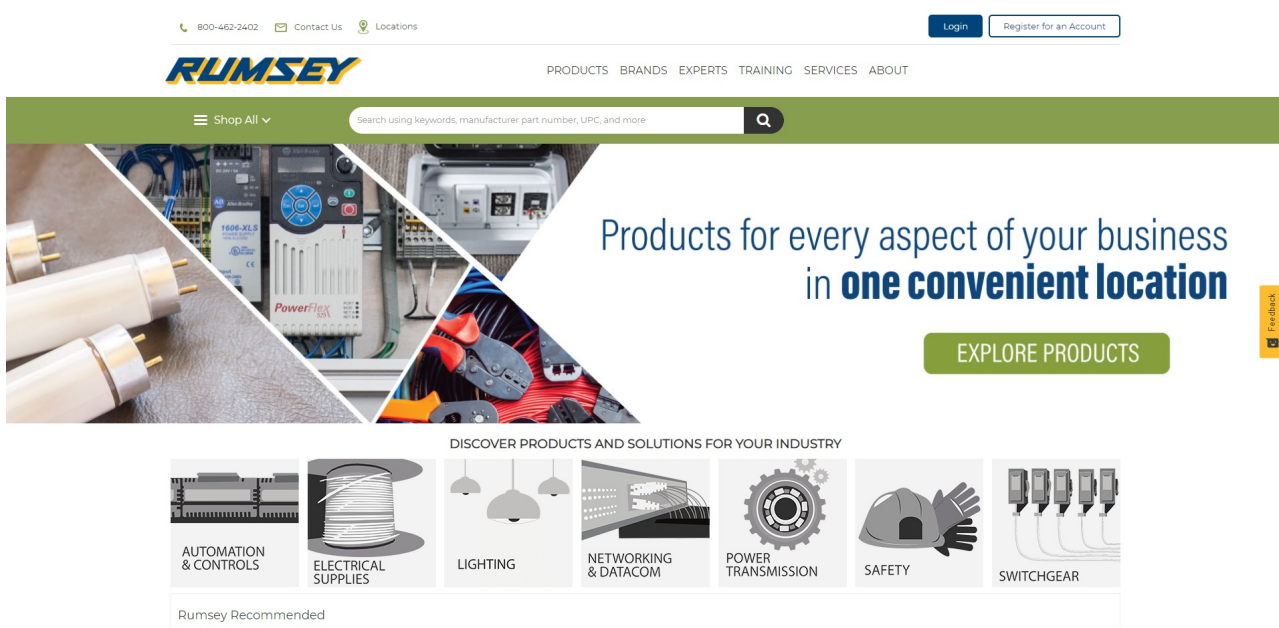
2.0 Design

With web design, it's not necessarily the best plan to create something 100% original. We should lean on proven trends, current best practices, and designs that convert visitors into customers.

2.1 Website Design Inspiration URLs

View the URLs listed and let us know what you like or don't like about the websites. [Click here for Video Help](#).

<https://shop.rumsey.com/> - What do you like or not like about this website? (approved)



Initial thoughts:

The focus seems to be on growing corporate customers and providing them with all of the products they may need. I could see this avenue being beneficial, but you cannot capture cold sales online when you're running Google ads, etc. However, I am not against focusing on our current customer base first, before trying to sell country wide

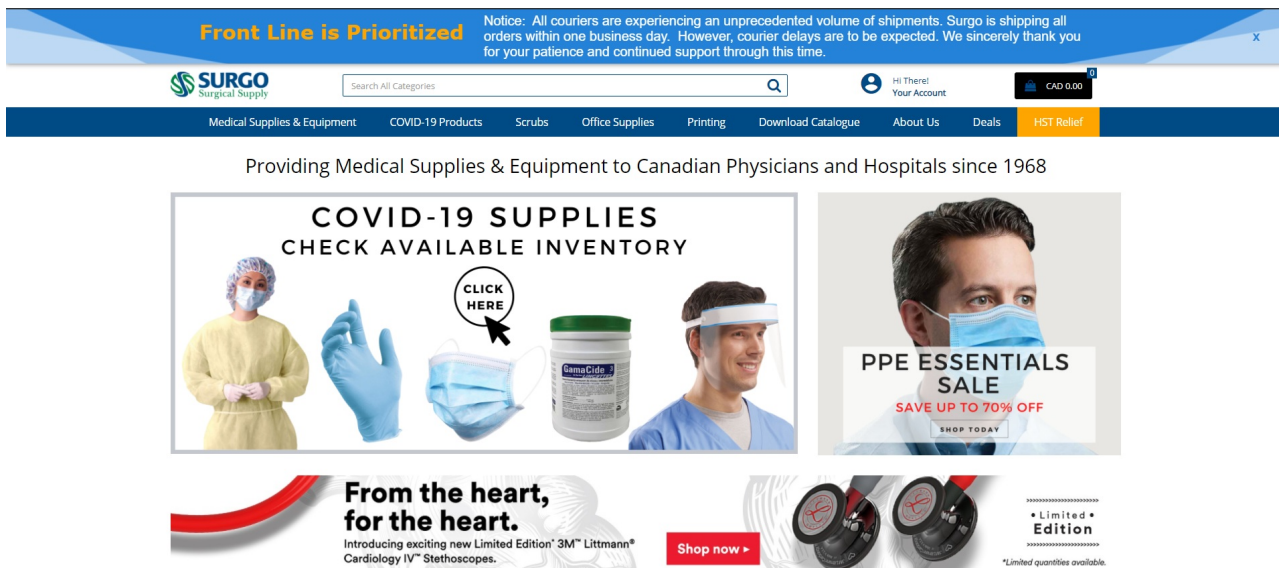
Pros:

- I like that this website has a clean homepage and it is not too "busy"
- "Above the fold" is nice because has their contact #, user login
- Streamlined website color scheme
- I do like the product description has videos/downloads/spec sheets
- I like the live chat
- I like that it shows other services offered
- Overall good pictures for products

Cons:

- Doesn't look like they specialize in anything, there is no focus product/product line
- Boring images to use under "Discover products and solutions for your industry" on homepage - i would want more color
- you must log in for pricing (barrier to capture new cold leads via online marketing)

<https://www.surgo.com/> - What do you like or not like about this website? (approved)

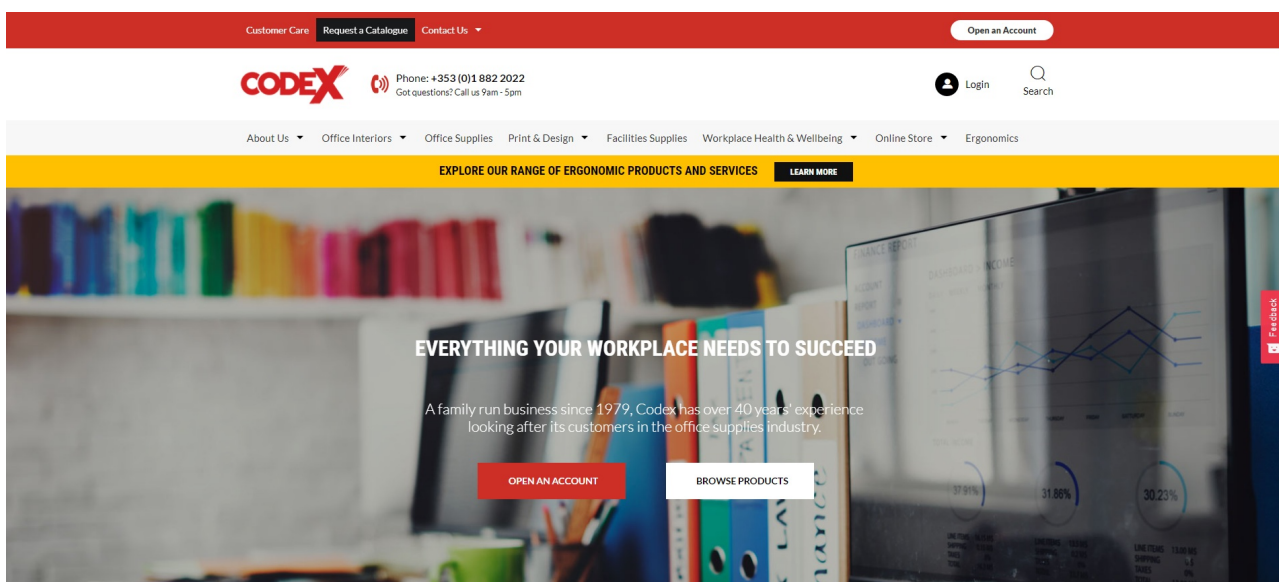


"Above the fold" pictures are too big on the homepage, hard to focus on what to click on first, too many pictures in slideshow. They are running a lot of deals on each page, which is losing my attention when placing an order. It's almost like they are running ads on their own website - interesting. Could work but could get too busy.

I do not like they make you email the form to create an account. I would prefer it just be done completely online, no extra barrier or step.

Search functionality seems to be working nicely. Much better than Rumsey. Rumsey makes you hit enter/search before any suggestion pops up. I like how Surgo you can just type in and it already provides recommendations for what you might be searching.

<https://www.codex.ie/> - What do you like or not like about this website? (approved)



On the homepage, I don't like how many slideshows there are. Personally I would prefer to scroll down vs click an arrow to see offerings.

I do like the categories in the header that drop down. I think it shows a good overview of what they can help out with. They have a lot of products so it's hard to explain that fully on a home page.

2.2 Your Brand

Describe Your Brand (approved)

Brands can be very formal, professional, and conservative while others are casual, edgy, and modern. Most brands fall somewhere in between. How would you describe your brand?

[NO] 1 Super Conservative

[NO] 2 Very Conservative

[NO] 3 Mostly Conservative

[NO] 4 Leaning Conservative

[NO] 5 Both Conservative and Casual

[NO] 6 Leaning Casual

[YES] 7 Mostly Casual

[NO] 8 Very Casual

[NO] 9 Super Casual

Brand Perception (approved)

How do you want your brand to be perceived by customers and the public? e.g. professional, fun

Professional with our own personal twist. We are under 10 employees.

Brand Style Guide (approved)

If you have a brand style guide, please upload it here. If not, no worries, you can skip this question.

No answer given

Logo (approved)

Please upload a **high-res version** of your logo. Adobe Illustrator files are preferred, but a png or tiff is also acceptable. If you only have a jpeg file, that's ok too - just be sure it's a larger version of your logo.


File has been exported to: [design/clark-mckibben_website_logo.png](#)


File size: 27.4 KB, Width x Height (px): 604 x 114, Format: PNG

2.3 Brand & Website Colors

Main Brand Color (approved)


Please select your main brand color. [Click here for Video Help](#).

#0073b6 

#5bb573 


Main Text Color (approved)

Please select your main text color. [Click here for Video Help.](#)

#171717 


Main Background Color (approved)

Please select your main background color. [Click here for Video Help.](#)

#ffdfdf 

Header Background Color (approved)

Please select the header background color. [Click here for Video Help.](#)

#0073b6 


Header Text Color (approved)

Please select the header text color. [Click here for Video Help.](#)

#ffffff 

Footer Background Color (approved)

Please select the footer background color. [Click here for Video Help.](#)

#0073b6 


Footer Text Color (approved)

Please select the footer text color. [Click here for Video Help.](#)

#ffffff 

Button Background Color (approved)

Please select the CTA button background color. [Click here for Video Help.](#)

#5bb573 

Button Text Color (approved)

Please select the CTA button text color. [Click here for Video Help.](#)

#ffffff 

Link Text Color (approved)

Please select the link text color. [Click here for Video Help.](#)

#0073b6 ●

Brand Font (approved)

What font do you use for your brand? Examples: Arial, Lato, Montserrat. If you're unsure or don't have a brand font, please enter "Don't know" in this field.

Century Gothic

3.0 Template and Layout

Here you'll select your theme and tell us what core pages you want included in your website.

3.1 Theme

Spinstak offers three (3) EvolutionX themes. Choose one from the list below. Alternatively, custom design and development can be quoted for an additional fee. [Click here for Video Help](#).

Theme Options (approved)

Click on the links below to preview each theme and select **ONE** for your new website. Think of this as the floorplan that we're going to use to build your new house.

- [Contractor](#)
- [Safety](#)
- [Industrial](#)

[NO] Contractor - <https://contractor.us.evostore.io/>

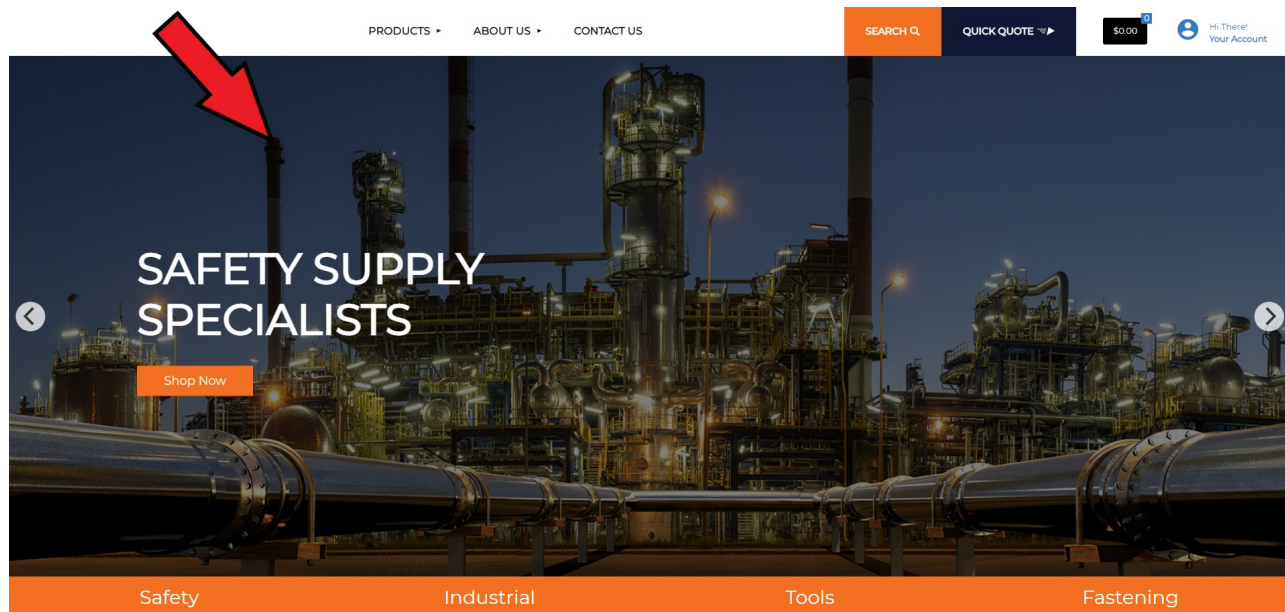
[YES] Safety - <https://safety.us.evostore.io/>

[NO] Industrial - <https://industrial.us.evostore.io/>

[NO] Custom - Requires Separate Estimate

3.2 Homepage Banners

Here you can let us know what banners, links, and featured products you want to be displayed on your homepage.



Would you like your homepage banner to rotate or remain static? (approved)

[Click here for Video Help](#).

[NO] Rotate

[YES] Static

First Homepage Banner Text (approved)

What would you like your first homepage banner to say? Here are some tips:

- Keep it short and to the point.
- Tell your users what you're about in 5 seconds or less.
- If you confuse, you lose - keep it simple.

Your Complete Source for Safety Products

First Homepage Banner CTA Button (approved)

Think about the primary user action you want visitors to take. **What's the most important thing you want them to do?**

[YES] Shop Now

[NO] Request a Quote

[NO] Contact Us

[NO] Learn more

[NO] Other

If Other, what action would you like your user to take? (approved)

No answer given

Second Homepage Banner Text (if applicable) (approved)

What would you like your second homepage banner to say?

No answer given

Second Homepage Banner CTA Button (if applicable) (approved)

Think about the secondary user action you want visitors to take. **What's the second most important thing you want them to do?**

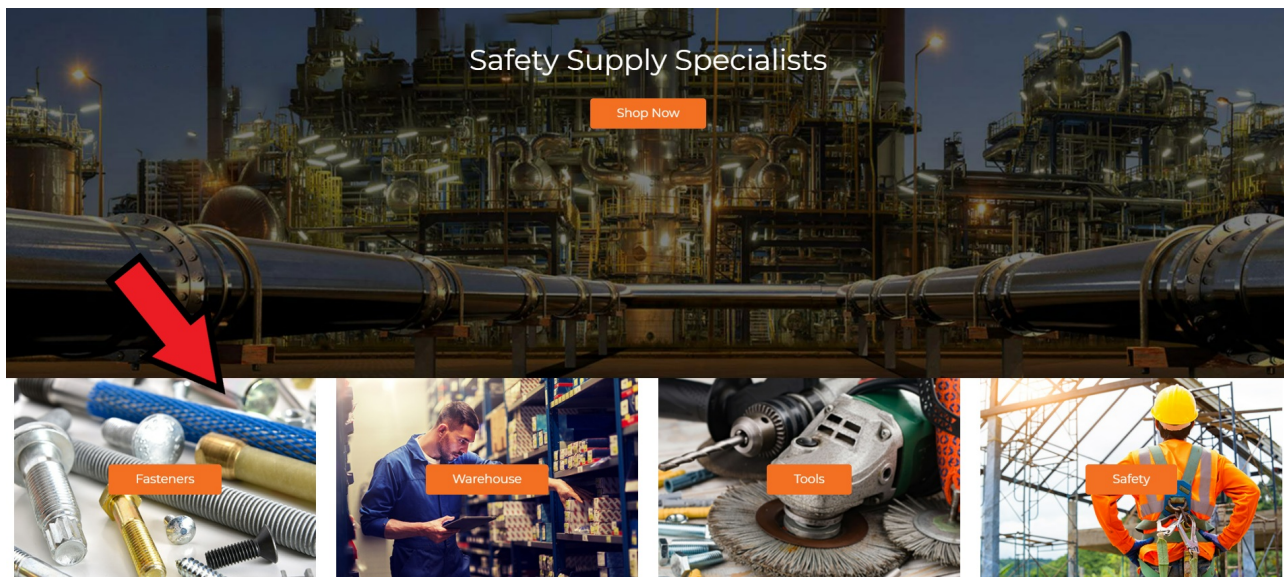
No answer given

If Other, what action would you like your user to take? (approved)

No answer given

3.3 Focus Categories

Here you can select what you'd like featured in the Focus Categories section of your homepage. [Click here for Video Help.](#)



Focus Category 1 (approved)

Safety Products

Focus Category 2 (approved)

Janitorial Products

Focus Category 3 (approved)

First Aid Products


Focus Category 4 (approved)

Our Services

3.4 Featured Products

Here, you can show off products you want displayed on your homepage. Note: You can easily change out these products or add more of them later. [Click here for Video Help.](#)

Best Sellers



MOEN®

Eva Chrome two-handle high arc roman tub faucet

Item Code 60591

Category [Tub Faucets](#)

\$300.05 / EA

Sold as 1 ea


1

Add to cart

+ Add to quicklist

☐ Compare

HOT DEAL!



MOEN®

Eva Oil rubbed bronze one-handle high arc bathroom faucet

Item Code 102718

Category [Bathroom Faucets](#)

\$372.05 / EA


Sold as 1 ea

1

Add to cart

+ Add to quicklist

☐ Compare



MOEN®

Camerist Chrome one-handle low arc kitchen faucet

Item Code 58215

Category [Kitchen Faucets](#)

\$231.15 / EA


Sold as 1 ea

1

Add to cart

+ Add to quicklist

☐ Compare



MOEN®

STo Matte black one-handle high arc pulldown kitchen faucet

Item Code 157579

Category [Kitchen Faucets](#)

\$798.60 / EA


Sold as 1 ea

1

Add to cart

+ Add to quicklist

☐ Compare



STERLING
A KOHLER COMPANY

Southhaven® Top-Mount Single-Bowl Kitchen Sink, 25" x 22" x 6-1/2"

Item Code 227803

Category [Drop-In Sinks](#)

\$141.85 / EA

Sold as 1 ea

1

Add to cart

+ Add to quicklist

☐ Compare

Featured Product #1 SKU and Product Name (approved)

1935-L Mustang Leather Palm Gloves

Featured Product #2 SKU and Product Name (approved)

TR-300-HIK Heavy Duty Industrial PAPR Kit

Featured Product #3 SKU and Product Name (approved)

AED1 Zoll AED Full Rescue Defib Plus 8000-004007-01

Featured Product #4 SKU and Product Name (approved)

32-001000-0000 Fendall Pure Flow 1000

Featured Product #5 SKU and Product Name (approved)

92-600-L Disposable Nitrile Gloves 6 mil

3.5 Solutions Icons

Here you can select what you'd like featured in the Solutions Icons area of your homepage. [Click here for Video Help.](#)

Our Solutions



Industrial Supply

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Industrial Safety

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Industrial Training

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Would you like to feature Solutions Icons on your homepage? (approved)

If no, then skip the Solutions Icon field.

[NO] Yes

[YES] No

Solutions Icon 1 (approved)

No answer given

Solutions Icon 2 (approved)

No answer given

Solutions Icon 3 (approved)

No answer given

3.6 Featured Suppliers

Here you can show off the logos for some of your featured suppliers or manufacturers. Enter the name of the supplier or manufacturer into the field below. [Click here for Video Help.](#)

Featured Suppliers



Featured Manufacturer 1 (approved)

PIP

Featured Manufacturer 2 (approved)

3m

Featured Manufacturer 3 (approved)

MCR Safety

Featured Manufacturer 4 (approved)

Radians

Featured Manufacturer 5 (approved)

Kimberly-Clark Professional

3.7 Customer Testimonies

Here you can show off all of the nice things your customers have said about you. [Click Here for Video Help.](#)

Testimonies generally include 3 main elements:

- A glowing review
- The customer's name
- The customer's company

What if I already have customer testimonies on my website? (approved)

If you already have customer testimonies on your site you want to use, click the checkbox below and skip Testimony 1, Testimony 2, and Testimony 3 fields.

No answer given

Testimony 1 (approved)

No answer given

Testimony 2 (approved)

No answer given

Testimony 3 (approved)

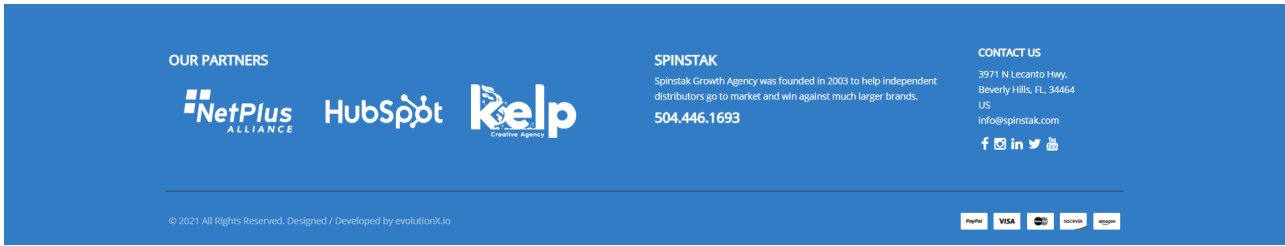
No answer given

3.8 Footer

The footer is generally composed of 4 columns:

- Partners & Affiliations
- Featured Categories
- Social Media/Terms & Privacy Policy
- Contact Us

[Click here for Video Help.](#)



Partners & Affiliations (approved)

If you are apart of any organizations that you'd like featured on your site, enter them here.

DPA Safety

Featured Product Categories (approved)

Enter the categories you'd like featured in your footer.

Gloves

Social Media Icons (approved)

Select the social media icons you'd like featured in your footer.

- [NO] Facebook
- [YES] LinkedIn
- [NO] YouTube
- [NO] Twitter
- [NO] Instagram

Other Footer Links You'd Like to Include (approved)

If there are any other links you'd like featured in your footer, like Services, please enter those here.

Services
Contact Us
Catalog Request