

Website Blueprint

yoon offer

Location: Halifax, Nova Scotia, Canada

Business Type: Retail Ecommerce and Web Technology Services

Target Audience: Small to medium-sized businesses and entrepreneurs seeking to establish, manage, and grow their online presence. Demographics include business owners aged 25-55, tech-savvy professionals, and startups. Psychographics focus on individuals motivated by business growth, digital innovation, and customer engagement.

Executive Summary

yoon offer provides specialized online storefronts and website services to small and medium businesses, helping them sell products and grow their brands on the internet. Based in Halifax, they stand out by combining user-friendly e-commerce solutions with personalized support, making it easier for business owners to build and manage their online presence compared to bigger, less personal competitors.

Primary Goals

- Drive customer success through digital solutions
- Enhance and manage clients' online presence
- Expand market share by servicing millions of customers globally

Brand Values

- Customer partnership
- Innovation
- Reliability

Competitive Advantages

- Global reach with millions of customers
- Comprehensive benefits and support for employees
- Strong focus on customer impact and satisfaction

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#005F73
Secondary		#94D2BD
Accent		#FFD166

Rationale: These colors were chosen to feel modern, trustworthy, and inviting. The blue-green primary creates a sense of reliability, the soft turquoise adds a friendly touch, and the yellow accent brings energy without overwhelming. These colors reflect both digital innovation and approachability to business owners.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@700&family=Open+Sans:wght@400&display=swap>

Imagery Style

Use clean photos that show real people and business settings. Include diverse groups working together, modern workplaces, and technology in action to build trust and connection with business owners.

Overall Aesthetic

The website should look clean and modern, using lots of open space and clear sections. It should feel professional but also warm and welcoming.

Theme Style

Blend technology and business with a friendly approach, using simple shapes and easy-to-understand visuals so visitors feel confident and at ease.

Layout Approach

Keep the layout simple and organized. Use clear sections, easy navigation at the top, and call-to-action buttons that stand out. Make sure everything is easy to read, and works well on phones and computers.

Regional Recommended

- Use visuals that include diverse people from different backgrounds to reflect Halifax's welcoming culture.
- Draw on East Coast scenery or subtle ocean elements to connect with local business owners.

Regional Avoid

- Avoid using only formal, corporate-looking images. They can feel distant to small business owners.
- Stay away from busy patterns or overly bright colors that distract from the information.

Requirements & Features

Homepage Clarity

Description: Make it clear on the homepage what you offer does for small and medium businesses, with easy-to-read descriptions and main services listed up front.

Validation: Visitors should be able to describe what the business offers in one sentence after viewing the homepage for 10 seconds.

Contact Form

Description: Add a simple contact form to make it easy for business owners to reach out with questions or interest.

Validation: Users can find and fill out the contact form in less than a minute.

Page Speed

Description: Make sure all pages load quickly so visitors don't leave out of frustration.

Validation: All main pages load in less than 3 seconds on a mobile connection.

Simple Navigation

Description: Keep the main menu simple so visitors can quickly find online shop, services, and support.

Validation: Three out of four test users can find shop/services without being told where they are.

Mobile Usability

Description: Make the site easy to use on mobile phones and tablets.

Validation: Test on two smartphone models and verify menus, shop, and contact form are easy to use.

Clear Service Descriptions

Description: Explain each service in plain language so business owners know exactly what is offered and how it helps them.

Validation: Each main service is described in 2-3 easy sentences without tech terms.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: To welcome visitors, clearly explain what you offer does, and encourage business owners to explore the company's ecommerce and web technology services.

Sections

Hero

Purpose: Grab attention and instantly tell visitors what you offer is all about, so they know they are in the right place.

Key Elements:

- A headline that says what you offer offers (for example, 'Helping your business succeed online with retail ecommerce and web technology')
- A short sentence explaining the main benefit (such as 'Reliable online solutions for businesses in Halifax and beyond')
- A friendly photo or image that relates to small businesses or ecommerce
- A button to contact you or learn more about your services

Strategy: Give visitors a clear and simple message about how you can help, with a strong button that makes it easy for them to take the next step.

Psychology: People usually decide quickly if a website is right for them, so showing understanding of their challenges and promising solutions right away helps build trust.

Tone: Use welcoming and confident language. Make sure it feels personal and supportive, so business owners and entrepreneurs feel understood and encouraged.

Cta Block

Purpose: Encourage visitors to get in touch, ask for a quote, or find out more about specific services.

Key Elements:

- A friendly invitation (like 'Ready to grow your business online?')
- A simple form or a big button to contact you
- Clear contact details (email, phone number, address in Halifax)
- Reassurance, such as 'No obligation, just a quick chat to see how we can help'

Strategy: Make it easy and comfortable for visitors to reach out, by reducing any worries and making the next step clear and inviting.

Psychology: People are more likely to take action when they feel it's low-pressure and their needs will be listened to. Reducing barriers encourages more people to connect.

Tone: Friendly, inviting, and professional. Make visitors feel like their questions are welcome, and that you're truly here to help their businesses succeed.

About (*Information*)

Purpose: To introduce you offer, share your story, credentials, and why you care about helping small and medium businesses succeed online.

Sections

Main Story

Purpose: Show the human side behind the business; help visitors connect with your background and passion.

Key Elements:

- Brief story about your offer and why you started
- Highlights of experience in web technology and ecommerce
- Mention of location in Halifax, showing local presence
- Values or beliefs that guide your work

Strategy: Build trust by letting visitors see the real people and experience behind the company.

Psychology: People trust businesses with a relatable story and real credentials. Sharing what motivates you helps others feel a connection and more willing to work with you.

Tone: Genuine, personable, and transparent. Use simple language and focus on your commitment to client success.

Services (*Services*)

Purpose: Clearly explain all the services you offer, so visitors know exactly how you can help them.

Sections

Service List

Purpose: Make it easy for visitors to see the range of help available, from ecommerce setup to ongoing website support.

Key Elements:

- Short descriptions of each service (such as online store creation, website management, technical support, digital marketing help)
- Who each service is for (for example, new startups or growing businesses)
- Simple pricing or how to get a quote
- Call to action for each service (like 'Get Started' or 'Learn More')

Strategy: Lay out services in a way that lets visitors quickly find what matches their needs, encouraging them to make contact or explore more.

Psychology: People want to know what they're getting and whether it solves their problems. Clear, simple listings with next steps reduce hesitation.

Tone: Helpful and direct. Focus on how your services make clients' lives easier and businesses stronger.

Contact (*Contact*)

Purpose: Make it easy for visitors to reach out for questions, support, or to start working with you.

Sections

Contact Info

Purpose: Give all the details people need to get in touch quickly.

Key Elements:

- Contact form for quick questions

- Email address and phone number
- Physical address in Halifax
- Map (optional)
- Reassurance on response time and privacy

Strategy: Remove any confusion about how to get in touch, making it fast and simple.

Psychology: People appreciate knowing how and when they'll be answered. Clear contact details build trust.

Tone: Polite, clear, and encouraging. Make people feel their messages are welcome.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Trust and Credibility

Application: Show clear contact information and include client testimonials to make visitors trust doing business with you.

Implementation: Add visible phone number, business address, and short local testimonials on the homepage.

Principle: Reduce Confusion

Application: Keep navigation and options simple so visitors don't get overwhelmed.

Implementation: Limit the top menu to 4-5 main choices: Shop, Services, About, Contact.

Content Strategy

Area: Homepage

Recommendation: Explain in clear, simple terms what you offer does and who it's for.

Implementation: Write a one-sentence summary of services and the main benefit, place it right at the top.

Area: Services Pages

Recommendation: Describe every service in plain language, focusing on how it helps business owners.

Implementation: For each service, write a two-line description using everyday words and list one clear benefit.

Area: Contact Page

Recommendation: Make it easy for business owners to ask questions or get in touch.

Implementation: Add a short, friendly note inviting questions, with a simple form and phone number.

Conversion Optimization

Technique: Easy Contact

Rationale: Business owners are more likely to ask for help if it's simple to reach you.

Implementation: Put a short contact form and a phone number on every main page.

Technique: Highlight Main Benefits

Rationale: Visitors act when they know right away how your service helps them.

Implementation: Use headings and bullet points to call out top benefits on the homepage.

Priority Focus

Category: Homepage Clarity

Description: Make it immediately clear what is offered and who should use your services.

Reason: First impressions matter most to busy business owners.

Category: Contact Form

Description: Easy customer contact

Reason: People won't convert if it's hard to reach you or ask questions.

Category: Page Speed

Description: Make pages load faster

Reason: Slow websites lose both customers and trust quickly.

Implementation Order

1. Homepage Clarity
2. Simple Navigation
3. Contact Form
4. Mobile Usability
5. Page Speed
6. Clear Service Descriptions

Risk Mitigation

Technical Errors or Broken Plugins

Category: Functionality

Suggested Action: Test every plugin for compatibility and backup site before making big changes.

Privacy or Data Concerns

Category: Trust/Security

Suggested Action: Add a clear privacy note to forms and use trusted form plugins that keep data secure.

Business Impact

Impact Level: High