

# Terms of Reference (ToR)

Website Design for AllElectricalProducts.com

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## 1. General Information

### 1.1 Purpose of the Document

This document defines the visual design, structure, and user experience requirements for the official website of AllElectricalProducts.com — an online platform for selling electrical components, equipment, and related products.

The document specifies:

- Website structure and navigation
- Visual design guidelines
- UI components and interaction patterns
- Responsive behavior
- Design deliverables
- Acceptance criteria

The website will function as:

- An e-commerce platform
  - A product catalog and search system
  - A lead generation and conversion tool
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### 1.2 Website Objectives

#### Product Presentation

- Clearly showcase electrical products and categories
- Provide detailed product specifications and images
- Highlight brands, certifications, and technical reliability

#### User Experience

- Enable fast and intuitive product search
- Simplify navigation across categories
- Provide smooth checkout experience

## **Sales & Conversion**

- Drive purchases through optimized product pages
- Increase average order value via upsells/cross-sells
- Reduce cart abandonment

## **Trust & Credibility**

- Emphasize quality, safety standards, and certifications
- Provide clear policies (shipping, returns, warranty)
- Display reviews and ratings

## **Brand Identity**

- Establish a professional, industrial, and reliable brand
  - Communicate expertise in electrical products
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# **1.3 Deliverables**

## **Figma Design File**

- Full website UI design
- Component library
- Desktop, tablet, and mobile layouts
- UI states (hover, active, disabled)

## **Exportable Assets**

- Icons (SVG)
- Product placeholders and visuals
- Banners and promotional graphics

## **Design System / Style Guide**

- Color palette
- Typography
- Grid and spacing system
- UI components and usage rules

## **Developer Handoff**

- Layout specs and measurements
- Interaction descriptions
- Responsive rules
- Animation guidelines

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## 2. Target Audience

### Primary Segments

- **Contractors & Electricians**  
Need reliable components and quick ordering
  - **Businesses & Industrial Buyers**  
Purchase in bulk, require specifications and compliance
  - **DIY Customers / Homeowners**  
Need clear descriptions and easy product selection
  - **Retailers / Resellers**  
Interested in pricing, availability, and logistics
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## 3. Key User Scenarios

Users should be able to:

- Find products within seconds using search or categories
  - Filter products by specifications (voltage, brand, type, etc.)
  - View detailed product information
  - Add items to cart and checkout easily
  - Compare products
  - Track orders and manage purchases
  - Contact support or request bulk pricing
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## 4. Visual Design Concept

### Overall Style:

Modern, clean, industrial e-commerce interface

### Core Design Principles:

- **Clarity & Functionality**  
Focus on usability and fast navigation
- **Efficiency First**  
Reduce friction in browsing and purchasing
- **Technical Precision**  
Structured layouts for specs and data

- **Trust & Reliability**  
Professional, no-noise interface
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## 5. Colors and Typography

### Color Palette:

- Primary: White / light gray base
- Secondary: Dark gray / black for contrast
- Accent: Blue / orange (industrial & electrical theme)
- Supporting: Neutral grays

### Typography:

- Primary: Sans-serif (Inter, Roboto, Helvetica Neue)
  - Emphasis on readability and hierarchy
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## 6. Website Structure

### Main Pages:

- Home
  - Shop / Catalog
  - Product Page
  - Categories
  - About
  - Blog / Resources
  - Contact
  - Cart & Checkout
  - Account Dashboard
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## 7. Home Page

Should include:

- **Hero Section**  
Value proposition + CTA (“Shop Now”, “Browse Products”)
- **Categories Overview**  
Quick access to main product groups

- **Featured Products**  
Bestsellers / promotions
  - **Why Choose Us**  
Key benefits (quality, fast shipping, support)
  - **Brands / Certifications**  
Trust indicators
  - **CTA Section**  
Strong conversion block
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## 8. Catalog / Shop Page

- Category navigation
  - Filters (price, brand, specs)
  - Sorting options
  - Product cards with:
    - Image
    - Name
    - Price
    - Rating
    - CTA (“Add to Cart”, “View Details”)
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## 9. Product Page

- Product images/gallery
  - Specifications (structured table)
  - Description
  - Availability and pricing
  - Reviews
  - Related products
  - CTA (“Add to Cart”)
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## 10. Cart & Checkout

- Cart overview
- Editable quantities
- Shipping options

- Payment methods
  - Guest checkout option
  - Order confirmation
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## **11. About Page**

- Company background
  - Expertise in electrical products
  - Certifications and standards
  - Mission and values
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## **12. Blog / Resources**

- Guides and tutorials
  - Industry insights
  - Product usage tips
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## **13. Contact Page**

- Contact form
  - Email / phone
  - Support information
  - Business inquiries
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## **14. Interface Components**

- Header (logo, search, navigation, cart)
  - Footer (links, policies, contact info)
  - Product cards
  - Buttons (primary, secondary)
  - Filters and dropdowns
  - Modals and popups
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## 15. Forms

- Registration / login
- Checkout forms
- Contact form

### States:

- Error
  - Success
  - Loading
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## 16. Responsiveness

- Fully responsive design
  - Mobile-first approach
  - Optimized for touch interactions
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## 17. Final Design Direction

The final design should combine:

- E-commerce best practices
- Clean industrial UI
- Strong usability focus

The website should communicate:

- Reliability
- Efficiency
- Technical expertise
- Trust