

# VIMI.brief

## Website Design & Development



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"Happiness is a state of inner fulfillment, not the gratification of inexhaustible desires for outward things."  
Matthieu Ricard

**CUSTOMER CARE ♥**

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# HOW TO USE THIS DOCUMENT

The following brief template is designed to help you articulate to our team, in the most effective way possible, your aspirations for your new website. Please consider providing as detailed a response as possible to each of the sections.

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## HOW TO USE THIS DOCUMENT

### THE BUSINESS

GENERAL

TARGET AUDIENCES

CUSTOMER PAIN-POINTS

THE SOLUTION/SERVICE(S)

THE PRODUCT(S)

THE UNIQUE VALUE PROPOSITION (UVP)

SALES OBJECTIONS

COMPETITION

CORPORATE IDENTITY / BRAND GUIDELINES

### THE WEBSITE

GOALS

CREDIBILITY

WEBSITE MARKETING

KNOWN ISSUES WITH EXISTING WEBSITE

WEBSITE FEATURES

DESIGN REFERENCES

SITEMAP - PAGE TEMPLATES & PAGE COUNTS

# THE BUSINESS

## GENERAL

- ♥ What are your organization's vision, mission, & values?
- ♥ What are your organization's goals for the next 3 years?
- ♥ What are some insights from your story so far that will help people understand who you are?

Example:

*The "New Normal" is forcing companies and the workforce to transition into more remote and distributed models of employment, and while the pressure to become agile is increasing daily, companies face a growing challenge to maintain the operations and processes that built their success.*

*Beehave, a startup started in Southeast Asia by Fabrice Teichteil and Yannick Zoccola aims to help companies face this new reality. The founders are operations experts with decades of experience, and Beehave is based on their insights into how SAAS can improve operations for both SMEs and enterprise.*

*Beehave is developing a Process Automation Platform that streamlines operations by:*

- ♥ Automating repetitive and mundane tasks.
- ♥ Streamlining operational communications.

## TARGET AUDIENCES

Outline your target audience(s). Whenever relevant, include personas based on the people you're familiar with.

Example:

*Beehave works primarily with companies in the following sectors:*

- ♥ Manufacturing
- ♥ Logistics
- ♥ Corporate services: accounting / legal / notaries
- ♥ Insurance
- ♥ Software developers

*The ideal stakeholders to talk to are not necessarily IT dept team members. Better contacts are senior managers such as BU/Country Manager, MD, Department head. E.g.:*

*Jon Korslund*

- ♥ Danish - 35 years old
- ♥ Married to Sophie + 1 child - 2 year old girl
- ♥ Expat living in Bangkok on a 3-year contract
- ♥ Works for Maersk as an operations executive with a salary of THB 220k
- ♥ Hobbies: golf, running & photography
- ♥ Concerns as related to company's service:
  - ☆ Difficulties overseeing operational aspects of transactions
  - ☆ Time wastage on oversight processes

## CUSTOMER PAIN-POINTS

Target audience pain points - Why do they need us?

Example:

*Despite the much hyped promises of digital transformation, the reality is that most companies have neither the resources nor the know-how to effectively leverage digitalization's benefits for generating real productivity increases.*

### **Status quo**

*The current practices of using Excel or even paper forms are labor intensive, impossible to automate and therefore not scalable, and as a result cannot be viewed as sustainable for companies that want to avoid decline and achieve growth.*

### **ERP / Custom development**

*ERP integrations and custom development projects are notoriously difficult to pull off successfully. In fact according to some estimates upwards of 70% of projects fail. The reasons are commonly:*

- ★ *The project is vendor led, rather than needs-driven.*
- ★ *Poor to non-existent planning for implementation.*
- ★ *Lack of flexibility for adapting to changing business needs.*
- ★ *Dearth of in-house expertise in project management, leading to poor buggy execution.*
- ★ *Long go-live times leading to project scope creep and ultimately failure.*

*Pricing - The above solutions often have high costs ranging from \$10,000's-\$100,000's*

### **Hodge-podge of disparate applications**

*Companies often craft together their working methodology through a process of evolution during which, over time, a wide variety of disparate software solutions are adopted to solve particular bottle necks, however no real integration exists between these solutions, and data is most commonly copy-pasted from one into the other. The issues resulting are:*

- ★ *Data corruption and errors - Multiple versions of the truth*
- ★ *Workflow inefficiencies - No true optimization to the needs of the business*
- ★ *Complex, and ever-increasing IT debt - Frustrating experience for users, and complicated onboarding of new staff*

## THE SOLUTION/SERVICE(S)

How does your organization support customers with service(s)?

Example:

*Beehave's solution combines delivery of the software product with a consulting and customization service during which the product is customized to the unique requirement of a particular client's needs.*

## THE PRODUCT(S)

What product(s) does your organization offer customers?

Example:

*The Beehave platform includes all the abstracted building blocks and connectors needed to enable the digitization of any business process:*

- ★ Intake forms and connectors
- ★ Custom process & workflow definition
- ★ Tasks: Definition, creation and automation
- ★ Reporting: Definition, creation and automation
- ★ Real-time analytics
- ★ Process automation (CRM, HRM, Project management)
- ★ Chat
- ★ Notifications
- ★ File drive (including versioning)
- ★ A unifying GUI for all apps

## THE UNIQUE VALUE PROPOSITION (UVP)

What is the Unique Value Proposition for your solutions?

Example:

*Beehave's competitive edge lies in its approach to digital transformation. Beehave offers companies a unique opportunity to embrace the bleeding edge of digital transformation without having to sacrifice their existing culture and operational methodologies.*

### **Custom and SAAS together**

*Instead of offering a rigid SAAS solution, Beehave offers a versatile toolbox, and the service of customizing it to each customer's unique business case needs.*

*The approach offers the best of both the custom ERP development and SAAS approaches - Customers enjoy rapid implementation, and the solution is fully tailored to their needs.*

### **Best in class technology**

*The Beehave platform standard modules embody the experience and best practices learned from globally proven organizations and individuals.*

## SALES OBJECTIONS

What objections does your team face during sales?

Example:

*Beehave's solution is less known than most competitors and customers are concerned about the company's financial backing - They don't want to tie-in with a partner that may not be around for the longer term.*

## COMPETITION

Who are your direct and indirect competitors, and why?

Example:

*Beehave's direct competition are companies and solutions that offer RPA, like:*

- ★ K2.com
- ★ Ulpath.com
- ★ Robocloud.co.uk

*Peripheral competition are companies that offer task management and collaborative working, e.g.:*

- ♥ Quick base
- ♥ Trello
- ♥ CRM solutions (e.g. Zoho, Zendesk, Salesforce, etc.)
- ♥ Slack
- ♥ Dropbox
- ♥ Etc.

## CORPORATE IDENTITY / BRAND GUIDELINES

Link to your corporate identity brand guidelines.

Example:

*Beehave's corporate identity brand guidelines:*  
<https://vimi.co/wp-content/uploads/2020/08/Beehave-Brand-Guideline.pdf>

## THE WEBSITE

### GOALS

What's your business goal for this website?

Example:

- ♥ Brand awareness and credibility
- ♥ Provide a steady feed of valid and qualified sales leads.
- ♥ Reduce operational overhead by clarifying the target audience, benefits and limitations of the solution.
- ♥ Recruit expert partner resellers.

### CREDIBILITY

How do you normally establish your credibility as a provider?

Example:

*The website derives its credibility from:*

- ♥ Client logos
- ♥ Case studies
- ♥ Blog regularly updated - updates on professional aspects of RPA
- ♥ Testimonials
- ♥ Free consultation
- ♥ Team bios
- ♥ Clean crisp and professional website
- ♥ Location map - office

### WEBSITE MARKETING

How do you plan to market your website to your target audience(s)?

Example:

*Target audiences will be reached through*

- ♥ EDMs to target list
- ♥ SEO
- ♥ PPC advertising: Google, LinkedIn

## KNOWN ISSUES WITH EXISTING WEBSITE

If you have an existing website, what are the issues with it that are driving you to rebuild it?

Example:

- ♥ *The existing site is outdated and fails to reflect the state of how the business has evolved operationally, financially, and as a brand.*
- ♥ *The existing site isn't visually striking and fails to make the first impression needed to win-over the target audiences Beehave is looking for.*
- ♥ *The existing website is based on a static HTML and cannot be edited.*
- ♥ *There's no blog section to support publication of news and events.*
- ♥ *SEO for the current site is virtually non-existent - Beehave is impossible to find.*

## WEBSITE FEATURES

What features and functions do you want your website to offer visitors?

Example:

- ♥ *Content Management system to update the website without a developer (Wordpress)*
- ♥ *Book a meeting / Request a call back*
- ♥ *Share-to buttons on blog*
- ♥ *Google map showing locations on contact page*

## DESIGN REFERENCES

What websites can serve as a reference for the look'n'feel you're aiming for?

Example:

- ♥ *Trello.com - Good usability - Nice color scheme*
- ♥ *Salesforce.com - Excellent approach to onboarding*
- ♥ *Slack.com - Cool design - Fun!*
- ♥ *Dropbox.com - Love the color scheme and application of the brand. Great photos*



## SITEMAP – PAGE TEMPLATES & PAGE COUNTS

How do you see the pages and menus on your site organized?

Example:

Header	Template(s)	Page(s)	Page label(s)	Comment(s)
Home	1	1		
Solutions	1	4	<ol style="list-style-type: none"> <li>Generic</li> <li>Corporate services</li> <li>Manufacturing</li> <li>CRM</li> </ol>	
Experts	1	1		
Blog - List	1	1		
Blog - Item	1	3	<ol style="list-style-type: none"> <li>Blog post #1 - "Hello World"</li> <li>Blog post #2 - "Beehave secures funds"</li> <li>Blog post #3 - "A chat with Fabrice"</li> </ol>	
Our story	1	1		
FAQ	1	1		
Legalese	1	1		
French landing page	1	1		Summarizes the primary propositions and all the content in the site into a single landing page - can later be replicated into additional languages