# Perth Markets Limited

## Website workshop Meeting Notes: 17 July 2017

## Meeting Notes

**Purpose of website redesign**

- To modernise the site, and provide a platform for future corporate efficiencies
- There will be separate Social Media / Blogging to launch the site

**Key Audiences identified**

1. Key Stakeholders
    a. Tenants (Premises)
        i. Saturday Wholesales Market CTA – Primary wholesalers
            1. Bring large trucks of food, store on premises
            2. Deal with buyers in Saturday Market
        ii. Commercial Tenant
            1. Maintenance requests
            2. Rentokill reports
            3. Login area
    b. Sunday Stallholders (Sunday)
    c. Truck/Transport operators
    d. Staff

    Goal: to make the site easier for PML and their external parties to work together
2. General Public
    a. ~5,000 Saturday Wholesale Market Buyers – Secondary wholesalers
        i. Buy clearance wholesale seafood, meat, fruit and veg for their shop or store from Primary wholesalers
        ii. Want Rentokill reports for QA
        iii. Email fit out requests (login area)
        iv. Request new employee site access cards (after a video, test and F2F meeting). PML then add them to list of authorised personnel
    b. ~5,000 Sunday Market go-ers, pay for entry
        i. Look for the price of produce (not available through PML)

    Goal: target 2,000 more people in each, get more stallholders
3. Shareholders
    a. The site aims to be fully transparent, no hidden info
4. Everyone else
    a. Growers Groups
    b. Retailer Groups – look for price info (PDF, uploaded from data from Market West)
    c. Consumers – advertise to, to be a stallholder
    d. Contractors – need detailed site induction to cover risk

**Benchmark Designs**

- **Brisbane Markets** http://www.brisbanemarkets.com.au
    - The left Navigation, allows for a large amount of headings
    - The tiled approach is simple, and allows for a mixture of imagery from produce to a focus on Community / people in Markets
    - But the design is overly busy, with too much going on, fighting with the background image
    - Out of all the other Market sites, this is the closest match to Perth as it includes warehouse



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- **Melbourne Markets**
    - All the whitespace is very nice, and is more mobile-first design - but our site has more info so this would probably not translate well
    - Their end users are wholesale buyers and sellers, not the general public



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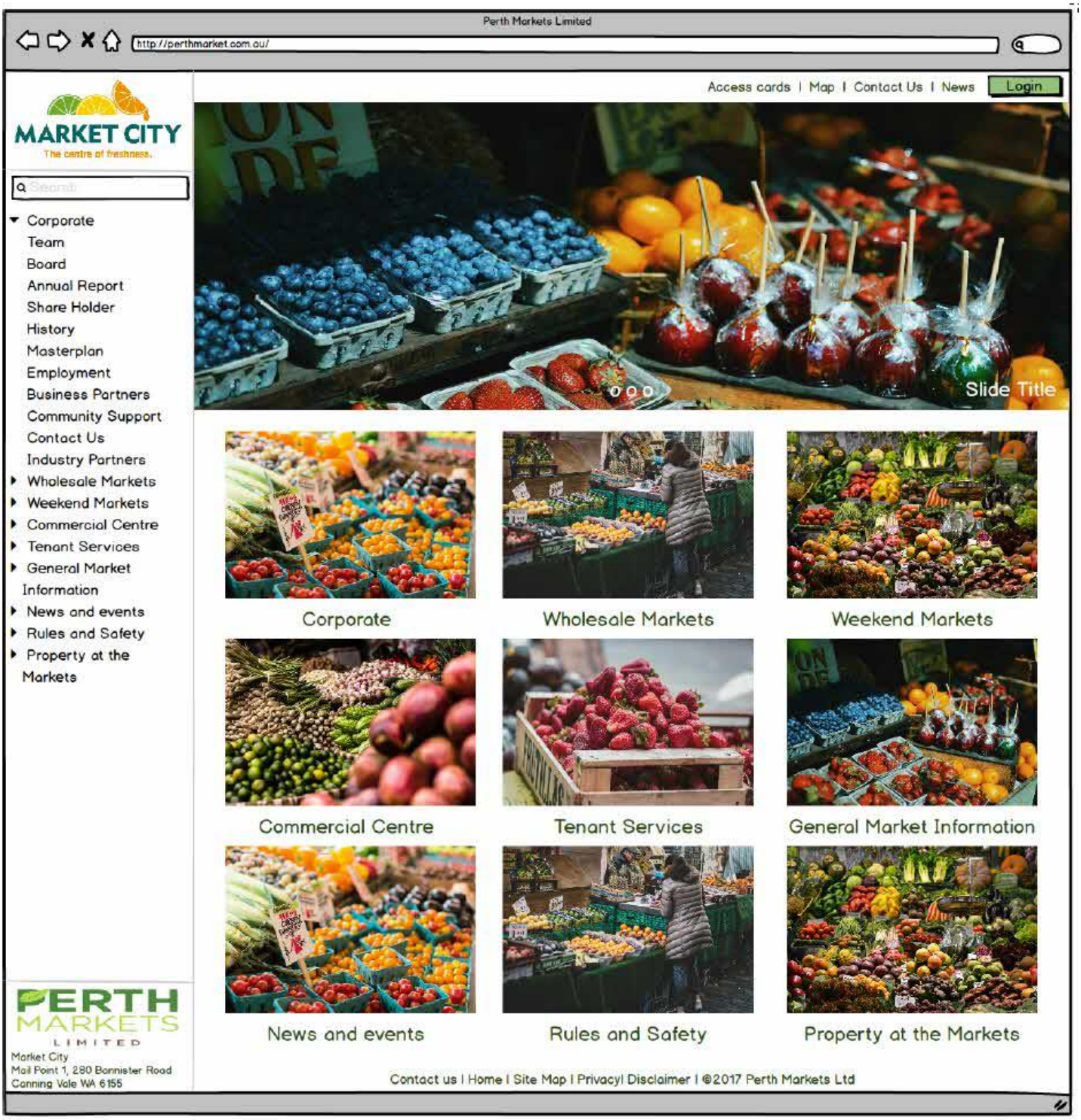
## Wireframes (pre-design stage)

All the pages of your site are expected to use the “Internal” page template with the exception of custom layouts for the Homepage & Shareholder Page. Please review these wireframes and provide your comments prior to us arranging a graphic design meeting to take these to the next stage.

### *1 Homepage (desktop)*



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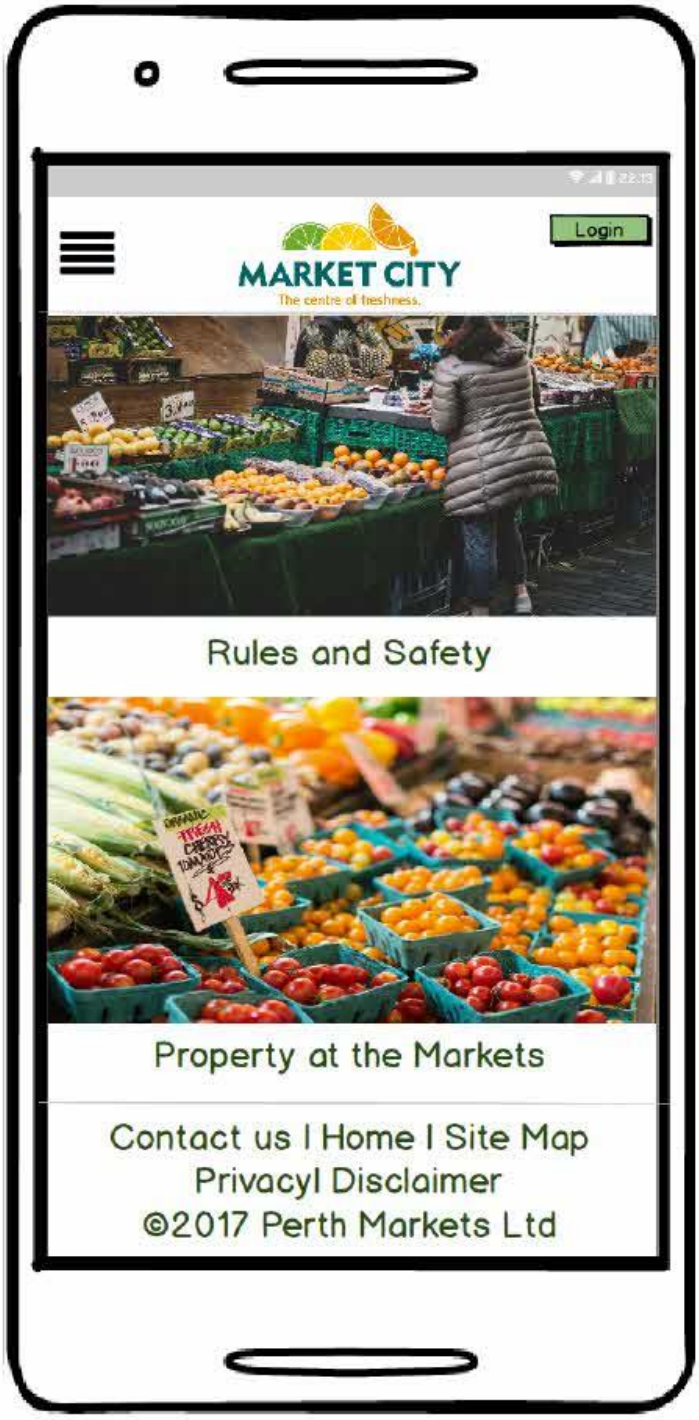
## 2 Home page (mobile)



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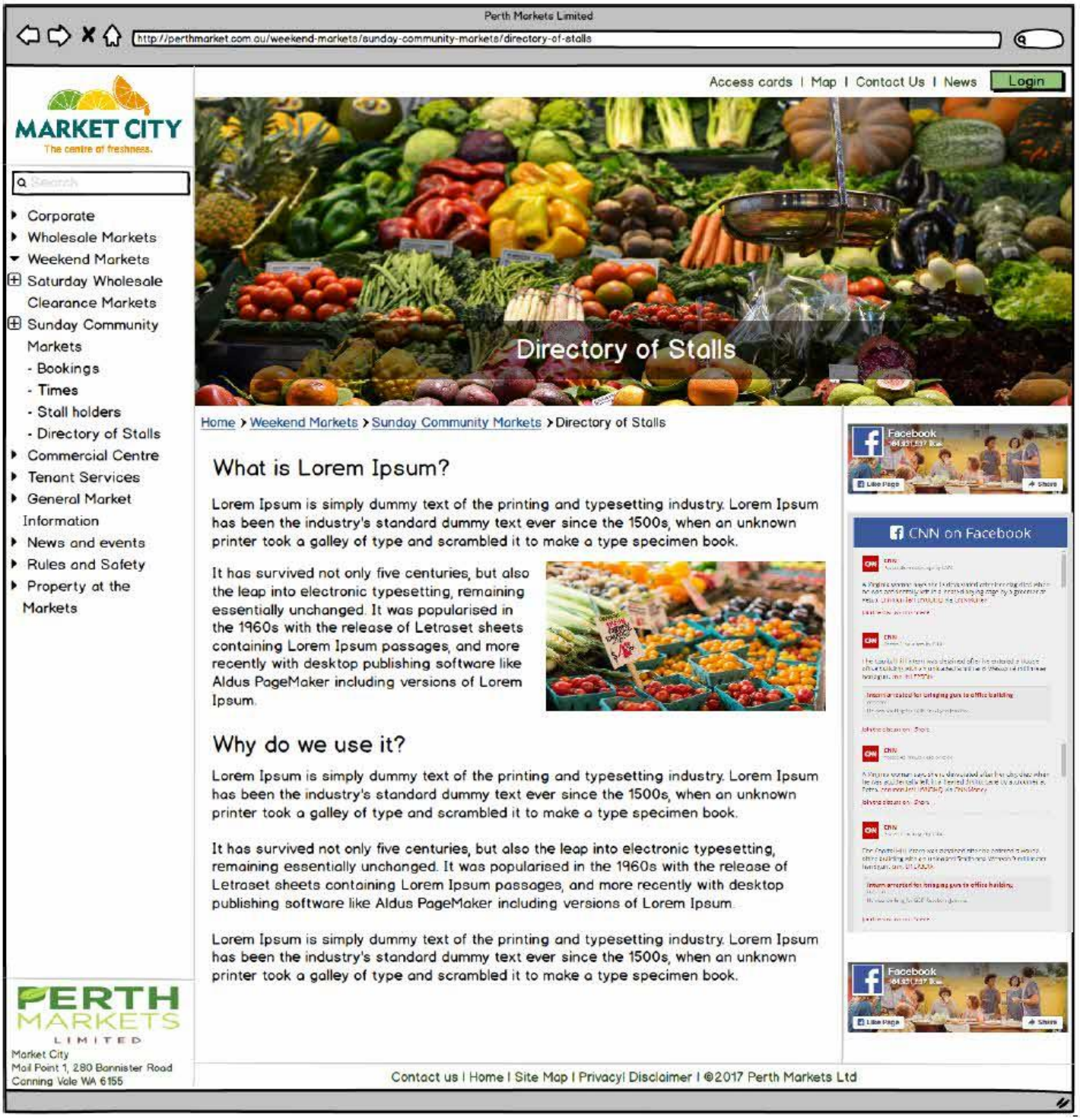
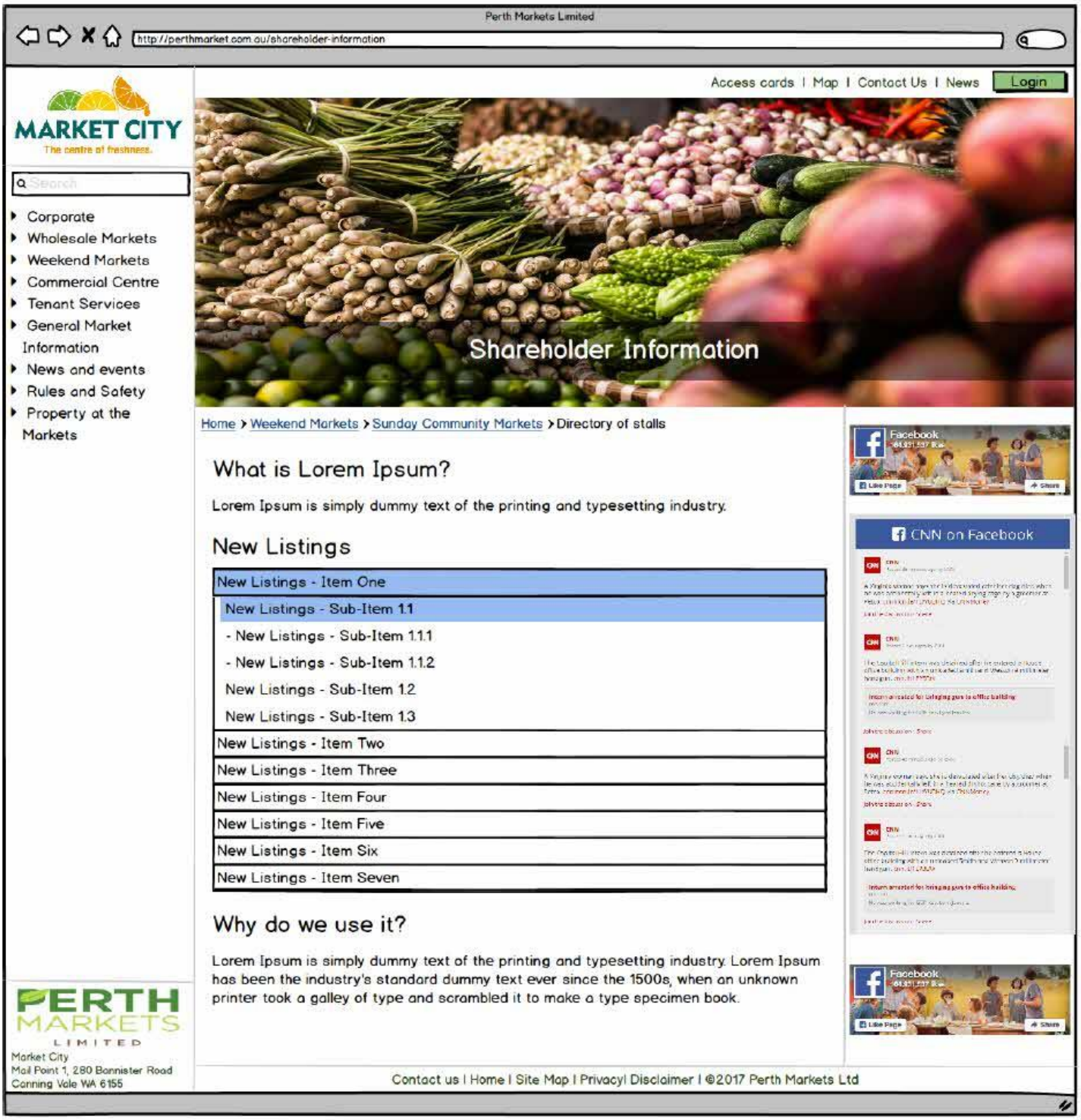
## 3 *Internal page (desktop)*

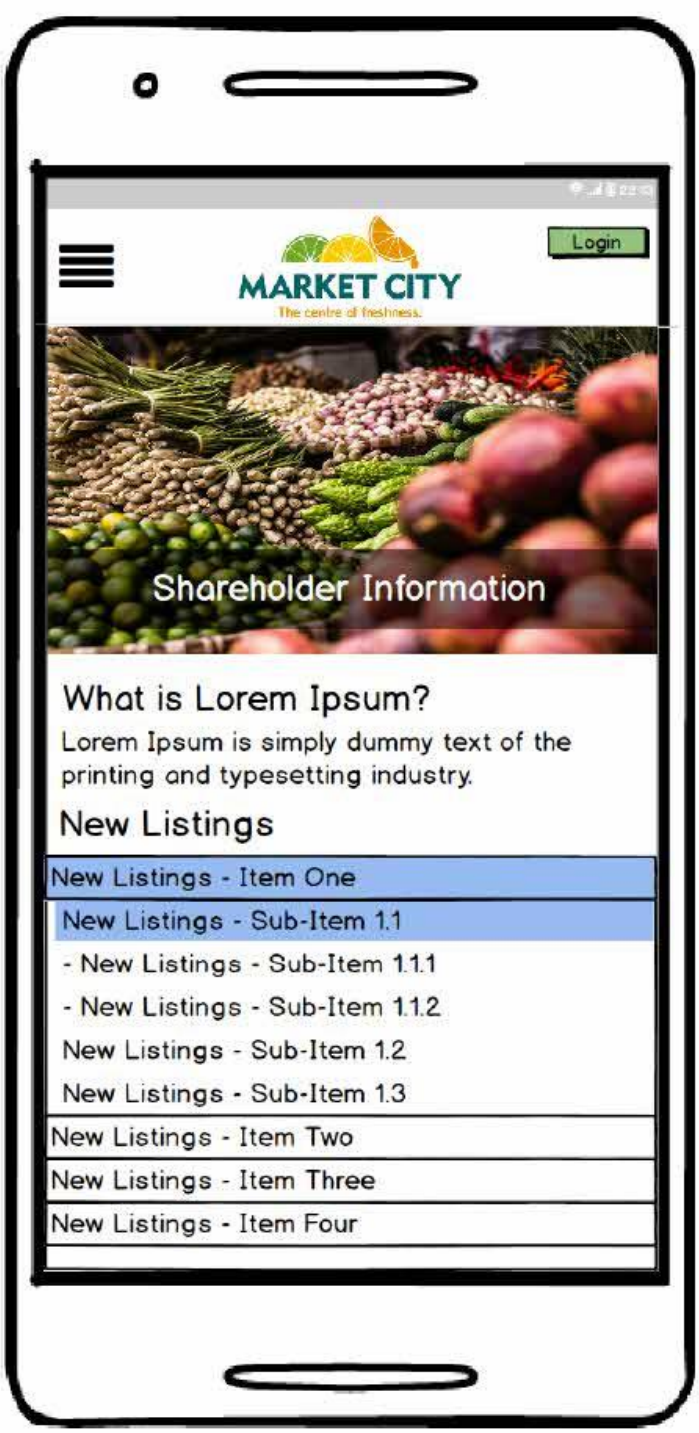


## 4 *Internal page (mobile)*

## 5 Shareholder page (desktop)



## 6 *Shareholder page (mobile)*



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## Navigation

Please find below our interpretation of the whiteboards following the workshop.

**Functionality/features are in bold.** Non-bold pages are expected to only contain standard content

- Corporate
  - Team
  - Board
  - Annual Report
  - Share Holder Information **(existing listing and details, layout as is, requires styling)**
  - History
  - Masterplan
  - Employment
  - Business Partners
  - Community Support
  - Contact Us
  - Industry Partners
- Wholesale Markets
  - Transport Operators (incl Time **?**)
  - Tenants
  - Find a Tenant **(existing feature, layout may be modified, requires styling)**
  - Sitemap
  - Site Rules
  - Parking (with Buyer & Tenant info)
  - Access Cards
  - Safety
  - Weekly Market Report
  - Growers
- Weekend Markets
  - Saturday Wholesale Clearance Markets (incl Times – **TBC ?** )
  - Sunday Community Markets
    - Bookings
    - Times
    - Stall holders
    - Directory of Stalls
- Commercial Centre
  - Directory of Tenants **(existing listing and details, as above)**
  - Sitemap
  - Fresh Ideas **(Booking? - TBC)**
- Tenant Services
  - Access Cards
  - Account Query
  - Fit out requirements
  - Waste Transfer Facility **(Data? - TBC)**
  - Rentokill Access
  - Maintenance Request
  - Safety
  - Forklift Identifier
  - CCTV Request
  - Schedule of Fees and Charges



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    - Tenant Communication
    - After hours key Tenant Access
- General Market Information
    - Arrange a Tour
    - Recipes
    - Industry News **(new categorised news listing, layout as is, as below)**
    - GGG Program
    - Market Background
    - Produce News
- News and Events
    - News Listing **(existing listing of categories, layout as is, requires styling)**
    - Events Listing **(existing listing of all categories, layout as is, requires styling)**
    - Stallholder Newsletter
    - Sitemap
    - Facebook feed **(new feature, requires layout and styling)**
- Rules and Safety
    - Access Cards
    - Site Rules
    - Parking Terms and Conditions
    - Permit Request
    - Forklift Request
    - Forklift Identification
    - Contractors
- Property at the Markets
    - Leasing Opportunities
    - Background
    - Masterplan
    - Contact Us
- Not in Navigation
    - Search results page
    - Sitemap (website navigation listing, not a PDF map of the premises)
    - Privacy
    - Disclaimer

Contact us **(existing contact form, layout as is, requires styling)**

We have also “previewed” the navigation for you using an online tool:
https://5h362214.optimalworkshop.com/treejack/5gc230a3
Feel free to use this to get a feel for how well the navigation works for each of your main user groups.



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