

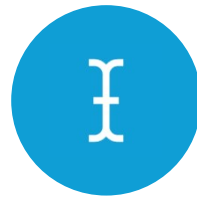
Contents



SITE VISUAL
STYLE



SAMPLE
PAGES



ABOUT US
TEXT



TARGET
PERSONA

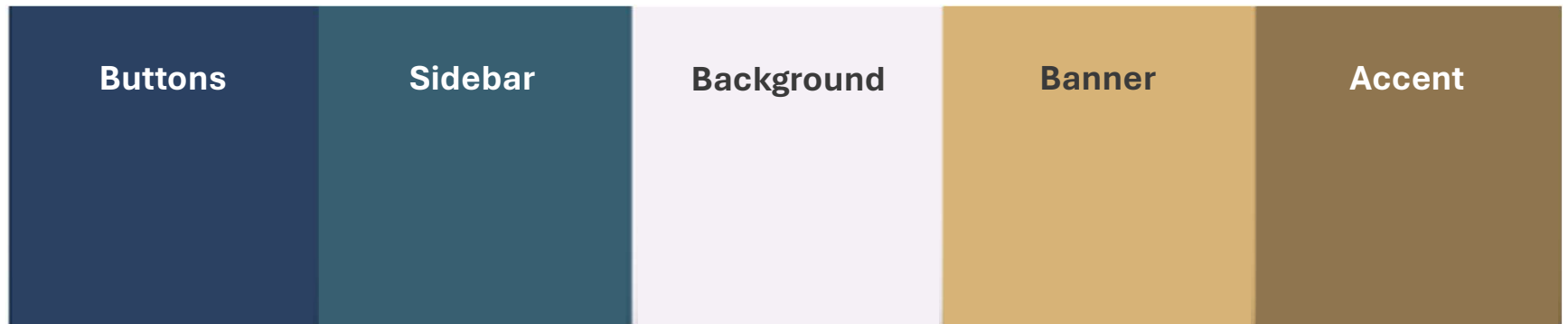


TESTING
PLAN



Site Visual Style

Colors



Font

Georgia

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.



Sample Pages

Home Page

VOGEL
Timepieces

Home About Us Contact Us

Collection
Historical Pieces
Modern Pieces
Appraisal
Services
About Us
Contact Us

Ask us a question:
Type here.

Collection Page

VOGEL
Timepieces

Home About Us Contact Us

Collection

Image by Alisa from iStockphoto

Image by Seta Mittermaier from iStockphoto

Image by MiroslavCezarik from iStockphoto

Image by Hans Edouard from iStockphoto

Image by Gerd Ahrens from iStockphoto

Image by Stefan Schwaiblmair from iStockphoto

Collection
Historical Pieces
Modern Pieces
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About Us
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Larger versions follow this page



Home

About Us

Contact Us

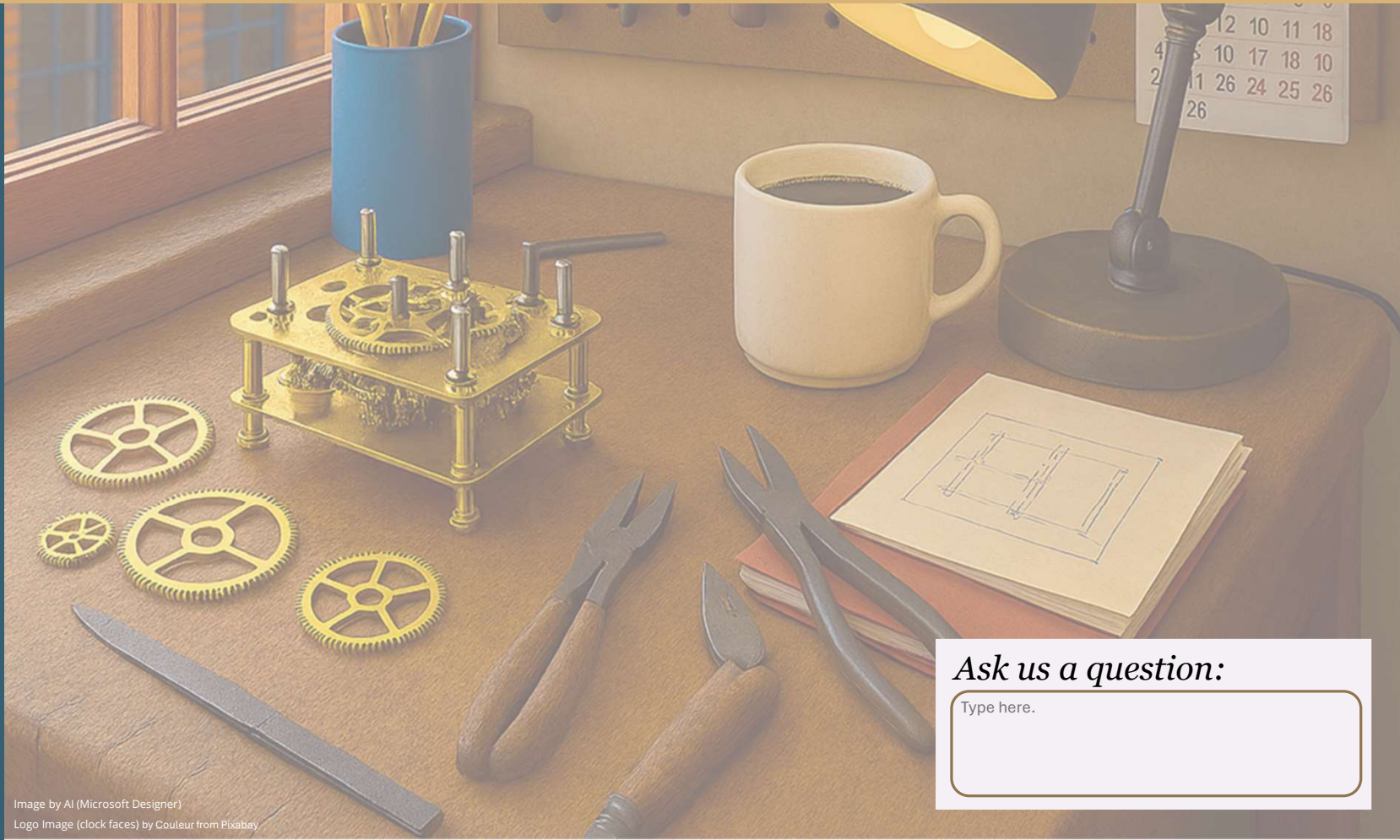


Image by AI (Microsoft Designer)
Logo Image (clock faces) by Couleur from Pixabay

Collection

Historical Pieces

Modern Pieces

Appraisal

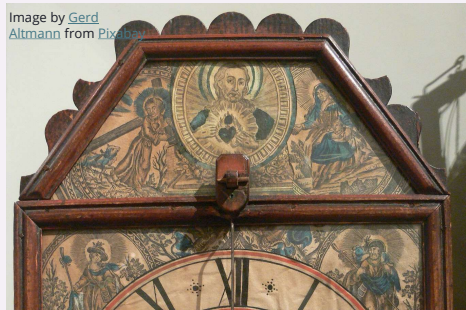
Services

About Us

Contact Us

Ask us a question:
Type here.

Collection



- Collection
- Historical Pieces
- Modern Pieces
- Appraisal Services

- About Us
- Contact Us



About Us text



About Us

Vogel Timepieces: Where Time and Excellence Meet Expert Repair and Restoration

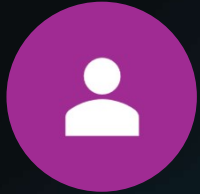
At Vogel Timepieces, time is more than what we measure – it's what we preserve. For over 30 years, we have been honored to be your trusted partner in restoring and repairing timepieces both old and new. With our extensive knowledge of antique timepieces, we understand the historical and sentimental value of your heirloom. We specialize in identifying, appraising, and restoring fine watches and clocks.

Whether it's a minor repair or a complete restoration, we approach every project with care and expertise, ensuring your timepiece runs perfectly. No job is too small or too complex; we're here to help. As a proud local business, we are committed to delivering quality craftsmanship and personalized service to our community. Let us help you make every second count!

Get in touch today [here](#).

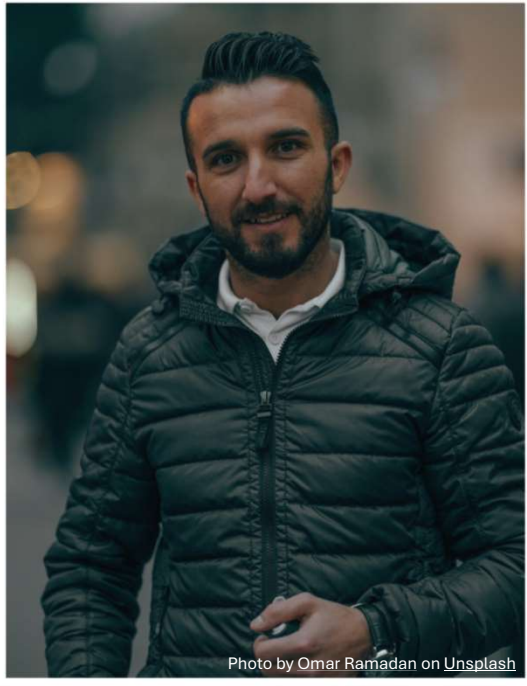


Image by Frank Rietsch from Pixabay



Target Persona

Rashad



Rashad has a well-paying job that supports his family and allows for discretionary spending. He enjoys fine, high-quality things and takes pride in carefully choosing and maintaining them to a high standard. Not all of his fine possessions are newly made, and he enjoys learning the history of his older acquisitions. He is currently looking for a repair shop that shares his interests and philosophy.

Age: 35

Occupation: upper-level Financial Analyst at Fortune 500 company

Family: Married seven years, 5-year-old son, 2-year-old daughter

Personal interests: History, museums, avid reader, describes himself as a 'hardcore' Star Wars fan

Technology profile: Early adopter of new tech, but prefers some analog pieces like a wristwatch.

Hardware: MacBook Pro at home, Windows 11-based desktop at work, iPhone, Kindle Paperwhite



Testing Plan

Strategy

As this is a new website, we want to ensure it serves its purpose. Testing will focus on information availability, information organization, and the functionality of key features, such as customer information gathering and the chat feature.

Methodology

Perform a card-sorting test to determine the ideal information organization before starting work. Perform a ‘first click’ test to ensure easy access and availability of information after the website build is complete. Perform an unmoderated usability test with tasks designed to test the functionality of key features. Website-based testing sites such as Chalkmark or Qualtrics can be used to create and host testing.

Schedule

Testing to be carried out before and during the website build, with final functionality testing completed before going live.