



**ATM CLICK**



— BY NHI NGUYEN

# **CLIENT DOCUMENTATION**

[www.atmclick.com](http://www.atmclick.com)



ATM CLICK

# DESIGN BRIEF



## BACKGROUND SUMMARY

ATM (Automatic Teller Machine) Click was started by Mark Gonzalez and John Falahee in 1992. The company is currently owned under SOP Distribution. Instead of looking to dominate the skateboarding industry, ATM focuses on producing skateboards for riders who just want to have fun. The company is widely known for their quality board shape.

They have a great selection of starter boards for beginners and technical styles for intermediate levels. Their deck graphics are one of a kind and feature bright, funky graphics such as smiley faces, hippies, skulls, and musical instruments. Designed with unmatched urethane formula, ATM also offer the skateboard wheels, trucks and hardware products in several styles, compatible with a variety of riding preference from longboarding to freestyle.

## PROJECT OVERVIEW

The primary objective of this project is to redesign the ATM Click website to attract a young and modern audience who interest in skateboarding, while appropriately reflecting the company's unique style in the modern skateboard making industry. In addition, allowing the clients to purchase items with a great experience of online shopping.

### TARGET AUDIENCE

The target audience is youth and young adults who interest in skateboarding in different level from beginners to professionals.

### COMPETITION

Baker Skateboards founded in the Fall of 2001 is the brain child of Andrew Reynolds.

**Pros:** Their website is easy to navigate and visually appealing.

**Cons:** The company's style is not establish.

### ASSETS NEEDED

- + High quality logo & photos.
- + Product price list.
- + Product informations.
- + Location map & Contact.
- + Product informations.
- + Star ratings.
- + History of company.
- + Payment information.
- + Shipping & return.
- + Social media information

**NAME** Luan Oliveira

**AGE** 36

**GENDER** Male

**LOCATION** New York

**EDUCATION** Phoenix University

**FAMILY** Wife and Daughter

**HOBBIES** Music

**OCCUPATION** Radio DJ

**INCOME** \$70,000 Annual Salary

**WORK HOURS** Tuesday–Saturday, 6am–3pm

**DISABILITIES** None

**COMPUTER SKILL LEVEL** Above Average

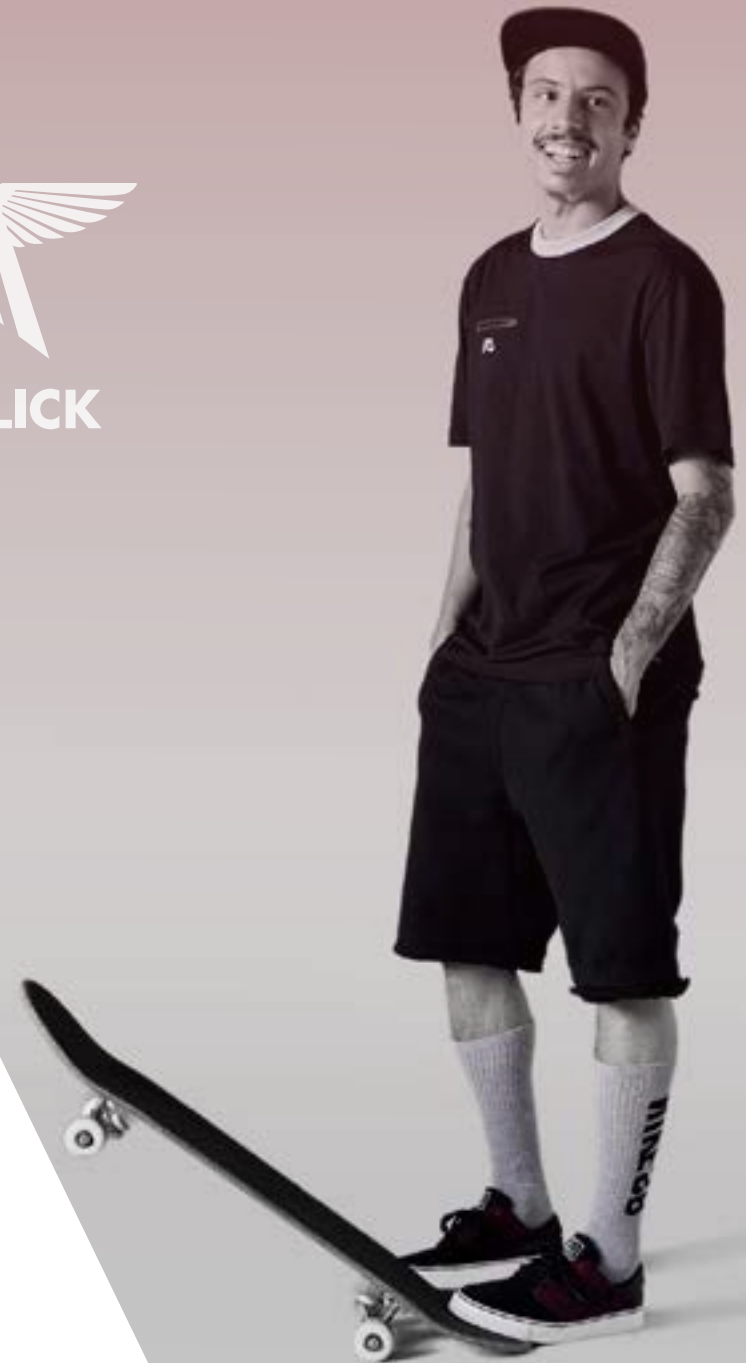
#### **USER-SITE INTERACTION EPISODE**

Luan just got back into skating after 10 years. It took a push from his daughter seeing pictures of him back in the day to get motivated. A friend at work recommended him to buy an ATM Click's skateboard. However, the local skateboard shop was out of stock so Luan decided to buy it online. He visited the website of ATM Click, but the website does not show either the description or price list of the items. Therefore, he had to find another online shop.

# USER PROFILE 01



**ATM CLICK**



**NAME** Clara Bensen

**AGE** 23

**GENDER:** Female

**LOCATION** California

**EDUCATION:** Berkeley University

**FAMILY** Boyfriend

**HOBBIES** Cooking

**OCCUPATION** California Pizza Restaurant

**INCOME** \$30,000 Annual Salary

**WORK HOURS** Monday–Friday, 5pm–10pm

**DISABILITIES** None

**COMPUTER SKILL LEVEL** Experienced

#### **USER-SITE INTERACTION EPISODE**

Clara's boyfriend is a professional skateboarder, so she decided to take a skateboarding lessons from him. Clara wants her new board to be ATM Click skateboard because this is her boyfriend's favorite brand. Because there are more skateboard designs to choose from online store, Clara went to check out the ATM Click's website. However, the organization of the products was too busy and oversized. She cannot have a good look at the design of the deck. Clara left the site shortly after getting frustrated.

# USER PROFILE 02



**NAME** Paul Rodriguez

**AGE** 19

**GENDER** Male

**LOCATION** Florida

**EDUCATION** Keiser University

**FAMILY** Single

**HOBBIES** Music

**OCCUPATION** Full-time Student

**INCOME** \$2,000 Annual Salary

**WORK HOURS** Monday–Friday, 6am–3pm

**DISABILITIES** None

**COMPUTER SKILL LEVEL** Above Average

#### **USER-SITE INTERACTION EPISODE**

Paul has had a ATM Click's skateboard for a long time, so he want to change the wheels of the board. He went to the company website to look for matching wheels for his old board. However, he tried to find an option to view the wheels in appropriate category, but no such filter option. He started to go through their entire items. After awhile, He left the site because it may took too long to find the wheels that he needed.

# USER PROFILE 03



ATM CLICK





**ATM CLICK**

# **FUNCTIONAL SPECIFICATIONS**

Shopping Cart

Newsletter

Search

User Login/Sign Up

Star Rating Review

Interactive Map

Video/Slideshow

Social Media Links

Downloadable Photos

Share Function

Filter Options

Sort of function

Wish list Function

Language options

Store Hours

Product Detail Pages

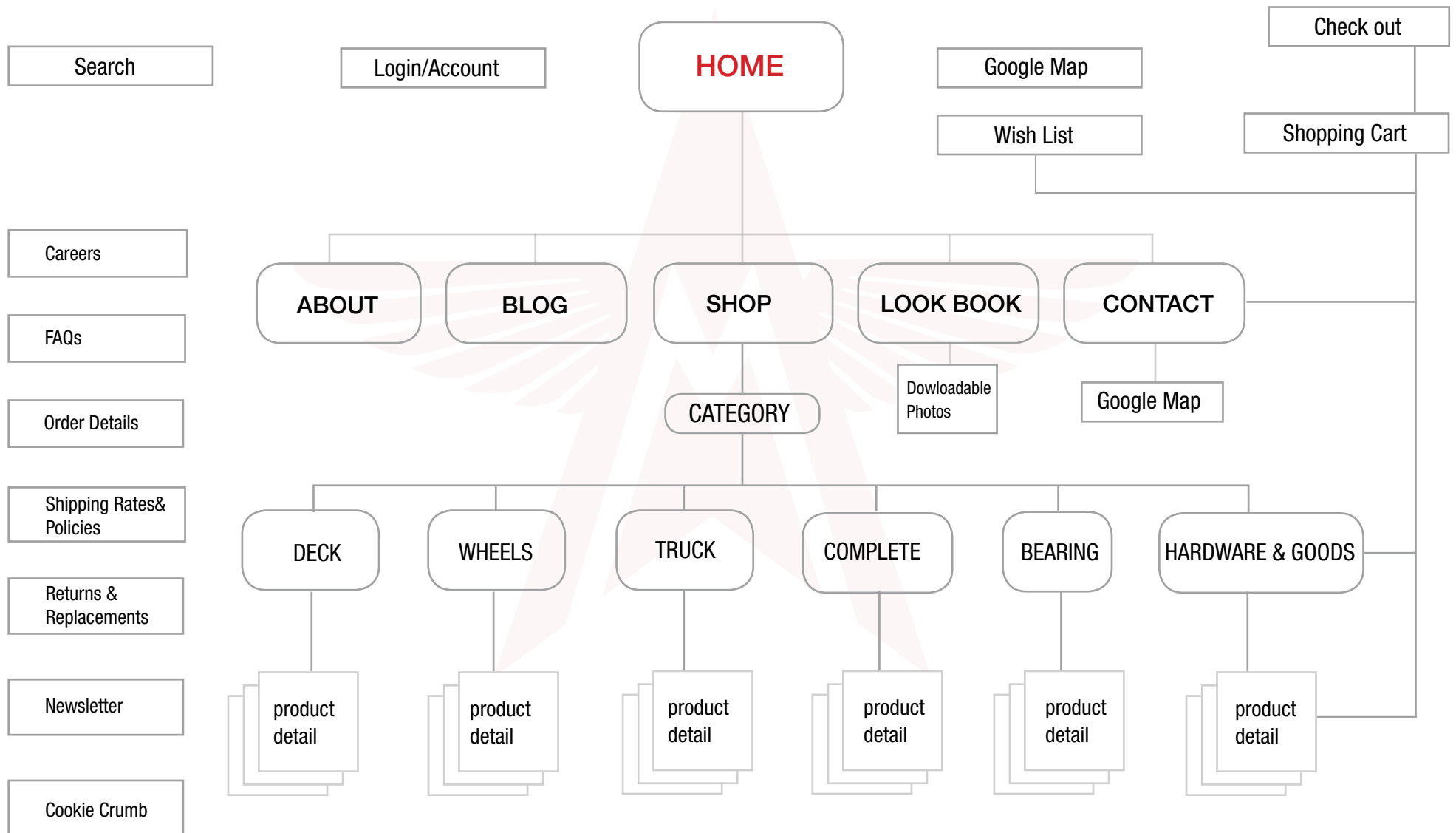
Shipping Info

Rerurn Info

FAQs

Cookie Crumb

# SITE MAP





English

Search

Account

Login

Cart (0)

Wish list (0)

HOME

ABOUT

SHOP

LOOK BOOK

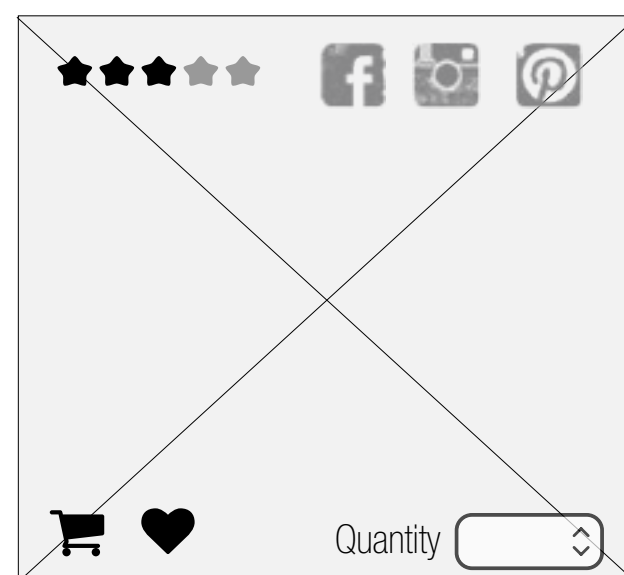
BLOG

CONTACT

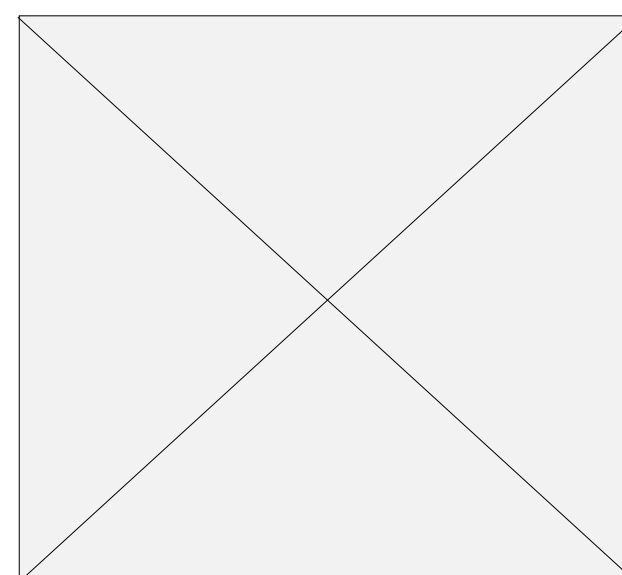
# NEW SPRING LOOKBOOK

CLICK TO VIEW

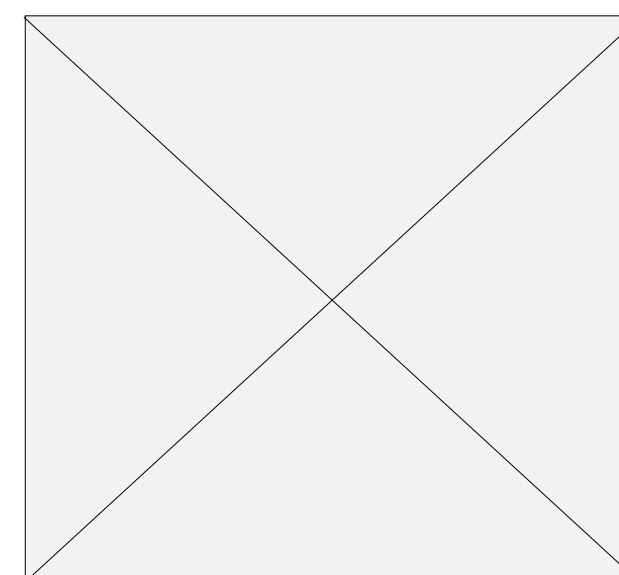
## NEW ARRIVALS !



**Aqua Drop-Down**  
\$149.99



**Moto Cruiser**  
\$149.99



**Kosher**  
\$149.99

### STORE LOCATION

2919 San Luis Rey Rd.  
Oceanside, CA 92058  
(760)-439-3119

### HOURS

M-Th // 11AM-8PM  
FRI // 10AM-9PM  
SAT // 10AM-8PM  
SUN // 11AM-7PM

### QUICKLINKS

- Careers
- FAQs
- Your Account
- Your Order
- Shipping Rates & Policies
- Returns & Replacements
- Map

### NEWSLETTER

Subscribe to the mailing list to receive updates on New Arrivals, Special Offers, Holiday Sales, and our Discount Codes. Get a 15% OFF your first purchase code!

Email Address

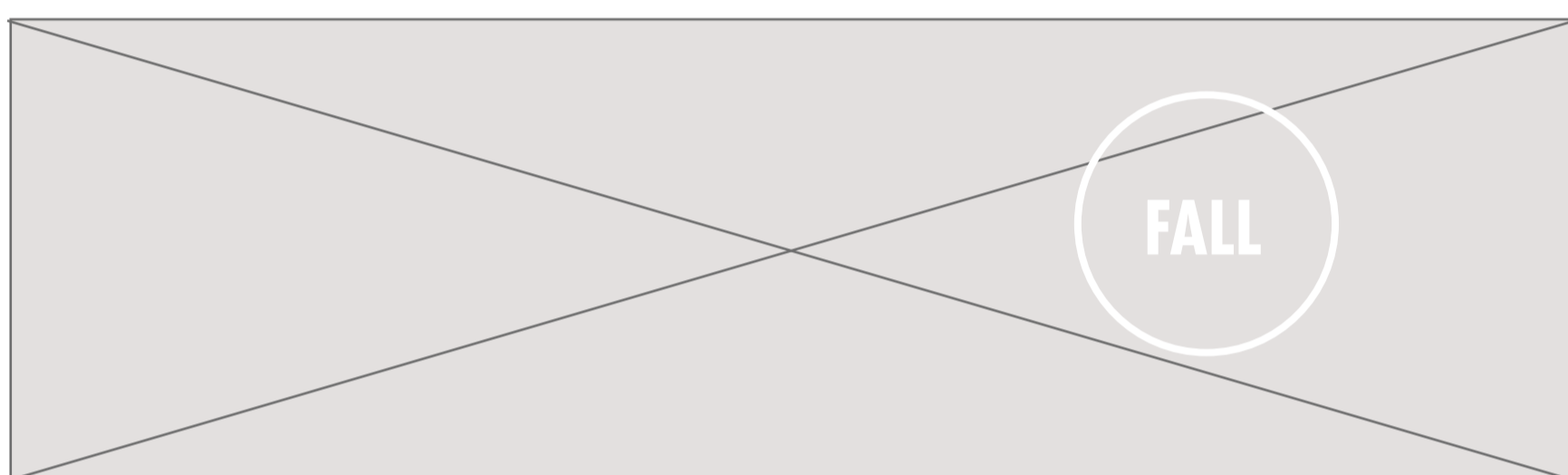
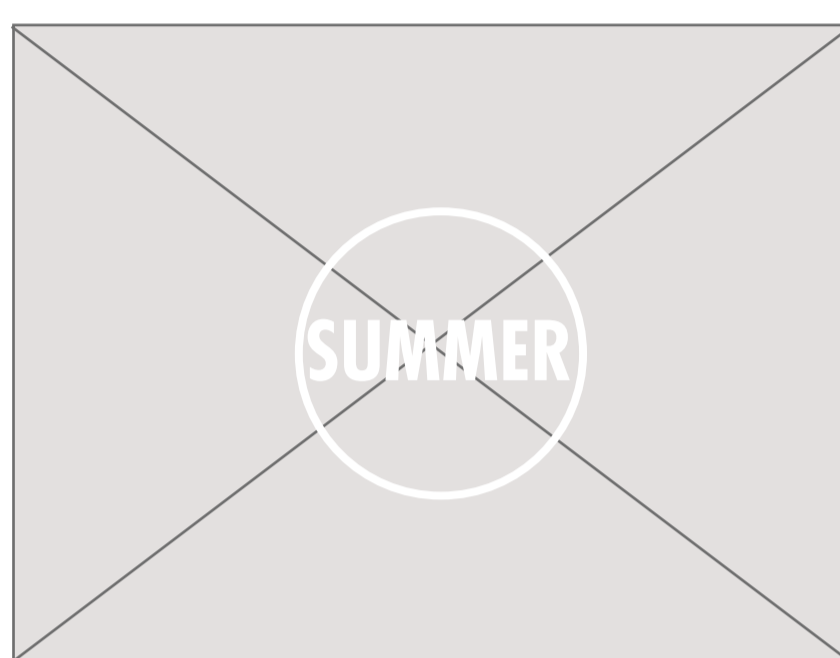
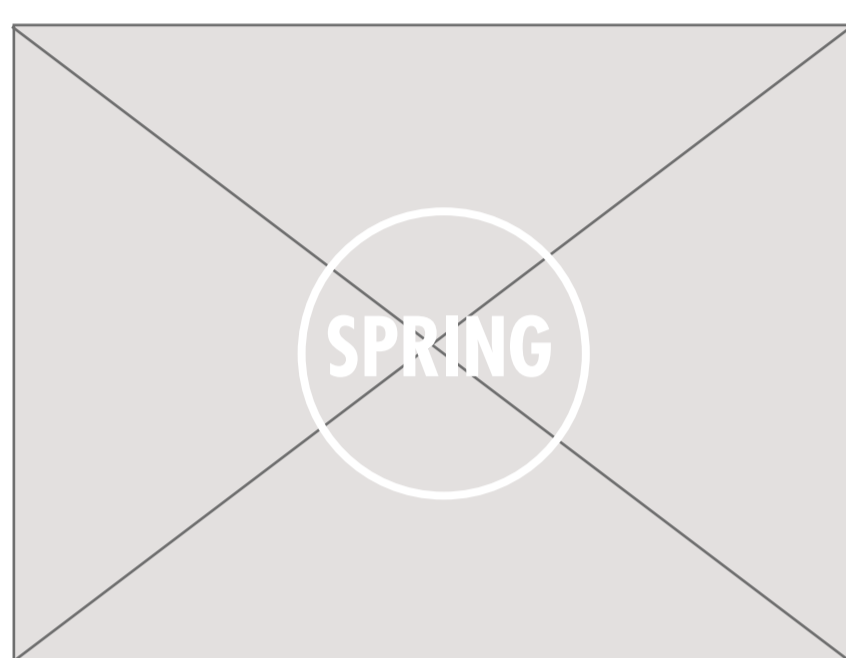
Subscribe now



# NEW ARRIVALS

[CHECK IT OUT!](#)

## OUR LOOK BOOKS



[SEE MORE!](#)

## Playmate Skate



[MORE FROM OUR BLOG!](#)

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[Location Map](#)

# SHOP

## MOTO CRUISER

NEW KING OF THE ROAD

COMPLETE

DECK

WHEELS

TRUCK

BEARING

HARDWARE & GOODS

SEE MORE!

Home >> Shop >> Complete

### COMPLETE SKATEBOARD

Showing 1 - 6 of 20 results

Items per page: 06

SORT BY

Arrival

Most popular

Price

Star Rating

Style

PRICE

\$0 \$1000

TYPE

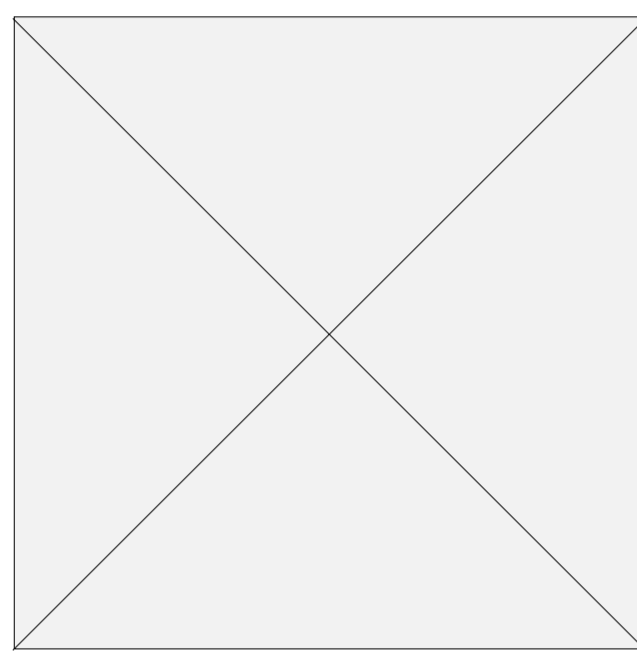
Cruisers

Downhill

Drop Downs

Drop Throughs

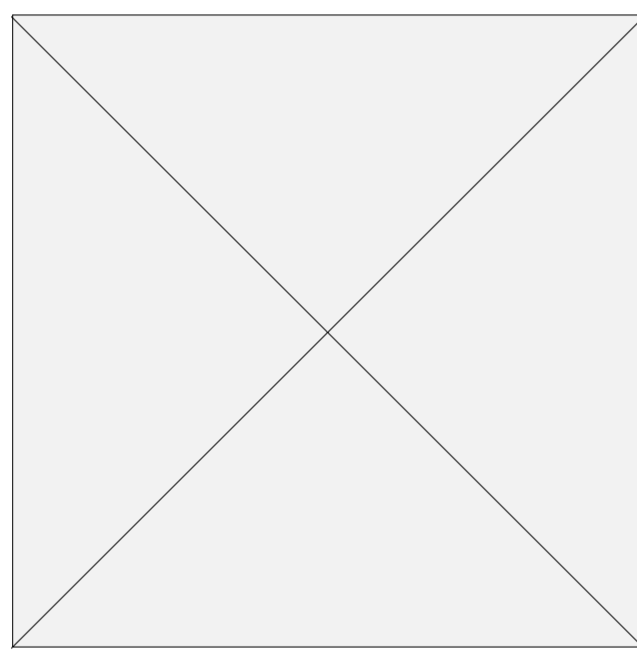
Longboards



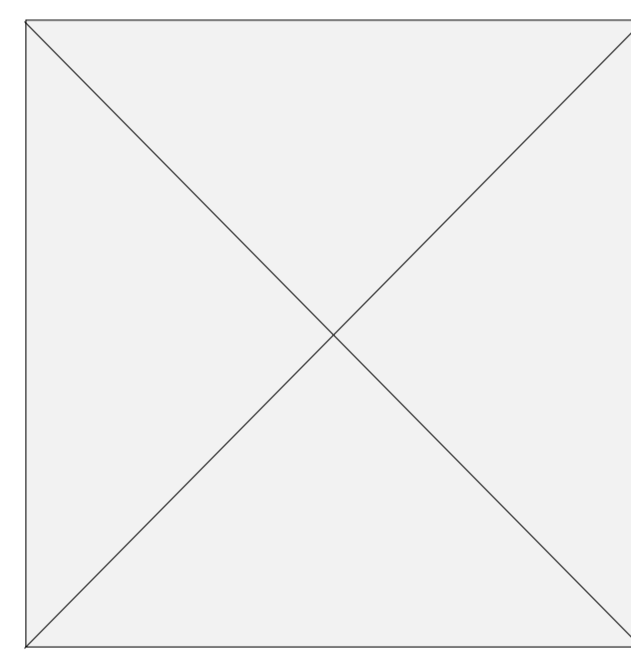
DEEP  
\$149.99



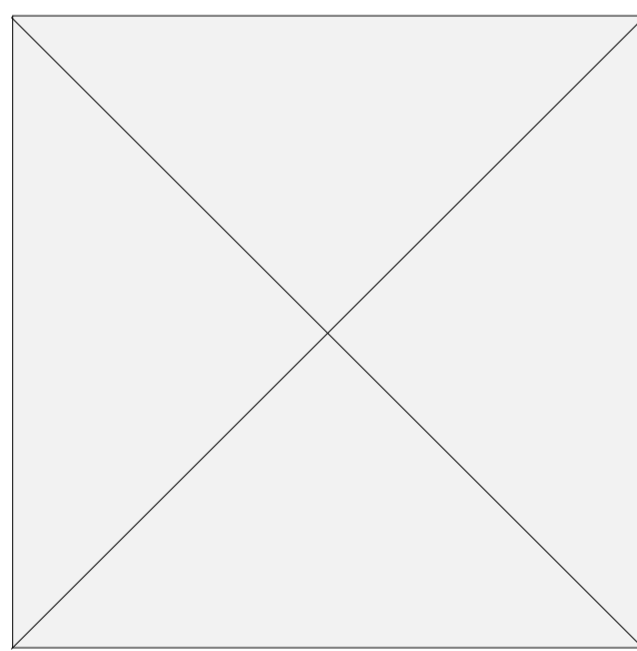
KRAKEN DROP THROUGH  
\$149.99



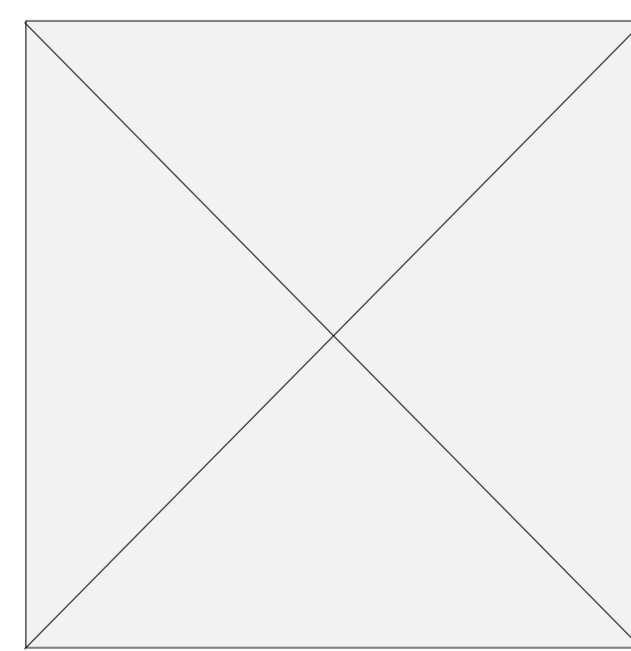
ENDLESS SUMMER WAKE  
\$149.99



ENDLESS SUMMER BIRD  
\$149.99



TERRA  
\$149.99



ENDLESS SUMMER BIRD  
\$149.99

01

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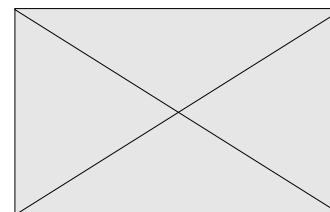
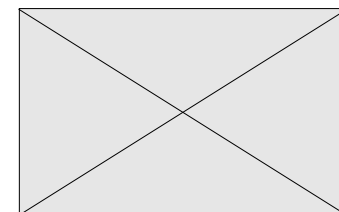
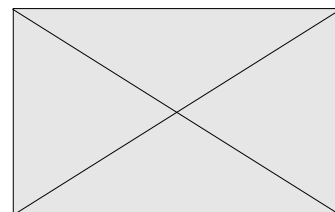
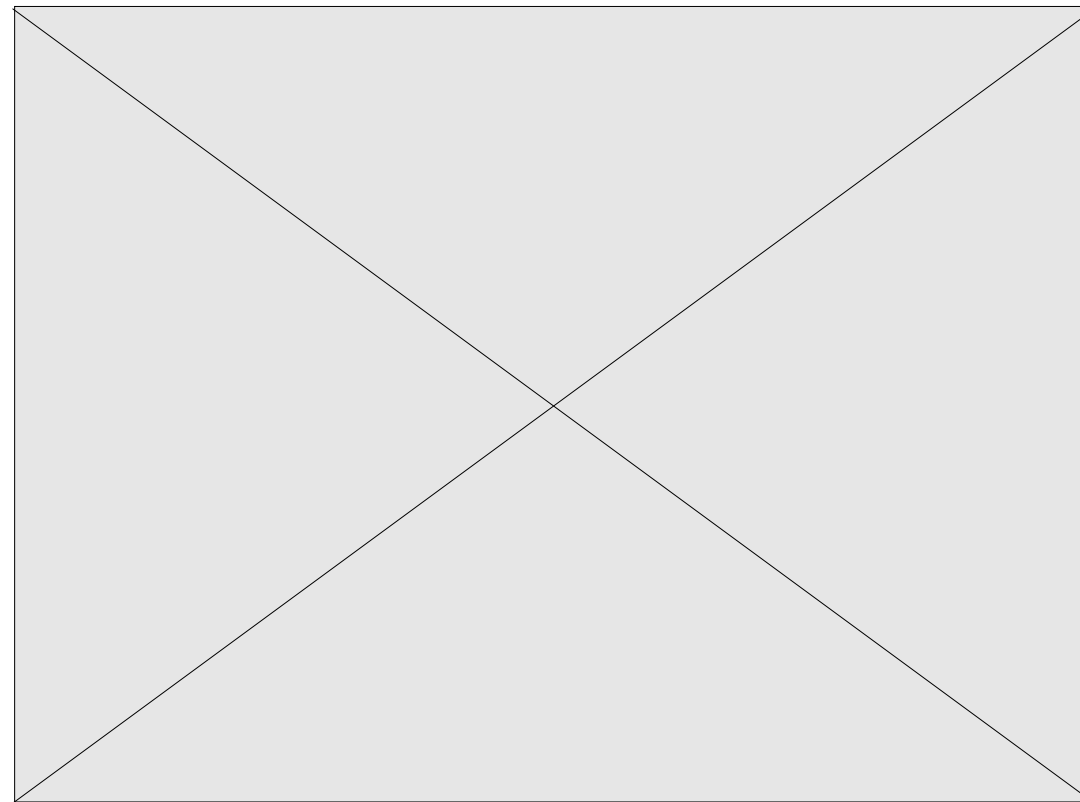
Your Email

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Location Map

[COMPLETE](#) [Home >> Shop >> Complete >> Grateful Dead Bertha](#)[Review this item](#)

( 96 reviews)

SHARE 

## GRATEFUL DEAD BERTHA

38.5" x 9.375" 28" Wheelbase

### FEATURES

Wood burned Dusters x GD top logo

Clear broadcast grip

Slant 150mm reverse kingpin trucks

1/8" riser pads

Dusters Abec7 bearings

65mm x 47mm 83A wheels

**\$149.99**COLOR [◀ Brown ▶](#)QTY [◀ 01 ▶](#)[Add To Cart](#)[Add To Wish List](#)

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