



# USABILITY PLAN

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DaC  
GRAPHIC  
DESIGN

# When & Where

At residences & remotely  
Week of June 1st

# 1

## USABILITY PLAN



DaC  
GRAPHIC  
DESIGN

### OUR OBJECTIVES

- To have plenty of contact options
- To show and explain what past jobs have been done and what job sizes Full Spectrum does
- Add information on what makes Full Spectrum the choice business
- Add more details in paint process
- Optimize the view ability of the work portfolio and add before pictures
- To make sure the paint process is understood by the user

### WHAT WE WERE TALKING ABOUT

- To make it easier to correspond with service provider
- To understand what job sizes Full Spectrum accepts
- To see how Full Spectrum compares to competition
- Take a look at the paint process
- Look at the work portfolio
- To look at the paint process Full Spectrum does

### DEMOGRAPHICS



Private  
Owner



Business  
Owner

# 2

## SCENARIOS

1. You want to know a ball park figure on how much it would cost to get your whole fleet of equipment painted but don't have time to talk to someone at the moment. How would you go about doing this?
2. You have a single piece of equipment and want to know if Full Spectrum Coatings does smaller jobs. Try finding out if this is possible.
3. You have a used tractor equipment company and figure it will be a lot of cost and time to have all the equipment sent out. You want to keep the equipment on location to get it back on display as soon as possible. Does Full Spectrum Coatings provide service at your location and how long does it take to paint a piece?
4. You have had a bad experience with a "fly by day" painter who did work for you in the past and were not happy with the service. You are looking for true quality that looks professional and will last several years. What is included in the paint service and what is done in the procedure?
5. You would like to do an online comparison as to the type of work Full Spectrum Coatings provides in comparison to other companies before contacting them or investing money into your equipment that is for sale. See if there is a way to do this.

