

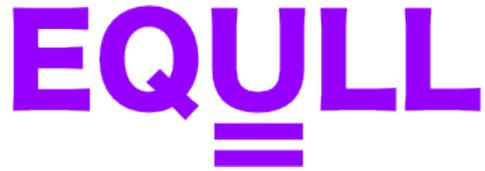
Website Specifications



Chad T Grant
Heather Curtin
James Burnett

April 3, 2020

Logo

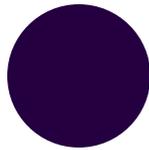


Color Palette

Primary colors are shades of purple and grey. The brighter primary colors are for alerts and status indicators only.



HEX #9500FF
RGB 149,0,255



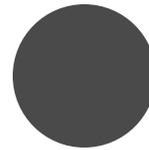
HEX #250040
RGB 37,0,64



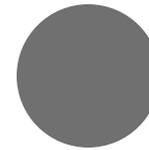
HEX #9C62C2
RGB 156,98,194



HEX #F7E6FF
RGB 247,230,255



HEX #4A4A4A
RGB 74,74,74



HEX #707070
RGB 112,112,112



HEX #D6D6D6
RGB 214,214,214

Status Colors



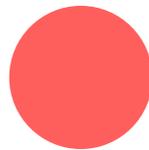
HEX #31CC62
RGB 49,204,98

"On Time"
status



HEX #FFC95E
RGB 255,201,94

"Delayed"
status



HEX #FF5F5C
RGB 255,95,92

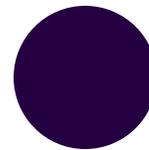
"Stopped"
status and
notification
alert



HEX #61A0FF
RGB 97,160,255

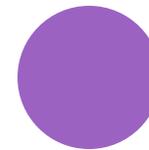
"Completed"
status and
notifications

Text Colors



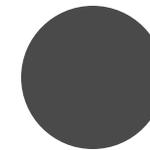
HEX #250040
RGB 37,0,64

Top and side
bar menu items
are in this
default color



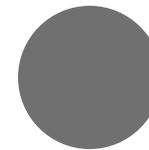
HEX #9C62C2
RGB 156,98,194

Links or select-
ed items are in
this color



HEX #4A4A4A
RGB 74,74,74

Default text
color



HEX #707070
RGB 112,112,112

Fonts Family

Font families used are Roboto and Roboto Mono. This provides a clean, modern look while providing a unified look between both a proportional and fixed width font. If necessary, these fonts could be replaced with a similar sans serif family that offers a variety of weights, widths and preferably has both proportional and fixed widths to allow for easy reading of things like container numbers.

Fonts - Specific Use

Text should be in upper case or in title case.

Text should generally be darker colors on light with good contrast.

PRIMARY INFO

Roboto Mono
Bold
Uppercase

38pt - #4A4A4A - Primary shipment identification number.

EXAMPLE TEXT

EXAMPLE TEXT

EXAMPLE TEXT

EXAMPLE TEXT

Roboto
Bold
Uppercase

24pt - #250040 - Left menu buttons

13pt - #250040 - Progress bar labels

20pt - #4A4A4A - Shipment Summary group labels

16pt - #4A4A4A - Shipment state, appointment, and shipping detail labels

Example Text

Roboto
Bold
Title Case

24pt - #250040 - Driver and Location names

Example Text

Example Text

Roboto
Regular
Title Case

18pt - #4A4A4A - Shipment Spotlight details

16pt - #4A4A4A - Shipment Summary information

Example Text

Roboto
Regular - Italic
Title Case

16pt - #4A4A4A - Shipment Summary secondary information

Icons

These are all in the top menu bar.

Color is #250040.



Search



Help



Account Info
This is a generic icon - could be replaced with user initials or picture.



Messages



Badge
Used for alerts and messages - reflects quantity of instances. Font is Roboto Mono, bold in white.



Messages with Badge

Maps

Maps are interactive and fully zoomable and movable. The default size should be fit to the Origin and Destination.

The map should be able to have a larger version that fills up most of the screen when selected.

Color is #4A4A4A with white fill.



Origin



Destination



Shipment Location

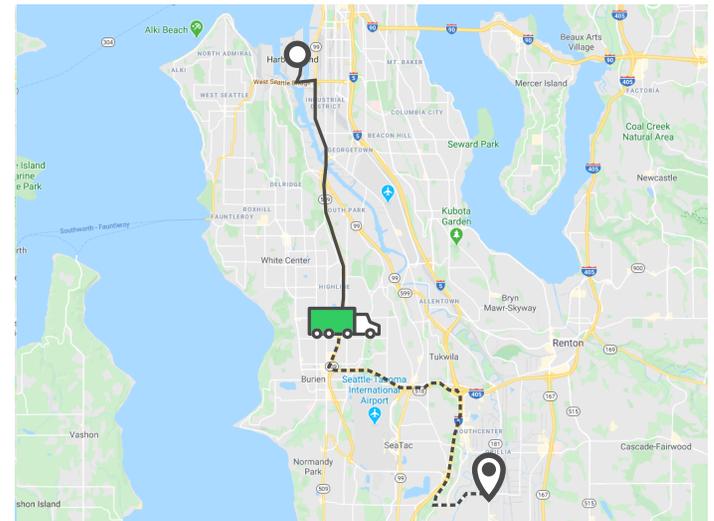


Shipment Location icon should change color based on status

Path already traveled
3px Solid Line

Expected travel path
3px Dashed Line
5 pt dash, 3 pt gap

Icons in use



Buttons

There are two primary styles of buttons - primary and secondary.
Color is #9C62C2 and white. Shape is a "Racetrack".



Solid purple buttons are the primary button in that they are the selected option or the more prominent action. I.e. "All" is selected and "Yesterday" is not. "Message" is the favored Call to Action and "Call" is the secondary option.

Other important buttons.

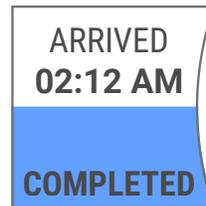
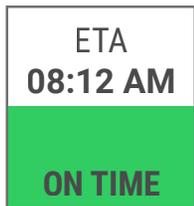
Elements



Five star rating system using 3 elements - full, half, and empty stars.



Shipment progress bar. Filled circles represent completed states.



Status badges - show ETA and status of the shipment with appropriate colors and distinctive shapes to provide non-color based distinction.



Profile Pictures:
Small - 33 px
Medium - 59 px
Large - 148 px

Shipment Dashboard

Left Navigation Menu

Shipment summaries and filters

Top Bar

Shipment Snapshot

The only thing that scrolls on this page is this box below the dark grey bar.

Badge on Alerts when there are alerts.

All shipments can be found here. Default shows shipments from current day forward, but you could also scroll up to see past shipments. Search results also appear here.



Cedar Shipping Co.




All
Yesterday
Today
Tomorrow
+ New Shipment

Shipping State	Status	Type	Date
FRIDAY, APRIL 3, 2020			
ETA 08:02 AM ON TIME	JATA5416861 Ref #: 8897543	Port of Seattle Kent, WA Sequoia Imports Inc.	Appointment 08:00 AM - 10:00 AM OUTGATED
ETA 08:58 AM ON TIME	DCSQ5202087 Ref #: 6896605	Redmond, WA Port of Seattle ABC Corp.	Appointment 09:00 AM - 11:00 AM OUTGATED
ETA 01:51 PM DELAYED	OTXW8974091 Ref #: 9008942	Port of Tacoma Frederickson, WA Sequoia Imports Inc.	Appointment 12:00 PM - 02:00 PM DISCHARGED
ETA 11:57 AM ON TIME	YCEL8480966 Ref #: 1199904	Port of Seattle Seattle, WA Northwest Logistics	Appointment 12:00 PM - 02:00 PM DISCHARGED
MONDAY, APRIL 6, 2020			
	ELRM4606644 Ref #: 3785434	Everett, WA Port of Seattle Eagle Watch	Appointment 07:00 AM - 09:00 AM SCHEDULED
	AXGI5217172 Ref #: 9941360	Port of Tacoma Kent, WA ABC Corp.	Appointment 10:00 AM - 12:00 PM SCHEDULED
TUESDAY, APRIL 7, 2020			
	POEM1852242 Ref #: 8794898	Snohomish, WA Port of Seattle Northwest Logistics	Appointment 07:00 AM - 09:00 AM SCHEDULED

JATA5416861

From **Port of Seattle**
To **Kent**

ETA
08:12 AM
ON TIME

Appointment
08:00 AM
April 3, 2020

AVAILABLE SCHEDULED DISCHARGED INGATED OUTGATED DELIVERED

Reference # **8897543** Container Type **40'HC**

Consignee **Sequoia Imports Inc.** Gross Weight **58,500 lbs**

Origin **Port of Seattle** Carrier **MTFZ - EG Transport**

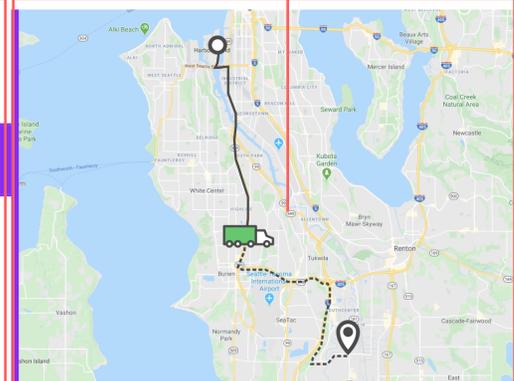
Destination **Kent, WA** Driver **Emory Gunn**

More Details
Contact

Chat with us

dispatch@equll.co

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Primary Elements

Top Bar

Fixed at the top of all screens.

Links to:
Messages
User's Account Profile
Help



Search field with prompt that disappears when text is entered. Searched all fields of shipments.

Cedar Shipping Co.

Link to the user's company's account information.

Shipment Summary

The highest level summary for shipments. This area could be customized by the user to provide the most important information for them to see for shipments. When selected to see more detail, it is encircled in bright purple. Status badge is shown for all shipments that should be moving or are complet-

ETA
08:12 AM
ON TIME

JATA5416861
Ref #: 8897543

Port of Seattle | Kent, WA
Sequoia Imports Inc.

Appointment
08:00 AM - 10:00 AM
OUTGATED

Alerts

Notifications of significant changes in status.

Small profile picture

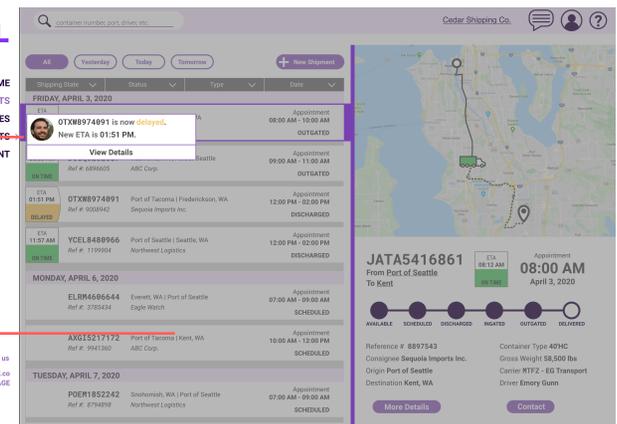
Changes of status shown in appropriate colors.

OTXW8974091 is now **delayed.**
New ETA is 01:51 PM.
View Details

When Alerts is selected, all active alerts overlay in a popup. Click alert to go to shipment details. Click off alert to close.

When Alerts are open, all except the left navigation bar is covered with 50% #707070 grey.

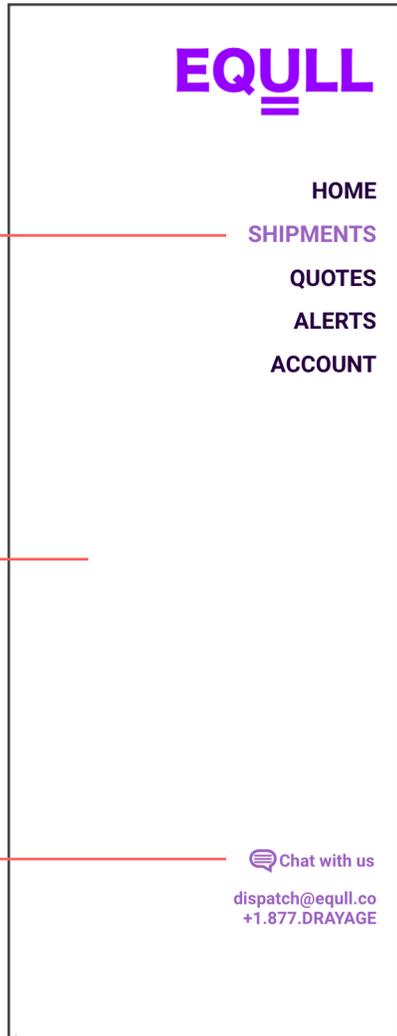
EQUILL



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Primary Elements

Left Navigation Menu

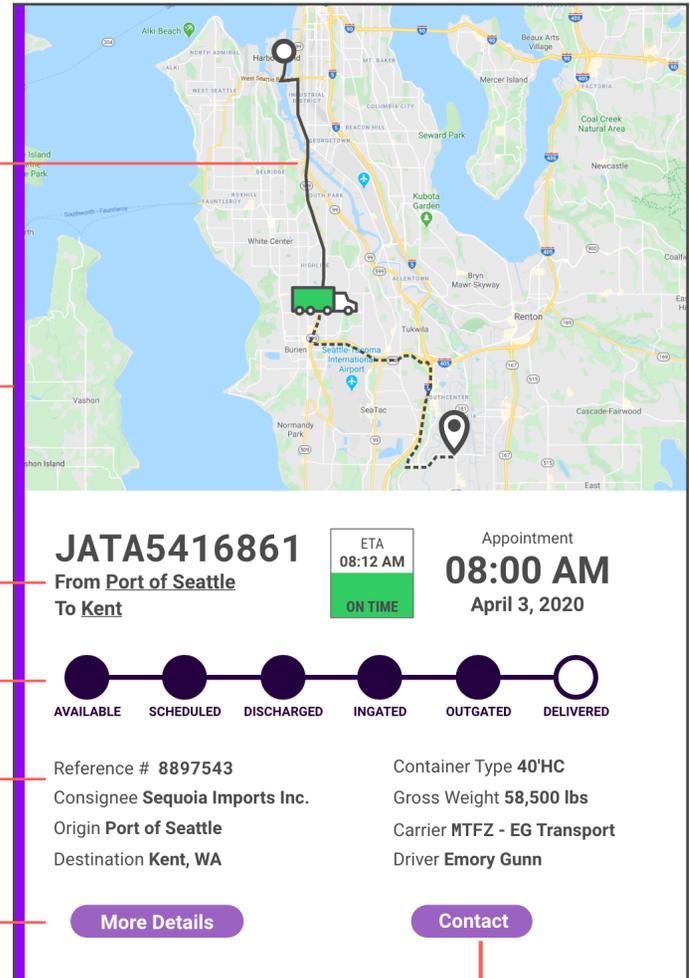


Current page is highlighted

This side bar remains fixed with all information displayed at all times.

Opens chat with Equill staff

Shipment Snapshot



Live tracking of shipment on map.

Purple bar to help link this information with the appropriate shipment from full list.

Links to Location Profiles (Origin and Destination).

Progress bar reflecting state of shipment.

More detail about the shipment.

Link to Shipment Details Page

Link to all contact info on Shipment Details Page. Allows for messaging and access to phone numbers and emails .

Shipment Detail

Same shipment summary on the shipment dashboard.

Origin and Destination addresses

Same map as on the shipment dashboard.

All shipment details

Links to supporting documentations.

Activity and Message log shows a record of all history related to the shipment. This includes messages, changes in status and edits. Most recent changes are at the top.

The screenshot shows the EQULL shipment detail page. At the top left is the EQULL logo. A navigation menu on the left includes HOME, SHIPMENTS, QUOTES, ALERTS (with a red notification icon), and ACCOUNT. The main content area features a search bar, a shipment summary for OTXW8974091 (From Port of Tacoma To Frederickson, WA), an ETA of 01:51 PM (marked DELAYED), and an appointment for 12:00 PM on April 3, 2020. A progress bar shows stages: AVAILABLE, SCHEDULED, DISCHARGED, INGATED, OUTGATED, and DELIVERED. Below this is an 'Information' section with fields for CARRIER (KNHF - Coho Express), AVAILABLE ON (4/1/20), ACCEPTED ON (4/2/20), REFERENCE NUMBER (9008942), RELEASE NUMBER (623711), SHIPMENT ID (aBDQ7CYhS92dWnEJd), CONTAINER (40'HC), WEIGHT (49,000 lbs), OCEAN CARRIER (Northwest Shipping Co.), CHASSIS NUMBER (DCSZ231941), and SEAL NUMBER (N/A). Links for TYPE, QUOTE, BILLING, P.O.D, and INVOICE are provided. A chat icon and contact info (dispatch@equll.co, +1.877.DRAYAGE) are also present. A 'Message and Activity Log' section shows a message from Isaiah Goodrich at 00:00 PM on April 1, 2020, stating 'Accepted shipment on April 1, 2020.' On the right, a map shows the route from Tacoma, WA to Frederickson, WA. Below the map, origin and destination addresses are listed: From Port of Tacoma (1 Sitcum Way, Tacoma, WA 98421) and To Sequoia Imports (28475 2 78th Ave N, Kent, WA 98375). Contact information for Isaiah Goodrich (Message, Call, 5 stars) and shipper phone numbers (206-476-6209, 206-820-3421) are also displayed.

Information Edit Process

Starting point

OTXW8974091
From Port of Tacoma
To Frederickson, WA

ETA
01:51 PM
DELAYED

Appointment
12:00 PM
April 3, 2020

AVAILABLE SCHEDULED DISCHARGED INGATED OUTGATED DELIVERED

Edit

Click Edit button to start edits.

Boxes appear to show editable information. Click on them to edit.

OTXW8974091
From Port of Tacoma
To Frederickson, WA

ETA
01:51 PM
DELAYED

Appointment
12:00 PM
April 3, 2020

AVAILABLE SCHEDULED DISCHARGED INGATED OUTGATED DELIVERED

Done

Click Done button after edits are finished.

If finished edit changes the status of the shipment, that color/shape automatically updates to reflect the new status.

OTXW8974091
From Port of Tacoma
To Frederickson, WA

ETA
01:51 PM
ON TIME

Appointment
02:00 PM
April 3, 2020

AVAILABLE SCHEDULED DISCHARGED INGATED OUTGATED DELIVERED

Edit

All edits are recorded in the Activity and Messages feed.

Driver Profile

Driver on-time percentage. This is auto-calculated by the software.

Driver rating. This would be driven by user's company, locations and shipment metrics.

Large profile picture

All needed contact information for driver. Should include phone numbers for driver and carrier. Could link to actual action.

List of all shipments attached to this driver (past and future). List would be sortable and clicking a line would go to that specific shipment detail page.

EQULL

container number, port, driver, etc.

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HOME
SHIPMENTS
QUOTES
ALERTS
ACCOUNT

DRIVER PROFILE



Isaiah Goodrich

★ ★ ★ ★ ★

% on-time: 95%

Carrier: Coho Express
SCAC: KNHF

Contact

Driver Phone Number
1-327-555-2789

Carrier Phone Number
1-825-555-8466

ACTIVITY

State	Date	Order #	Container	Consignee
Scheduled	April 9, 2020	4857032	ZVOV6598553	Smith & Co.
Scheduled	April 8, 2020	9357641	UFUC8130273	Smith & Co.
Scheduled	April 6, 2020	9941360	AXGI5217172	ABC Corp.
Discharged	April 3, 2020	9008942	OTXW8974091	Sequoia Imports Inc.
Delivered	April 2, 2020	8919682	BNHF1619586	ABC Corp.
Delivered	March 30, 2020	9516340	RFHG6133059	Sequoia Imports Inc.

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Location Profile

Location on-time percentage. This is auto-calculated by the software.

Location rating. This would be driven by drivers and user's company and shipment metrics.

Location map

Large profile picture

All needed contact information for location. Should include names, emails, phone numbers. Could link to actual action.

List of all shipments attached to this location (past and future). List would be sortable and clicking a line would go to that specific shipment detail page.

EQULL

SEARCH: container number, port, driver, etc.

Cedar Shipping Co.

HOME
SHIPMENTS
QUOTES
ALERTS
ACCOUNT

LOCATION PROFILE



Sequoia Imports - Frederickson, WA

★ ★ ★ ★ ★ (5 stars)
% on-time: 92%

Contact

Warehouse Manager
April Latham
alatham@sequoiaimports.com
264-555-3785 x102

Warehouse Phone Number
218-555-8235

Sequoia Imports
28475 278th Ave N.
Frederickson, WA 98375

ACTIVITY

State	Date	Order #	Container	Carrier	Driver
Discharged	April 3, 2020	9008942	OTXW8974091	Coho Express	Isaiah Goodrich
Outgated	April 3, 2020	8897543	JATA5416861	EG Transport	Emory Gunn
Delivered	March 30, 2020	9516340	RFHG6133059	Coho Express	Isaiah Goodrich
Delivered	March 27, 2020	2995456	DOWA6511627	Puget Sound Logistics	Alfonzo Fortin

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