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1. Introduction

BaseKit is a new web application, aimed at helping small business users create a great looking website quickly and easily.

Every site adapts to the device and operating system it is used on so your site will always look great on any size of screen.

Users can use our instant preview mode to view and edit their website on desktop, tablet and mobile screen widths. Easily change and edit the appearance of your site by changing colours, fonts and layouts.

2. Target customer

BaseKit targets the SMB customer segments. The user persona is: a business owner who wants to build and manage their website themselves at an affordable price.

2.1. Validated needs of customer

- In today’s market having an online presence is crucial to the success of most businesses.
- SMBs need affordable high quality websites that they can build and maintain themselves easily and fast.
- A site built and maintained by a designer or design agency is expensive.
- SMBs want to access different products and services from the same company within the same environment.

2.2. Top USPs

- **Professional Templates**
  Our template library includes over 30 fresh new designs created especially for small business customers.

- **Fully Customisable**
  Every template design can be easily customised by changing colours, fonts, backgrounds and images.

- **Change at any time**
  Give your site a complete new look by swapping templates at any time. New templates are added every two weeks.

- **No software to install**
No technical knowledge needed (drag and drop functionality). Users can see what their site will look like at the same time it is being built.

- **Affordable website solution**
  BaseKit is more affordable than outsourcing the design and hosting to a designer or design agency.

- **Cloud based & constantly updated eco-system**
  BaseKit is a cloud based solution meaning the end user does not need to worry about upgrading the software. It also means the end user can access the application anytime, anywhere to edit their website on the go.

- **Flexible**
  BaseKit is flexible and grows with the users business needs. Adding new content or pages is as easy as dragging and dropping. It can be done at any time in a matter of minutes.

### 3. Core Features

BaseKit includes the core features needed to start an online business. Below an overview is presented of the different features that are provided in the different BaseKit propositions.

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3.1. Feature description

- **Responsive Sites for phones and tablets**  
  Every site adapts to the device it is being used on so your site will look great and work everywhere.

- **Auto content fill from profile data**  
  Data entered into your profile is used to set up widgets so you don’t have to enter information more than once.

- **LinkedIn widgets**  
  Use the linkedIn widget to share your website with a professional audience

- **Button widget**  
  Create a link to another page or your site or any other URL

- **Twitter**  
  Add your twitter account to display your latest tweets or add a button next to your posts to give users the option to tweet your content.

- **Contact forms**  
  Our instant-setup forms make it easy for customers to get in touch. Form data arrives in your email.

- **Google Maps**  
  Make it easy for people to find your shop or business by showing them your location on map.

- **Embed widget**  
  The embed widget allows you to embed custom JavaScript, HTML and CSS, giving you more advanced customisation options.

- **Paypal Button**  
  You can be ready to sell your first items online in just a few minutes with our rapid setup PayPal button.

- **Add page & header scripts**  
  You can add tracking scripts and other advanced functionality by editing the page and header scripts

- **Click to call button**  
  Add a click to call button so your customers can dial your number without leaving your site. Mobile only.

- **Image slideshow**
Create a slideshow (or slider) by selecting images and choosing the timing.

- **Image galleries**
  If you've got lots of images use the built-in Gallery widget to show them at their best.

- **Image editing**
  Change the size, look and framing of any image. Use custom styles to make your images stand out.

- **Responsive onboarding**
  Customers can be onboarded on tablets or PCs

- **Google Analytics**
  Keep track of how your website is doing in search rankings and analyse where your traffic is coming from by linking your website to Google Analytics.

- **In app tours**
  Our in-app tours will give step by step help with getting started

- **Drop down menus**
  Built-in drop down menus take care of navigation for any size of site on any kind of device.

- **Stock images**
  Find the right images for your website by searching our stock image library, giving you access to millions of high quality images without leaving the editor.

- **Layout divider widget**
  Separate areas of your page by adding lines using our layout divider widget.

- **Colour swatch manager**
  Select a colour swatch to change all the colours of your current theme.

- **Swap templates any time**
  Give your site a complete new look by swapping templates at any time without losing your content.

- **Undo / Redo**
  Restore any changes you have made on the current page.

- **Google fonts**
  We include a selection of Google fonts which you can apply to any text content on your site.
4. System requirements

The system requirements will be discussed by indicating which items are recommended and (un)supported by BaseKit.

- 'Recommended' means we think this is the best choice for BaseKit.
- 'Supported' means we test this and will try to resolve any problems.
- 'Unsupported' means we don't test this and can't help you resolve a problem.

4.1. Web browsers and screen resolution for site editing

4.1.1. Screen resolution

- Recommended: 1440 x 900 or higher
- Supported: 1280 x 800 or higher

It's usually possible to work at 1024 x 768 but it won't be a great experience.

4.1.2. Web browsers for site editing

- Recommended: Google Chrome (Mac or Windows)
- Supported: Internet Explorer 9 and 10 (Windows)
  Firefox (Mac or Windows)
  Safari (Mac only)

We do not recommend any version of Internet Explorer for site editing. BaseKit will work in IE 9 and IE 10 but you will usually get a faster, smoother more reliable experience with Chrome.

4.2. Required tooling for site editing

Site editing requires the use of a keyboard and a mouse, touchpad or similar pointing device.

We do not support site editing using any kind of touch-screen, pen, voice control or other non-standard device attached to a computer.

4.3. Web browsers for published sites

Sites published with BaseKit should work on any browser that supports CSS3 / HTML 5. This should include browsers on Android devices and iOS devices. Some browsers, like very old versions of Internet Explorer, have well documented problems with CSS and so you may find some degradation in the appearance of a page although the content should remain fully visible.
4.4. Operating systems

We test using the current version of Mac OS X and Windows and the previous major versions too. Currently that is Windows 7 and Windows 8, Mac OS X 10.7.x and 10.8.x

BaseKit should work with any version of Windows from Vista onwards or any version of Mac OS X version after 10.1 but we can't promise anything as we don't test on these older systems.

4.5. Unsupported devices and browsers for site editing

We don't support Phones or Tablets for editing websites. It is possible to manage your site, choose templates and perform most other non-editing tasks on a modern phone or tablet but for site editing we only support Windows and Mac OS computers running the browsers specified above.

We do not support any version of Linux. BaseKit does work on some Linux systems but we don't test on Linux and we can't help you if you have a problem.

4.5.1. Unsupported browser for site editing

- Any version of Opera
- Internet Explorer 6, 7 or 8
- Safari (Windows)