



CLIENT BRIEF

Background/Overview

Rob's Real Estate is a company designed for the new. This company was made to help the early young customers with first time buying or renting. Also this company can be designed for the elderly who is looking to downsize. This site will have helpful tips to help you find your perfect first time home.

- What does your business actually do?
 - Makes it easy for first time buyers
- What do you want your site to accomplish?
 - Help first time buyers streamline the process. Easy & enjoyable.
 - Social media interaction
 - Educate the audience

Marketing Objective

Our objective is to make it easy for those first time buyers who don't know what to expect when starting the process. This company is targeting mostly young single people or newlyweds. We also have a lot of newly divorced or the elderly looking to buy. We have links to help with financial planning and how much you can afford. We also have helpful tips on first time buying and what you need to know along with how long the process can be.

USER ANALYSIS

Target Audience

- Early-Late 20s
 - Mostly first time buyers or renters
 - Couples
- Newly Divorced
 - Looking to find their own place fast and efficiently
 - Looking for a fresh start
- Elderly
 - Older single or couples who want to downsize



Persona One:



JACK & JILL JONES

Status: Recently Married

Age: 25 & 23

Location: Grand Rapids, Michigan

House Type: First Home

Budget: \$150,000

What was useful about the website: The website let them talk with an advisor and help them get pre-approved!

Persona Two:

AMY STANLEY

Status: Recently Divorced

Age: 45

Location: San Francisco, California

House Type: Ranch Style Home

Budget: \$550,000

What was useful about the website:

The website let her find a house fast and efficiently for her and her children.



Persona Three:



RICK & ANABELLE RIVERS

Status: Recently Retired

Age: 67 & 71

Location: Orlando, Florida

House Type: Retirement Home

Budget: \$325,000

What was useful about the website: The website let them find their dream retirement home that has a guest room!



CONTENT PLAN

Outline

Client	Rob Ciurla
Goal	To design a website that is easy to navigate for any age. Also have a lot of useful tips but not overwhelming.

Heading and Content	Element Type
h1- Robs Real Estate	Logo
h2- About	Text
h2- Rent/Buy	Text/Images/Video/Map
h2- Newsletter	Text
h2- Realtor Information	Text/Chat
h2- FAQ	Accordion
h2- Get Pre-approved	Form
h2- Social Media	Buttons/Icons

Deliverable List

Feature List

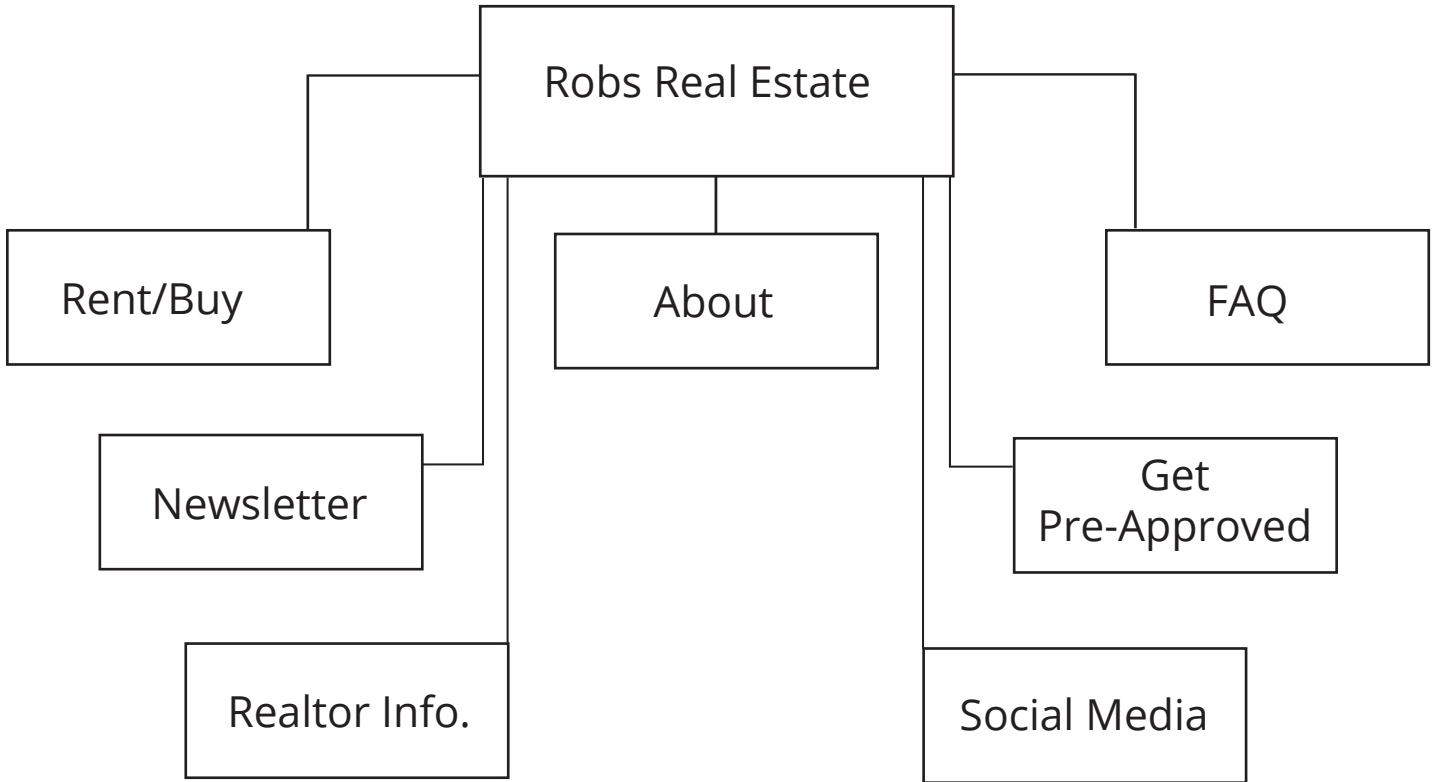
Feature	Purpose	Phase
E-Commerce	Being Pre-approved	One
Newsletter	Tips for buying or renting, design trends, etc.	One
Blog	Tips before buying/renting	One
Form	Getting in touch with a Realtor	Two
Video	Explore inside of homes	One
Chat	Chat if you have questions	One

Content List

Testimonials	Source	Phase
Video	YouTube	Two
FAQ's	Accordion	Two
Social Media	Icons/Links	One



Hierarchy Chart





http://RobsRealEstate



Logo

About Buy Rent Realtor Advice ...



BUY/RENT

search

Button

Do you want to get pre-approved today?

No	Yes
----	-----

Form

Email Address

Password

Logo

About Buy Rent Realtor Advice ...



BUY/RENT

search

Button

Do you want to be pre-approved?
Alert text goes here

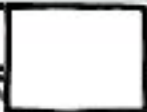
No	Yes
----	-----

Form
Email Address
Password



ABC

04:42 AM



BUY/BENT

search

Button

Alert

Alert text goes here

No

Yes



Kelsey Kaminski

Style Tile

MACA 2880: Full Design Project

Colors



Images



This is an Example of a Header

Font: Name: Open Sans, Bold

This is an Example of a Sub Head

Font: Name Open Sans

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Adjectives

Modern

Family

Easy

Home

Friendly

Professional