



ROZ ROSS



GROUP TWENTY-8

Alex Spagnuolo, David Preseault, Holli Holton

BUSINESS OBJECTIVE

Our client's primary business objectives are to focus on five or fewer clients at any given time. An achievable goal was set in place, until her business grows, to have two to ten clients a week. In five years, she plans to move from part-time to full-time coaching. Motivational speaking engagements for large audiences about once a month are also a goal.

MESSAGE

Roz Ross wants to create a personal brand that attracts customers that are seeking professional change. Her unique selling point is her 100 Day Journey and 1000 Day Journey which offers her clients an innovative and easy to grasp understanding of their professional growth. Roz is better than her competition because she has the ability to listen to her clients without distraction, and absorb information to help them more efficiently. Her personal photography and blog posts on her new website will enable potential clients to see that she is approachable and personable. Information about her specific programs will allow them to see what her specific strengths and ideologies are.

PERSONAS

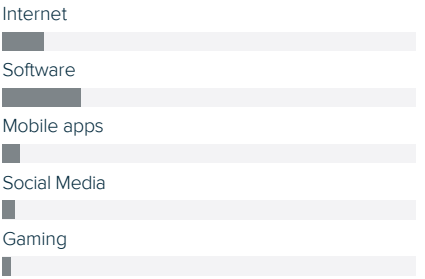
Michael Fishburn



"I want to be understood and respected in the workplace."

Age: 50
Work: Senior Executive
Family: Married, 1 child.
Location: Ottawa, ON
Character: Independent, self assured with high expectations.

Technology



Needs

- Tolerant how to adapt to an ever-changing work environment.
- Receive a promotion.
- To create better and more sustainable relationships in the workplace.

Frustrations

- Technology can sometimes be too difficult to understand and can cause friction when trying to accomplish tasks.
- Younger employees working under him are having difficulty dealing with his very traditional management style.
- Michael doesn't like to give people positive recognition for their accomplishments, but expects it from peers.

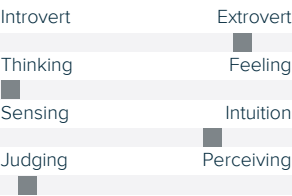
Bio

Michael Fishburn is a Senior Executive at ManPowerGroup, the third-largest staffing agency in the world. Michael has been working there for 25 years but doesn't see himself progressing in his career as he has reached a plateau. As the rest of the staff keeps getting younger, he becomes more and more out of touch with changes in technology and social norms. Michael is looking to further his career and branch out as an Executive, but feels a bit stuck. His goal is to completely revamp his approach to his career and hopefully gain a promotion in the process.

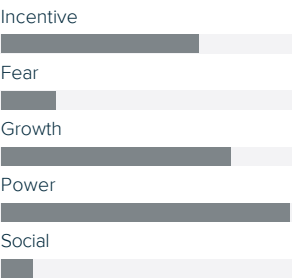
Accessibility

Michael wears reading glasses, so sometimes he has issues with reading fine print, especially digitally.

Personality



Motivation



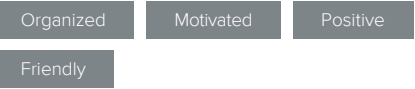
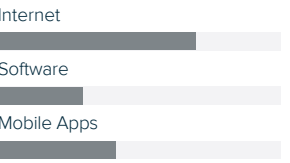
Stacey Newman



"I just want everything to run smoothly"

Age: 28
Work: Job title
Family: Partner, one son
Location: Ottawa, ON
Character: Driven, hardworking, anxious, quiet

Technology



Needs

- Impress her boss
- To know exactly what to do at all times
- Try to get a promotion

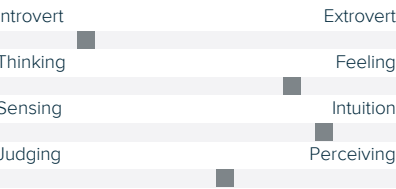
Frustrations

- Not having good communication with her boss
- Being stuck on a problem with no one to communicate with
- Stressful work environments

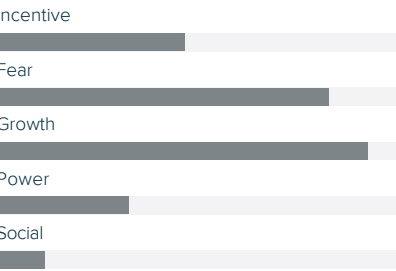
Bio

Stacey is passionate about business, having graduated from her business program when she was 24. She is a bit anxious but driven to do well to make sure everything is done right. She has been working as an executive for a few years, and was used to a particular environment and work process. Since one of the higher-ups decided to leave, this new head executive has taken charge and has created a completely different environment. Stacey is now struggling trying to deal with it, and since her boss is hard to talk to, she finds herself stumped and needs an extra hand.

Personality



Motivation



DESIGN PRINCIPLES

LESS IS MORE.

Using restraint when designing will help us limit our visual design to elements that are simple and minimal. Choosing a single accent element and giving things plenty of space will help us achieve the minimalist look Roz wants.

FLUIDITY.

This principle relates back to the theme of water and how it's a big theme in Ross's life. Helping clients meeting a path that they can get on is what Roz does. This relates to creating responsive design with content that easily flows will guide users easily through her website.

APPROACHABILITY.

Creating a balance between a professional minimalist look and an approachable design is essential to get her message across. Colours that relax the user will contribute to Ross's brand foundation. Meaning, as a coach she listens deeply, is fully present and makes people capable. She helps with stress management so the website should reflect that. It is important to keep the design human and have a friendly vibe while keeping professional.

LEADERSHIP THROUGH EXPERIENCE.

Roz using her experience to fuel leadership development with her clients is a big plus over competition. Leaders are not born, they're made, which reflects a lot on what Roz is offering.

CONCEPT 1: WATER

A straightforward hierarchy of information to keep the website visitor engaged and scrolling. Hues of blue and white reflect water and provide a relaxing yet professional look. The content is presented in a big and visual way to let the brand and personality shine through. Water flow represents change.

LOGO 1



ROZ ROSS
EXECUTIVE COACHING



ROZ ROSS
EXECUTIVE COACHING



— LOGO 2



ROZ ROSS
EXECUTIVE COACHING



ROZ ROSS
EXECUTIVE COACHING

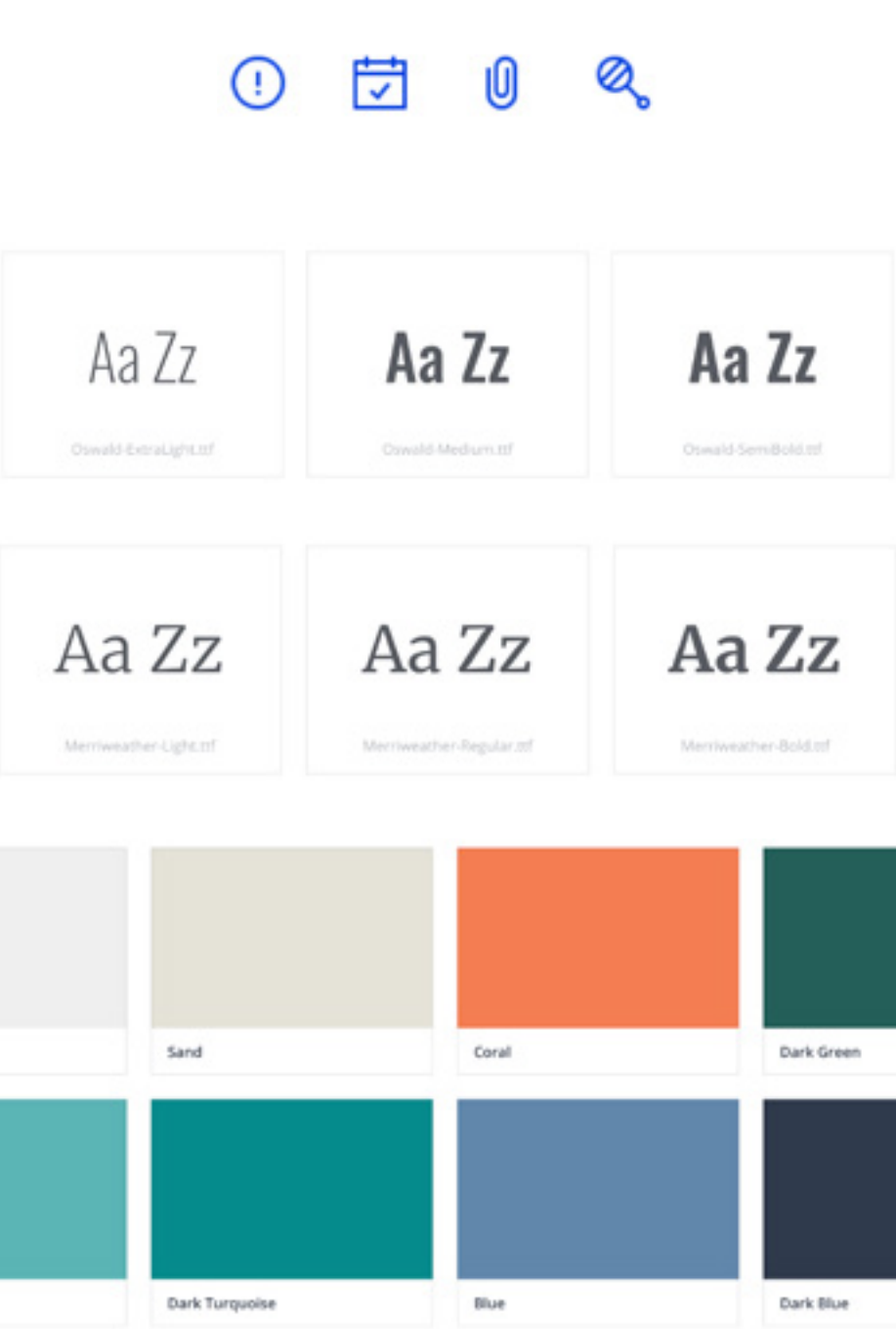


ROZ ROSS
EXECUTIVE COACHING

— LOGO 3



CONCEPT 1 - MOODBOARD



CONCEPT 2: AIR

Representative of uplifting clients to their highest potential. Light blue, white and grey hues demonstrate communication, and power of the mind. Handmade mixed with a clean and simple overall look, the other elements will pop and catch the visitor, successfully communicating Roz' goals and personality.

LOGO 1



— LOGO 2

Roz Ross

EXECUTIVE COACHING

Roz Ross

EXECUTIVE COACHING

— LOGO 3



CONCEPT 2 - MOODBOARD



Aa Zz

Pacifico-Regular.ott

Aa Zz

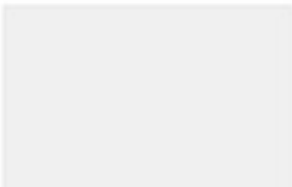
Roboto-Regular.ttf

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Roboto-Medium.ttf

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Roboto-Bold.ttf



Light Grey



Grey Blue



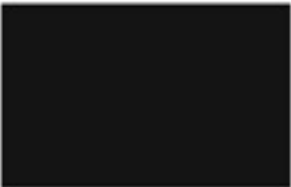
Light Blue



Blue



Dark Blue

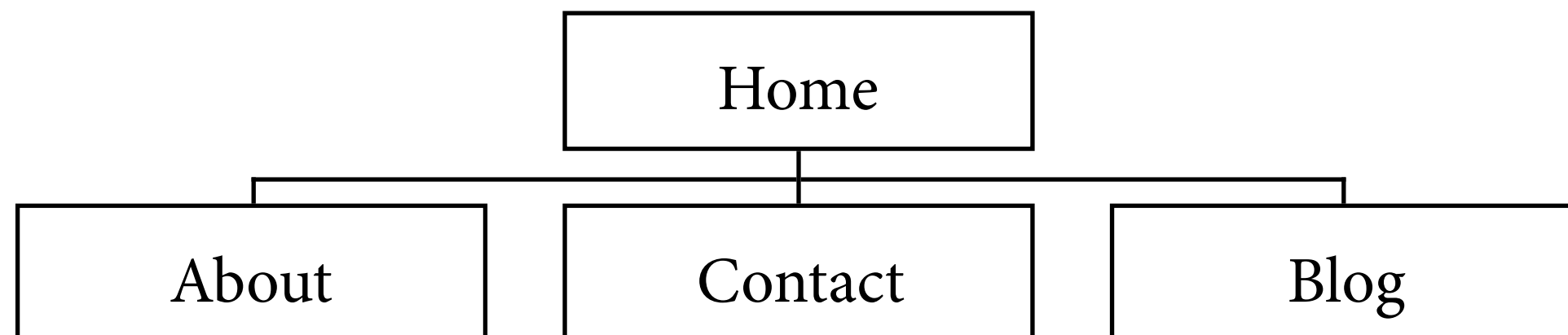


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USER STORIES

1. Executives want to easily contact Roz so that they can communicate with her.
2. Executives want to easily access information on coaching so that they can register for her service.
3. Executives want to see why they can trust the coach so that they receive good coaching.
4. People who want to see her blog and social media so that they can see how she is a personable coach.

SITE MAP



WIREFRAMES

