

Assignment Instructions

Sunny Leaf Homes is a real estate company that has been in the industry for over 75 years. Sunny Leaf Homes offers premium and luxurious homes in the Maple District of California. As of recently they have seen a decline in people signing up for physical newsletters, and now see the importance for web-based newsletters. Sunny Leaf Homes need a website that will get their target market to “Sign Up” or “Register” for their newsletters.

Task:

1. In Illustrator or Photoshop, design a home page for Sunny Leaf Homes to direct people to their call to action (signing up for the newsletter) using 4 out of the 7 Principles of Conversion.
2. Create a logo that is appropriate for Sunny Leaf Homes
3. Explain the design choices that you used and how they will help Sunny Leaf Homes attract new consumers
4. Upload the conversion design on GitHub as an image and link it as “Presentation 8: Conversion”

7 Principles of Conversion Recap:

Encapsulation: This Design technique is used to keep the information concise and together, not allowing for information to be missed. Take the most important thing on your page and wrap it in something to show that it’s worthy of your visitor’s attention.

Contrast: In order to make a good conversion design it’s contrast that counts. Contrast is the key if you have a primarily green hued page, a red button will jump out at your visitors.

Directional Cues: When someone arrives on your landing page, your design should point them toward the goal you want them to reach. Use arrows and triangulation to create focal points.

Whitespace/Negative Space: By letting people’s eyes breathe (they can do that?) you create a more delightful experience, which will give you a few extra precious seconds to communicate your campaign message.

Urgency and Scarcity: By ensuring your visitor understands that they have a deadline, you can make that click a little more likely.

Demo: Offer the consumer a preview of a product or service. For example Adobe Photoshop trials.

Social Proof: Speak to your visitors as if you were a like-minded consumer. Build a sense of trust. Try adding an explanatory headline above the testimonials (or customer logos etc.) it can increase the power of social proof.

Grading:

Create a logo for Sunny Leaf Homes	/4
Use 4 out of the 7 Conversion Techniques	/4
At least one “Register” or “Sign Up” button	/2
Explain the design choices that you selected	/5
Create a unique and visually captivating design	/5