***Website Design Information Gathering Form***

**Q1. Who is your target audience or community (age, locality, interest)?**

To be confirmed before Friday 24th January 2020.

Professionals

Single income households

Double income household

Students

Retired

Businesses eg, schools, offices, hospitals, others

**Q2. Who is your competition?**

[www.handy.com](http://www.handy.com)

### <https://housekeep.com>

<https://www.helpling.co.uk>

<https://www.emop.co.uk/?gclid=EAIaIQobChMItr_966SO5wIVAuDtCh3csQG1EAAYASAAEgKTNfD_BwE>

### Q3. Image & Style

The visual metaphors, graphic design and color scheme of your app will communicate volumes to the visitor about you and your business.

What IMAGE or feel do you want to project? (check as many as apply)

Please see below as we cannot check the boxes:

Contemporary

Cutting Edge

Expensive

Professional

Industry Leader

Elite

Exciting

User Friendly

|  |  |
| --- | --- |
| *Traditional Contemporary Conservative Cutting edge Formal Casual Serious Friendly Corporate* | *Personal Expensive Affordable Professional Creative Low-Cost Exciting Elite Industry Leader Other:* |

**Q4. List a few sample apps which according to you are awesome.**

The Uber App – easy to use , dynamic, fast.

**Q5. List one or two sample apps with a similar structure and layout for your website?**

Uber App

**Q7. List any other layout specifications you would like to have on the home screen or interior screens along with home page?**

* We would like to have dynamic content on the interior screens– see the two sites below:

[www.opulenceproperties.co.uk](http://www.opulenceproperties.co.uk)

<https://donamaid.com>

* We have selected a number of pictures on PEXEL which could be used on the website. Please log into the website using the details below and you can use some of these images for the website. We would like to appeal to the Instagram generation, therefore we need the quality of our website and pictures to reflect the current trend. Please login to the following website – press the profile button and “Your Collections” and you will see the “Cleaning App folder”.

<https://www.pexels.com>

Username: [dare.lara@gmail.com](mailto:dare.lara@gmail.com)

Password: londoncleaners

* We want the website content to be NON-STATIC – please see dynamic content on the website below:

[www.opulenceproperties.co.uk](http://www.opulenceproperties.co.uk)

Therefore, you could take the pictures from our pexels Cleaning App folder, and you can make the photos change in the background. (non-static)

For example, as you know we are going to have three sections of the website – domestic, commercial and short let, so you can take the photos of kitchens and living rooms / bedrooms and place them in the background of the domestic and short-let side of the website and you can pick the office photos and place them in the commercial side of the website. Please make sure that the photos are dynamic and they keep changing in the background refer to www.opulenceproperties.co.uk

**Q8. Please fully describe any design preferences you have. You can type as much as you like.**

Please see above and the ‘Logo Information Gathering Document’.

**Q9. Please list a few apps that have an image or style that you DO NOT like, and why.**

We don’t like the design of the cleaning apps that are available on the market – e.g. E-mop, Helpling, Handy as they are not modern, they are not stylish and they would not appeal to the Instagram generation because of their lack of up to date images.

**Q10. What colors you want for your App& app? (Some popular colors are listed on next page for you to choose from)**

**We like the following color schemes:**

1. Gold & Black  
   2. White & Black   
   3. Dark Grey  
   4. Red
2. From the list below we like “Shiny Silver”

### Some Popular App 2.0 Colors

### *Neutral Colors*

Shiny silver [#EEEEEE]

Reddit white [#FFFFFF]

Magnolia Mag.nolia [#F9F7ED]

Interactive action yellow [#FFFF88]

Qoop Mint [#CDEB8B]

Gmail blue [#C3D9FF]

Shadows Grey [#36393D]

### *Bold Colors*

Mozilla Red [#FF1A00]

Rollyo Red [#CC0000]

RSS Orange [#FF7400]

Techcrunch green [#008C00]

Newsvine Green [#006E2E]

Flock Blue [#4096EE]

Flickr Pink [#FF0084]

### *Muted Colors*

Ruby on Rails Red [#B02B2C]

Etsy Vermillion [#D15600]

43 Things Gold [#C79810]

Writely Olive [#73880A]

Basecamp Green [#6BBA70]

Mozilla Blue [#3F4C6B]

Digg Blue [#356AA0]

Last.fm Crimson [#D01F3C]

Any Special comments:

1. Please refer to the ‘Logo Information Gathering Document’ for more information
2. While we like Uber, they have a black background and white letters on their logo. With our app we would prefer to have a white background and black letters.
3. If you still have any questions please give us a call or refer to our businesses. Requirements document for the content and flow of each side of the website – domestic, commercial, short-let.