Website Analysis

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Introduction

The Carlyle Group

# Introduction

This document describes WIC’s original website, and the websites of 5 reference websites. These websites are:

The Carlyle Group

CityBlue Hotels

The Blackrock Group

The Carlyle Group

Brief

Website

CityBlue Hotels

Brief

Website

The Blackrock Group

Brief

Website

Brief

Website

Brief

Website

Current website

Constants: Background image on evrey page is a picture of an African sunset, silhouetting a tree on the tundra. Contact

information in the bottom right hand corner and the WIC logo in the top left. The placeholder WIC logo is in the header,

and is a "dura". The navigation links are to the Homepage, Fund description, Key facts and Management team.

Homepage - is functional with the "fund introduction", "geographic focus" and "impact objective". Beside the fund

introduction is the image of a woman with a "dura" is beside the "fund introduction".

Fund description - has brief description of the fund.

Key facts - "Investee criteria" and "fees" paragraphs accompanied by the image of an African couple in the doorway of

their hut and contact information in the bottom left.

Management team - Comprehensive backgrounds for both Nyasha Gwatidzo and Matthew Powell.

Case study #1 Aqua-Spark

Case study #2 Arborview Capital

Case study #3 Blackstone

Case study #4 The Carlyle Group

Case study #5 CityBlue Hotels

Whilst not a fund, the website is particularly stylish and clean. With its high quality images and sleek lines.

# References