

Visual guidelines

Visual identity

The premium feeling comes from the high quality materials used and from the craftsmanship. Telling a story about the construction of the product, with emphasize on the passion and attention to details helps building the trust of the client.

Another angle is to present a story of a service usually thought of as luxurious and elegant. The gatekeeper or the butler could be used as a building block of the story in this case. We are selling secured access with no headaches.

It is also important to provide assistance in a fast and reliable way. For this kind of services, having someone on the call 24/7 is a sign of care for the customer. It is way more appreciated a person at the other end of the line than a support email address or a help page.

All the above convey that the user is in good hands. No matter what happens, it's all right; we built everything with care and passion and if we missed something we are taking care of it quickly.

Typography

Fonts that convey security and credibility should be used. It is hard to name which font is well suited for this but it is easier to think which is not. A modern look is also desired. Modernisms comes from the lack of serifs, geometric shapes and thin lines.

<https://typekit.com/lists/geometric-sans-serif>

Ore or two typefaces should be enough for all copy. Using too many typefaces diminishes the premium identity we are building.

Colors and materials

In order to build the premium perception of the website, we need to avoid using too many colors. More than that, we must use as few colors as possible. I would recommend using two base colors with one accent color for buttons or call to actions.

Black/Silver and White with Blue

Black and Gold with White

Black and Silver with Blue

Materials are also important. High quality materials in our case can be gold, silver, steel, metal. The premium feeling comes from the weight as well. Weight is usually a sign of reliability.

The modern look comes from the size of the product as well. Small and slim products look less complicated and friendlier.

Layout

The page elements need to breathe, there is no need to for a packed page. Use as much white space as needed to build the look of a simple and elegant design. White space is key to a premium look and feel.

Pictures

Pictures will be heavily used to convey the message and the premium look and feel. The images will convey the quality of the product, as well the product being used by people in multiple scenarios.

We need to rely on images more and use less text as the purpose of the presentation is to capture the visitor's imagination as quick as possible.

We will use :

- picture with the access box
- picture with the mobile application
- picture with the web application
- visual use cases :
 - promotional video (the best option, but also the most expensive one)
 - parallax scrolling
 - images with people using the product

Call to action buttons

It is important to provide more than one option to the user because people like to feel in control, they need to feel that they have a choice.

Candidate actions: preorder, provide feedback, see prices, etc.

One of the options has to be free and with no commitment from the user. This needs to be made very clear. We must not rush to charge the user as this is usually seen with skepticism by the audience. Free trial/beta version or 30 day return guarantee are good tactics.

Time constraints usually help. Present the pre order option and price as a time limited offer.

Advantages of the solution

This helps the user motivate their decision to buy the product or not. Most of the times the decision is made unconsciously, but the user needs to convince himself it is a good choice.

The emphasis will be on :

- easy to use product
- low energy bluetooth connectivity
- secure access with easy management
- easy to integrate with existing solutions
- mobile and web software solutions
- easy to integrate with Parking Plus platform

Social proof

Testimonials from other users of the product are very important. The messages need to feel real even though they might not be. We need to select or compose messages that are short and put the product in a good light, as well as messages that raise questions that are answered by the staff.

Showing the number of existing orders may also help prove that the product is used/wanted.

Copy

Time savings creates a more personal connection with the users than money savings. Incorporate this in the story, description and advantages.

Bringing the user in a positive mood increases the value perception of the product.