

## Barry Fouts

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### Overview of website for beachfront property Mi Casa

- The aim of the web application is to provide identification, increase recognition, and to distinguish it from the host of other properties
  - It does this by anticipating and answering potential renters questions and addressing their concerns straight away as the primary content of the site, not making them dig
  - And appealing to the expected mood: playful, clear, yet business-like
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### Strategy of how this is done

The site opens with a 5-image full-page responsive carousel of the strongest images. "Written" over them are **testimonials with attributions**. This is a very appropriate and strong lead.

The navigation is positive and short. Next, follows features (see below), overview of price and availability, link to VRBO closing with vital "about us" for the personal touch.

- The Information Architecture
  - The site is arranged in such a way as to reinforce the selling points. Leading with strongest and most identifiable imagery, testimonials
  - Followed by a Masonry Layout (like Pinterest) of key points; images with modal "zoom" that clicks through to VRBO, title and copy
  - The overview of the cost via calendar is presented
  - The actual booking will be done through VRBO (or similar service)
    - So as to not cannibalize the VRBO metrics by having two places to sell through
  - About us personalizes. "Enjoy our home"

- Style book
  - Colors in line with product (beach house)
  - Typography: playful leads, heads are bold and straight forward, copy is larger type and business-like without being cold
- Written content
  - Clear, direct descriptions. Adjectives are limited to what you would want them to say. No hyperbole
- It is a modern web app
  - SPA (vertical "single page application"), modern, performs quantifiably better than "paged" sites
  - Responsive. Plays well on mobile, tablet, laptop, desktop, and TV
  - Masonry layout for feature images, a very well-liked feature. Animation with change in mobile orientation (portrait to landscape). Try changing the window size.

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## Directions

Your website is on a staging server for you to review. This is one step before going live. Go to [barryfouts.herokuapp.com](http://barryfouts.herokuapp.com)

- Please look over the site and get used to navigating it
- Note areas where you will need to provide copy (It is important to stick to the limitations of the format and provide the appropriate amount of content to fit)
  - Are there areas where the content will be changing often?
- All the images (but the one that was resent) MUST be resent to me at a higher resolution

Sunday, June 12, 2016

- You are entitled to one round of corrections if there is anything you would like to change
  - Please be clear and careful about this
  - *Domain, email and production hosting need to be addressed*

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### Additional services to consider

- *Branding, and a Logo*
- *Researching and implementing additional API*