



# Project Cascada Design

Client: Cascada Properties Inc.

Project Description: Professional website  
Design/ ReDesign.

Designer: Joshua Committe.

Documnet: Project Analysis

Committed Designs, LLC  
1846 Blaine Terrace  
Winter Park FL, 32792



## Project Analysis Overview

The primary objective of this site is to create a luxurious environment in which the user can easily navigate through subtly obvious channels of flow. A clean-cut user friendly environment is what we are after here.

## Competition Analysis

There are many companies across the web that offer the same services that will be on our site. The difference in them will be the branding and the general feel of the entire website itself. Most of the other websites out there are geared towards formality and are thus not very exciting. My goal is to provide an atmosphere that does not feel forced.

## Targeted Audience

The primary audience is young adults who are a few years out of college and just starting their journey in the professional world. They are looking to get their foot in the door on the next level up in life. In the least sense of description they are looking to fake it until they make it. Both men and women are being targeted. A youthful atmosphere that promotes the young adult social experience.

Committed Designs, LLC  
1846 Blaine Terrace  
Winter Park FL, 32792



# User Profile

## Secondary Demographic



Elena is 27 year old newly married city girl from Atlanta Ga. Elena is in the Early stages of Adult hood, which means that she is a searching for something that sets her apart from her colleagues. Elena spends most of her time wondering what she can do to make herself look better in front of her friends. Being a graduate from the University of Georgia, she has pretty high standards for herself as well as the people around her. Elena is a natural athlete and enjoys playing tennis and soccer and pretty much any outdoor sport.

Elena is a junior associate at a local lawfirm in Orlando, Florida. She enjoys going out to eat with her colleagues and the occasional drink at one of Orlando's downtown bars. She is single and looking for a boyfriend. Elena drives a leased Lexus four door sedan and uses nothing but premium gasoline. She has high speed internet through Brighthouse Networks. Her primary needs rest mainly in the net-working world as well as, social and business.

Committed Designs, LLC  
1846 Blaine Terrace  
Winter Park Fl, 32792



# User Profile

## Primary Demographic



John is a 30 year old successful business man. He enjoys to vacation in the U.S. up in the mountains or at the beach. John was educated formally at Boulder University in Colorado, where he learned to ski. John is a republican and sticks to his beliefs very stringently. He enjoys going out to eat in his present residence of Atlanta Georgia. John is single and looking for a 'good time'.

John is used to the middle sized city. He has hi-speed wireless internet, which takes care of most of his needs. John's primary concern is finding a residence right in the middle of the "happening scene" in Atlanta georgia. He wants a site that looks professional as well as user friendly.

Committed Designs, LLC  
1846 Blaine Terrace  
Winter Park Fl, 32792