



Fly Private with Your Network

# Defining Customer Segmentation

Who is the Audience?

## Demographics:



35 – 55 yrs old

Male or Female

HHI between \$200k and \$550k

Owens home

Graduate degree

Lives in affluent area

## Psychographics:



Business owner, attorney, professional, etc.

Workaholic, but plays hard

Motivated to use by opportunity costs

Passion for friends and family

Free time spent at sporting events or  
country club

Would use service 2-3x per year

# Website Tone

VectorAir.com

## Professional

The website will reflect the customers we seek to acquire. Refined and sophisticated with a flare for technology.

## No Jargon

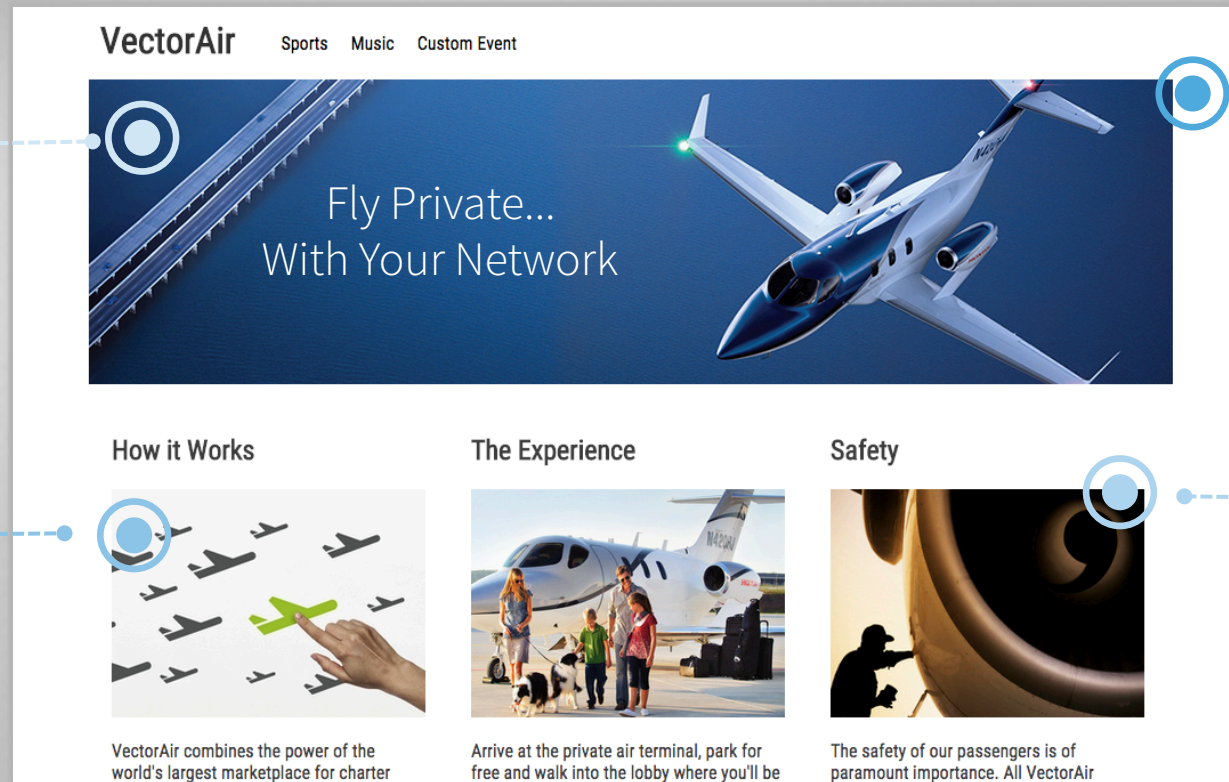
Vector won't use any industry jargon. The site will be designed for anybody to understand.

## Extremely Easy

We're selling an experience that should start when the user first visits the website. The website will be his or her first indication that this company is different.

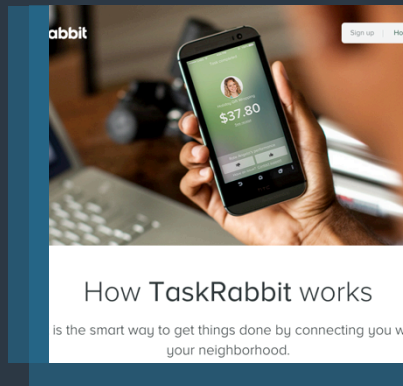
## Simplicity

The site will not have an overwhelming amount of information. In fact, I plan to reduce the initial information to just what is needed to persuade the user to click an action item.



# Inspiring Websites

extremely *functional* and *sleek*

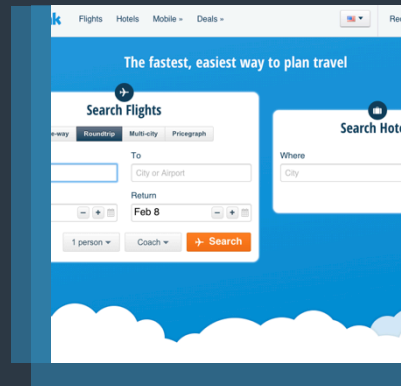


## Task Rabbit

[Taskrabbit.com](http://Taskrabbit.com)

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TaskRabbit is clean and was designed to support the company's App. What I Like TaskRabbit is their ability to clearly explain their unique business model. Since my business model also unique, I really appreciate their efforts.

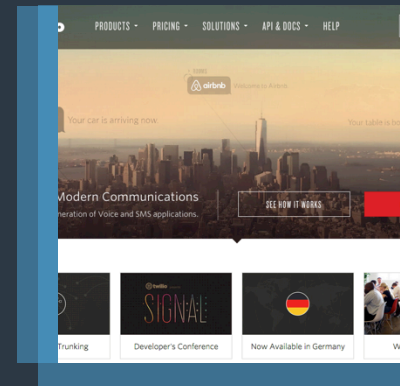


## HipMonk

[Hipmonk.com](http://Hipmonk.com)

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HipMonk attempts to create the ultimate user experience and provide valuable service. Everything is custom and intended to put a smile on their customers' face. Even their 404 page has a daily joke.

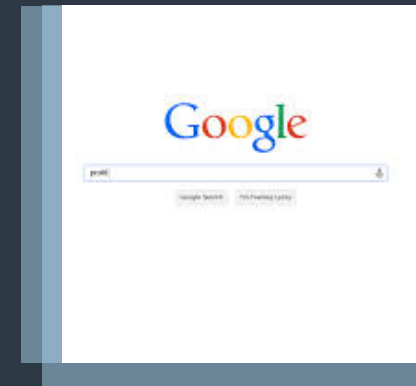


## Twilio

[Twilio.com](http://Twilio.com)

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This is a great example of a web design that contains a lot of information while providing a clean look and superior intuitive navigation.



## Google

[Google.com](http://Google.com)

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With a simple homepage, Google also provides vast and deep amounts of information and extremely useful information and tools behind the simplicity.

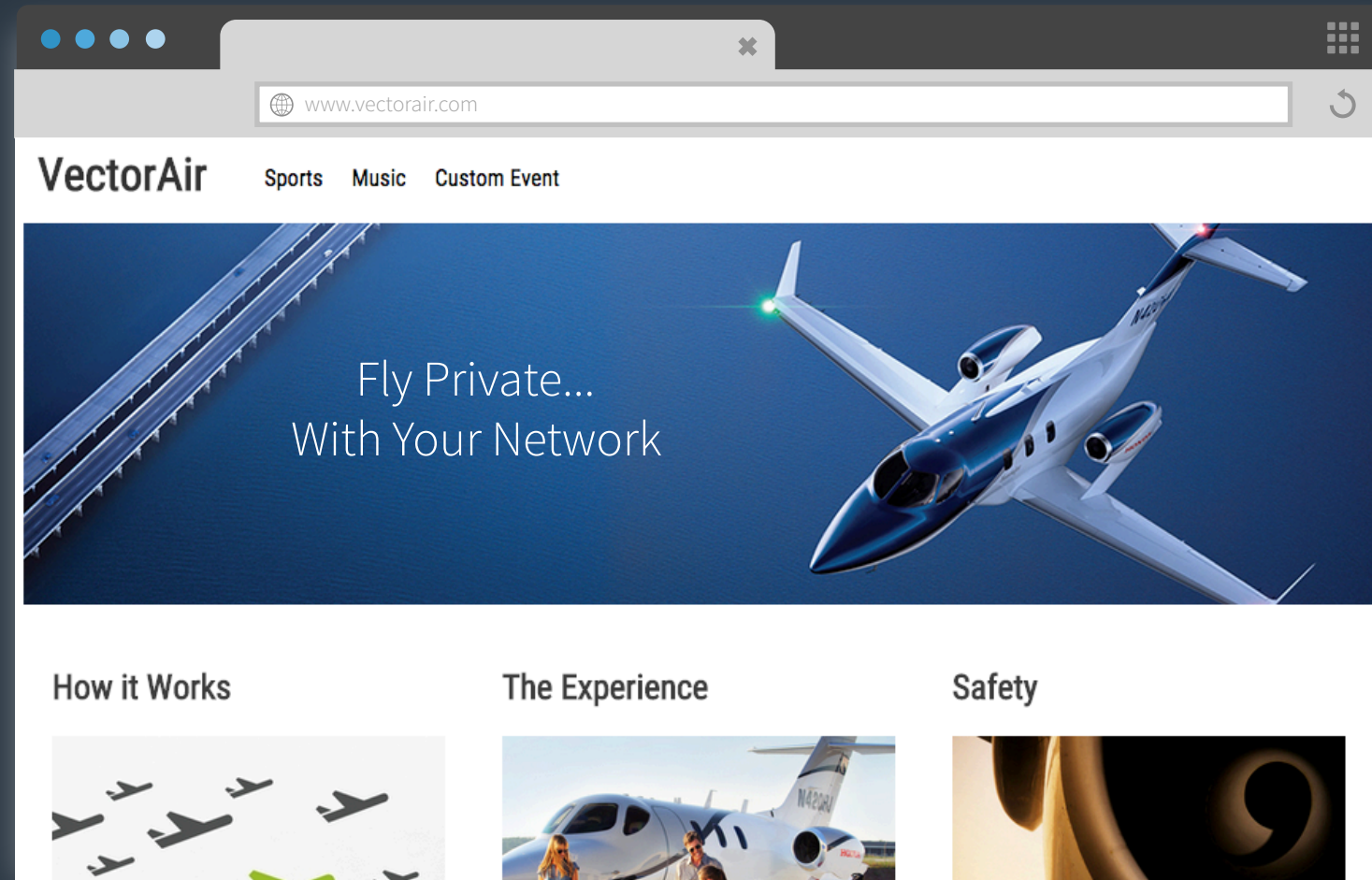
# VectorAir Design

A clean and powerful design

## Goals of the Website

This website should scream sophistication and professionalism. The home page needs to be appealing to the disering eye and have a clear call to action. I want mimic the experience of flying on a private charter jet; an awesome experience that is flawless, unique, and gives the user/customer the “wow” factor. I also want this website to be representative of the aircraft that it uses; smart, clean and fun.

I am far from the final design, but I think I’m on the right path. While the homepage needs to be supurb with a unresistabel call-to-action, the backend of the website will be where most of the magic happens.



# Struggles with the Webpage

My **biggest** challenges

01

## Design

- Typography
- The Right Font Sizes
- The Right Color Scheme
- Unique Images
- Creating a Great UX

02

## Overcame

- Image Sourcing
- Concepts of UX
- Classes vs. IDs

03

## Developing

- Floating
- Clearing
- Reset Feature
- Semantics of CSS
- Classes vs. IDs

# Takeaways from the Project

## UX

Just designing the landing (index) page was a UX challenge. I have hundreds of pages yet to create. I think building the wireframes for the entire UX is ideal before continuing to build. Big takeaway!

## Call-to-Action

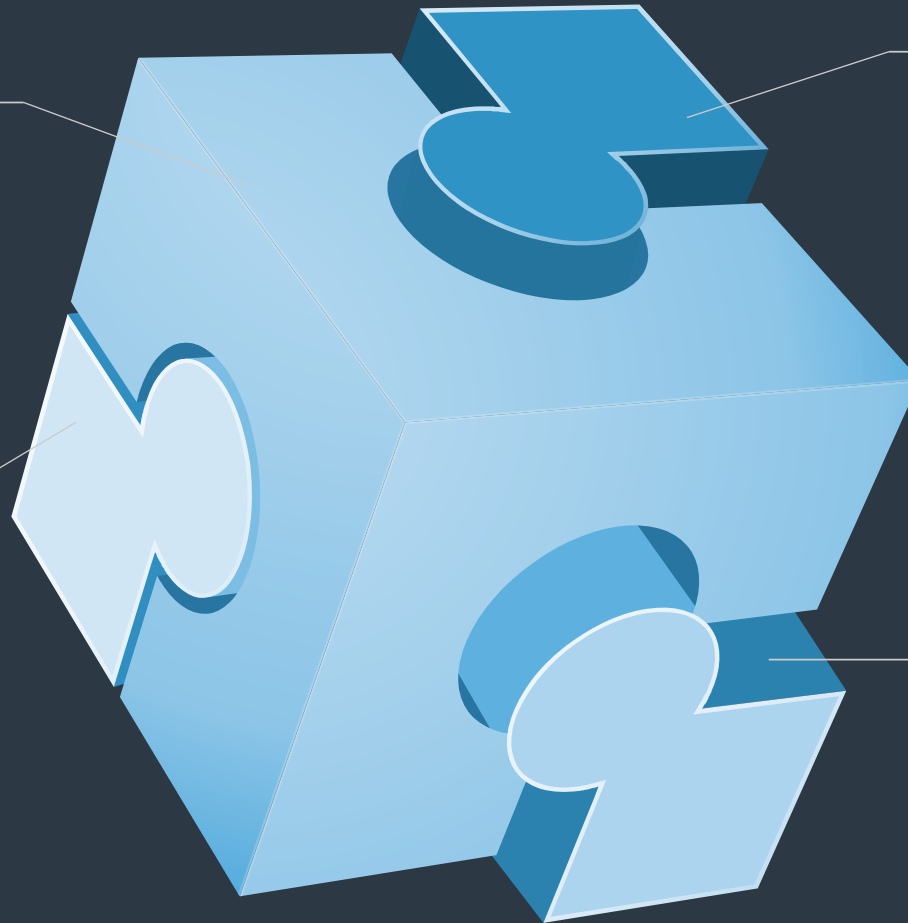
After creating the site and seeing my wireframe come to life, I realized I was really missing the call-to-action I was really trying to achieve. Back to the drawing board or wireframes.

## Typography

I thought I understood font, but I am far from understanding the impact text has on the user for overall flow and readability of the website. It takes me a long time to choose the right typography. This is something I will definitely leave to an expert in the future.

## Style Guide

Before the site is officially built, I now understand the true importance creating and using a complete style guide before the site is built. A style guide will provide consistency and speed up the process in general.





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