

# Village Square Apartments

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<http://www.villagesquareapt.com/>

## Project Goals Summary

The purpose of the Village Squares Apartment site redesign is to provide a more user-friendly experience for current and prospective renters. Optimizing the graphics and creating a new, simpler look and feel will improve page load times for multiple devices. Updating the content and providing more useful information will increase overall page ranking. Improving functionality for current renters means management will be able to respond more timely to requests.

## Audience Profile

**Primary Audience:** The primary audience for the Village Square Apartments website is for potential renters. The Village Square Apartments provides apartments for students attending post-secondary education in Waco, TX. The visitors will be young adults (18-28) looking for apartments in the north Waco area. They will be concerned with getting more detailed information about the apartment complex such as location, price, availability, activities & events, and contact information. This audience is likely to be searching for information about lodging from mobile devices while visiting the area.

**Secondary Audience:** The secondary audience for the Village Square Apartments website is for the current renters. The current residents of the Village Square Apartments will be using the site to submit maintenance requests, pay rent, and get updated notification from the apartment management. Notifications would include notice of pool or laundry room closures or apartment complex events such as holiday parties.

## Perception/Tone/Guidelines

### Pre-Perception

**Primary Audience:** The Primary target audience perception of the site is being measured by submitting an online application or scheduling an appointment and visiting. When a new client submits an application it is assumed they found the site favorable. When a new client visits for a tour they are asked how they found the Village Square Apartments. The option of submitting an online application takes the visitor outside of the Village Square Site. Submitting comments or requests for tours forces the user to launch an email application (not built in forms) which can provide for an unfavorable user experience.

**Secondary Audience:** The Secondary target audience perception is being measured by use of the sites two main renter's functions. Currently the ability to submit a work order request and to pay rent online is what the site offers. These two functions are difficult to get to and spread out. Paying your bill launches another window with PayPal which requires the renter to enter the amount to pay. Submitting a maintenance request simply launches the users email application (not a built in form).

### Guidelines

The new site design will measure visitors' actions, activities, and behaviors. Implementing Google Analytics during the design and build process ensures accurate and detailed visitor tracking and report information for the life of the site. Detailed tracking of visitor behavior will ensure future tweaks are in response to actual not perceived behavior.

## Post-Perception

Visitors will perceive the redesigned site as *fast, efficient, and professional*.

Visitors will easily understand how to navigate the site and will not have to leave to provide information, submit application, or pay renter. Current renters will feel the convenience of going online to pay rent as an easier process than paying at the office.

## Communication Strategy

### Message

The redesign will convey the message of being *fast and efficient*.

### Stages

The site will be redesigned with a three phase strategy

1. *Layout, Look, and Feel* – The first phase will be the redesign and optimization of the site. The site will be redesigned with *fast* load times and mobile in mind. This will allow the new *fast, efficient, and professional* look and feel of the redesign show in time for the new semester. With the short time period between now and the new school semester, getting the site redesigned and ready for prospective new renters is the first priority.
2. *Applications* – The second phase will be implementing the numerous built in applications. The first web application will be the ability to submit a rental application online. Additional Web Apps such as submitting maintenance requests, comments, request for tours, and paying rent online will follow. All of the applications can be implemented as they come online and will not have to wait for other pieces to be completed while still incorporating the new *efficient* feel of the redesign.

3. *Customer Accounts* – The third stage will be adding customer accounts. These accounts which will provide current renters with a single source for maintenance requests, submitting information, and paying rent. Renters will be able to log in to their accounts and see historical information as well as detailed information about their apartments. As with stage two, this stage can be implemented as it comes online and will ensure the new *efficient* feel of the redesign.

## Success

Success on the redesign will be measured when the overall site usage increases.

By building more tools directly into the website we will be able to measure and see a 10% increase in online renter applications from the primary audience. Additionally we will be able to track the information on visitors who don't fill out an application in order to optimize the site to further increase applications.

By building in tools for current renters we will see an increase of 25% of renters paying bills and submitting maintenance requests online. This will allow for a more productive office staff.

## Competitive Positioning

The primary competitor for students Near TSTC is going to come from the Village Oaks, which is the On-Campus Student Housing. The Village Oaks offer competitive rates and similar apartment sizes. The Village Oaks offers many of the web based features which will be included in the redesign bringing the Village Square Apartments web presence on par with local competition

## Targeted Message

The new redesign will portray the Village Square Apartments as *efficient* and *professional* organization it as always been.