* Who will visit your site? Potential employers? New clients or customers?

**Our site will be visited by new customers and returning customers.**

* What can make you and/or your product stand out against your competitors?

**Eye-catching design, simplistic functionality and easy-to-understand forms will make us stand out**

* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

**I would try to explain how renters insurance is actually simple and straightforward, so I would speak in a positive and calming tone but with an air of authority. I think this can be achieved with minimal content (nothing besides what is absolutely necessary) and a soothing color palette. I also think font will be important and I think a nice serif could evoke the sophistication I am seeking.**

* What colors represent you or your product?

**Blues, greens, and whites. These are calming colors that evoke wealth and serenity.**

* What images illustrate your message?

**When I think of our idea, I like to think of a well-appointed apartment with someone taking a nap. This is supposed to be a service of the future, where things are finally explained clearly and give the user a feeling of being in control. I’m not sure yet how to work those images in.**