

Unit 5 – Whitney Khan

HomesByGuardian.com

Step 1: Defining the Audience & Tone

Target Audience:

- Potential homebuilders and new residents looking to move in the Cheyenne, Wyo. Area
- Building partners
- Community and other strategic partners

How we'll stand out from the competitors:

In the Cheyenne area, Homes by Guardian has developed a reputation for being one of the leading homebuilders. We will build upon that reputation with a clean and user-friendly website that guides customers to the information they're looking for, whether current listings or floor plans to build.

Our branding and visual presentation will put us leaps and bounds beyond the competition. Local brand awareness in this industry is still fairly non-competitive.

Tone of voice:

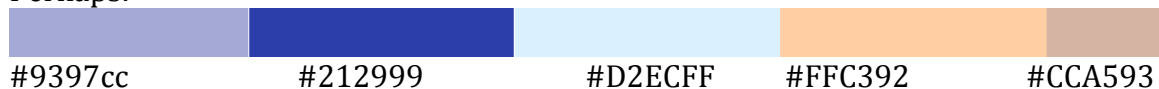
How I plan to translate the way I speak to my clientele (in person) into digital speak.

Tone of voice should be professional, but warm. Like a cup of hot cider sipped by a cozy fire in everyone's new dream home.

Colors that represent us and our product:

Blues – speak to trust, important in home building
+ a compound set of warm neutrals

Perhaps:



Images that illustrate our message:

Comfortable living, home interiors and exteriors that speak to a comfortable family-style, not super high end, yet customizable.

Step 2: Content Outline

| Page | Description | Content & Assets |
|--------------------------|--|---|
| Home | Image-driven intro to company, initial branding | Main image – overlaid with text statement about solidarity |
| About | Introduction about the company's specialties, key players, story of the history (combine in a single scrollable page with Home). | Text, headshots or team shot |
| Current Listings Landing | Landing page of all current listings, with featured or model homes at the top | Grid-based layout of homes, text underneath (would be great to make the text appearing an interactive element); testimonial video |
| Current Listings Detail | Individual home listing page | Photo gallery, specs, pricing, map, etc |
| Design Your Home | Overview of floor plans and how we work to customize construction to turn a pre-plan home into the customer's dream | Floor plan outlines, text-based graphic showing the process, additional explanatory text |