# Purpose

* To introduce our services in detail.
* To stress the vision of the company.
* To build the trustworthiness between potential customers.

# Target

## Age

Majorly 30s-60s, some teenagers

## Interest / Purpose

* Reputation
* Who we are
* Other services
* Trustworthiness
* Service Information in detail

# Design

## Media

* Share photos / videos of us or services

## Colour

* Do not use too much colour
* Light grey & light blue
* <http://3.s3.envato.com/files/30897478/Screenshots/03_Home%20page%20-%20Light%20Skin.png>

## Feedback / Comment

* To increase the reliability of our services by having positive comments by current customers.

## Display Counter

* Display a number of customers for psychological effect so that potential customers feel they also need it.