

## Identity and web questionnaire prepared by Office vs Office

Identity: Feel free to answer in as brief or as detailed as you deem important for us to get a grasp of the nature of the enterprise. Many of the questions may have already been covered but this will serve as a document that we can return to in order to measure our success and make sure our focus stays on track with your vision where appropriate.

**What is the essence of the business/you?**

Customer service

**How would you define yourself and the focus of your business/you?**

Hard working and dedicated to guests enjoying their stay

**What does the name mean? Both literally and abstractly or metaphorically.**

BNBTLV – bednbreakfast tel aviv

**What would be the opposite or opposing force of your company name/you?**

**Who is your primary clientele/audience?**

Tourists from europe, US and Russia (groups, families, friends)

**And specifically which audience/market will the brand be reaching out to in hopes of growing awareness around your products?**

**What is the main message you are trying to communicate to them?**

Easy, trustworthy service that is cheaper than a hotel

**Please provide 2 tag lines, they are not meant to be perfect, just give a general idea of how you would sum up your company in 3 seconds.**

Service with a smile, reliable hospitality

**Who is your primary competition?**

TLV2go

**Please provide 3 or more examples of well-designed logos (from any industry) and explain in your words what makes them successful marks.**

Airbnb

### [Website Questionnaire](#)

**Simply state the goal/purpose of the website?**

To attract more owners to advertise their properties with us and let us manage them.

**What does it provide your clients?**

Peace of mind and higher income

**How do you plan to maintain your site?**

Not sure? What do you recommend?

**Is there anything in the past that you have seen which should be avoided?**

**What outcome will make this project successful?**

To have a website as similar to the examples sent as possible

**What colors do you like?**

Blue, purple, white

**Do you have a logo?**

yes

**What would you like your site to be called?**

BNBTLV Luxury Holiday Rentals

**What functionality would you like? (blog, e-commerce, gallery – please list all and in detail)**  
**Hotel**

**How creative can I get with design? 1 = very basic, 5 = totally unique.**

**Please provide 3+ examples of sites that reflect either the size of the site you envision and or the aesthetic of the site you want to aim for?**

<http://www.friendlyrentals.com/home.aspx?CultureCode=en-GB&OrigenId=2325&nodates=1&forceview=1&gclid=CKvfuKOa3cgCFRNmGwo dVV0EKw>

<http://www.apartmentbarcelona.com/?gclid=CPjq1Y2Z3cgCFQsHwwodWdsAYw>