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? /How would you define yourself and the focus of your business/you?
My product is a ratings and review website specifically catered to the rental real estate market- starting in NYC. On our website you should be able to find everything about a potential rental apartment that you would want to know about prior to committing to a lease or moving in; like if the walls are very thin, if the elevators never work, if the super is attentive, if your landlord it intrusive… etc. It will be an online platform where people can gather to give ratings, reviews, and advice to other renters about their current or former rental apartment/building/management company.

Basically if you look at trip advisor-- that is more or less how i want my company to start as. I do not want my company to be a streeteasy where they are looking for apartments, i just want it in the beginning to be a rating and reviews website.

What does the name mean? Both literally and abstractly or metaphorically.
InsiderRental- because it gives you the inside scoop

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

Who is your primary clientele/audience?
any one who rents an apartment- starting primarily in NYC

And specifically which audience/market will the brand be reaching out to in hopes of growing awareness around your products?
i think my target market is anyone who rents, but that will mostly be people primarily between the ages of 22-35

What is the main message you are trying to communicate to them?
that i would like to add some transparency to the rental real estate market

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.
1) get the inside scoop at insider rental
2)

Who is your primary competition?
1) rent.com- kind of but they havent exactly started giving out reviews

Please provide 3 or more examples of well-designed logos (from any industry) and explain in your words what makes them successful marks.
1) apple- its self explanatory and like youre takinga bite out of life and industries which is what they did
2) coca cola- because its simple and fluid
3) nike- also simple and fluid but reminds you of the wind in the way its italisized which reminds you of running

Website Questionnaire

Simply state the goal/purpose of the website?
to provide transparency to the rental real estate market. By putting information in the hands of the tenants they will be able to make more informed decision before entering into a long-term contract (a lease). Eventually because there will be more information i think it will affect prices because if two buildings are charging more or less the same and have the same amenities but one building has bad reviews while the other has good ones the tenants will be able to negotiate more freely with this information.

What does it provide your clients?
Trustworthy and verified information

How do you plan to maintain your site?

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

What outcome will make this project successful?
if it starts to affect prices of the rental real estate market eventually

What colors do you like?
im thinking for this website green blue and orange are some colors to think about but i am also open to other ideas

Do you have a logo?
my step dad is in advertising and is going to work on it for me

What would you like your site to be called?
insider rental, but as mentioned, definitely open to other ideas

What functionality would you like? (blog, e-commerce, gallery – please list all and in detail)
honestly not sure- if you need to we can talk about this

How creative can I get with design? 1 = very basic, 5 = totally unique.
would love to see all ideas!!!

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?
-TripAdvisor
-similar to yelp but they are not a very trust worthy website because people can pay for good reviews
-apartments.com