

Website Design Brief

Our company sells an ERP software to Commercial Real Estate Companies, this project is part of a marketing and sales relaunch of the company.

The software is a modular system where client's can adopt one module at a time. Our customers are corporate clients who own between 10M and 10B of real estate properties. The typical customer is from the IT or the Financial arm of the company. Our differentiation in the market is that our system is built on a no-code environment, so making changes for the client is quick. Incumbents in the market have long implementation cycles, and customization is often not possible. Competitors are Yardi, MRI, RealPage, Entrata.

We need a design for our site which will be implemented into Wix Studio. **All designs must be compatible with the newest version of Wix Studio.**

We have produced the following attached assets to use in the website design.:

1. Logo
2. Brand Guidelines
3. Content for Pages
4. Menu Structures
5. Illustrations (modules)
 - a. I can't attach them because the files are too big, so they're in this google drive instead:
 - i. <https://drive.google.com/drive/folders/16jXtpIi-4D2Ze-MQDzeHG-whGiTg7eQ-?usp=sharing>

The mechanic for our sales process is as follows:

1. We find on module from our application that a client is interested in. The illustrations that we've attached represent the individual modules (elements) of the software.
 - a. For instance, one of our current customers has purchased a commissions module from us which helps calculate the commission that brokers receive for buying and selling their properties.
2. We provide immense value through the module, and then keep in sales communication with the client to determine which other modules we can implement for them.
 - a. For instance, in the example above, the client is so happy with the commissions module that they want to start working with our leasing module as well. In the next business quarter, they also choose to add our financials module to their business systems.

Logo

Attached

Brand Guidelines

Attached

We are open to suggestions on the secondary colour palette.

Site Copy

We require the following pages to be created; For now, we will do one Market Page, one Product Page, and one Platform / Services Page, and we will use those as inspiration to create the other dozen Marketing Pages and 30 or so Product Pages.

Homepage

Attached

Market Page - look at the yardi site under the Office, Industrial, Retail
(<https://www.yardi.com/products/yardi-commercial-suite/>)

Product - One product provided, but there will be 30 - look at the entrata page
(<https://www.entrata.com/products/general-accounting>)

Platform / Services Page - pages that tell the story of our platform and services, content to be provided - the platform will use our modules as it highlights the story of the configurability and composability of the platform. Instead of the icons that they use, we want to use our modules.

- <https://www.nextw.com/enterprise-applications-platform>
- <https://www.nextw.com/cloud-architecture>

Team Page - just add sample content for starters (6 Team Members to start)

Schedule Demo Page - the call to action for all pages
(<https://go.entrata.com/schedule-demo.html>)

Menu Structure

The menu is provided as an attachment.

Illustrations Information

A note about the illustrations - we have provided an illustrator file with the modules, and if you'd like you can arrange the in any way that you'd like to. We especially like when the modules are positioned like a periodic table of the elements.

Our existing clients are

- Calgary Coop - <https://www.calgarycoop.com/real-estate/>
- Hiffman Realestate <https://hiffman.com>

Our competitors are

- Yardi - www.yardi.com
- MRI - www.mrisoftware.com (we don't like how this one looks)
- Entrata - www.entrata.com
- Realpage - www.realpage.com

Design inspiration

- <https://moon-digital.wixsite.com/autono>
- Corporate
- Established
- Modern

Stock Images Guidance

- https://www.canva.com/design/DAF5Df6NEoU/Blgu3t3h45QV-lpngsaKNg/edit?utm_content=DAF5Df6NEoU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton