

Website Design Briefing – DAAN



About DAAN

DAAN is a data analytics platform for the healthcare sector and social housing sector. It helps organizations unlock, analyze, and use data to make smarter decisions. DAAN combines a scalable platform with intelligent tools, a professional community, and BI-as-a-Service.

The website should communicate this clearly and professionally, with a clean and user-friendly layout.

Structure Overview

The website will be a multipage site, with a clear and consistent structure designed across four levels:

- **Level 1: Home page**
- **Level 2: General page** for informative content such as “What is DAAN?” and “Who is it for?”
- **Level 3: Product overview page** with a visual list of all modules
- **Level 4: Product detail page** for each product module

The design should be modern, minimalistic, and professional—matching the brand identity of DAAN.

Note on Future Character Integration

We plan to introduce a character (a stylized digital figure or mascot representing “DAAN”) after the website design has been completed. The character is not yet available and will be developed in a later phase.

We ask the designer to keep this in mind when designing key pages:

- The layout should be flexible enough to later accommodate a character — for example in hero sections, supporting visuals, or alongside key messages
- The visual style and tone of the website should allow for seamless integration of a character that is professional, modern, and friendly

- The character will likely serve as a subtle visual guide or accent — not as a dominant cartoon element

You don't need to design the character — just make sure the design doesn't exclude the possibility of adding one later.

Header and Navigation

- **Logo (top left):** Always links to the homepage
- **Main menu (horizontal, no submenus):**
 - What is DAAN?
 - Products
 - Who it's for
 - Community
 - About us
 - Contact
- **Call to Action buttons:**
 - “Plan a demo” (may be placed in the main menu)
 - “Start DAAN” (links to the DAAN app)
- **Mobile:** Hamburger icon for main menu

Footer Structure

- **3 Columns:**
 1. Logo + short description + LinkedIn icon
 2. Contact info: address, phone, email
 3. Footer menu
- **Subfooter:**
 - Copyright and legal links (Disclaimer, Privacy, Terms)

Level 1: Home Page Structure

The homepage should be compact and focused on conversion. Suggested structure:

1. **Hero Section**
 - **Headline:** “More impact with better control over data”

- **Subheadline:** “Data analytics for healthcare and social housing”
- **CTA buttons:**
 - “Products”
 - “Plan a demo”
- **Visuals:**
 - Modern, tech-inspired (no generic stock images)

2. **Brief Introduction**

- Short 2–3 sentence explanation of what DAAN is
- Button linking to the “What is DAAN?” page

3. **How DAAN Helps**

- Overview of the three pillars:
 - Platform and Products
 - Community
 - BI-as-a-Service
- Link to more info

4. **Products Overview**

- Highlighted modules with short descriptions:
 - Public data access
 - Climate risk scan
 - Pricing benchmark
 - Cost model
- Link to “Products”

5. **Who is DAAN for?**

- Key audiences: Sales managers, real estate managers, financials, BI specialists
- Link to “Who is it for?” page

6. **Community**

- Short description + CTA: “Join the community”
- Link to community page

7. **Client Quote / Testimonial**

- Quote from a satisfied client or partner
- Optional link to case study

8. Final Call to Action

- Repeat “Plan a demo” and “Start DAAN”
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Level 2: General Page Template

Used for:

- What is DAAN?
- Who it's for
- Community
- About us

Structure:

1. Hero section with title and short intro
 2. Informative content blocks (text + visuals)
 3. Call to Action
 4. Breadcrumb navigation for consistency
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Level 3: Products Overview Page

1. Hero section with title “Products” and a short intro
 2. Short description: “Smart modules for better decision-making”
 3. Grid or list layout of product modules:
 - Cards or tiles with brief descriptions
 - CTA per card: “More information”
 4. Links to product detail pages
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Level 4: Product Detail Page Template

1. Hero section with product name and short intro
2. Benefits of the product
3. Features and functionality
4. Target audience
5. Use cases or testimonials (optional)
6. Call to Action (e.g., contact form or demo button)
7. Breadcrumb navigation

Design and UX Tips

- Clean, modern, and minimalistic layout
- Consistent color use, using DAAN's primary brand colors
- Responsive design
- **Micro-interactions:**
 - Hover effects on buttons and menu items
 - Smooth transitions on scroll and section changes
 - Light animations to enhance the user experience
- These are some websites that our client likes, you can use this as inspiration but it is definitely not the intention to copy this:
 - <https://www.cleverfranke.com/>
 - <https://www.republiq.nl/>
 - <https://www.bcg.com/>
 - <https://6gorillas.nl/>

Goal of the Website

- Clearly communicate what DAAN is and what it offers
- Encourage users to explore further via subpages
- Drive conversions via demo requests and app usage

The site should be professional, clean, and easy to navigate—without unnecessary distractions.