**SurveyGauge Website Design Contest Brief**

**Organization Name**

**SurveyGauge**

**About Us**

SurveyGauge is a **B2B customer experience (CX) and loyalty platform combined with expert consulting services**. We collect real-time feedback, segment insights, and provide leadership-ready reporting with churn-risk alerts. Unlike software-only tools, our platform includes CX experts who help businesses implement, interpret, and act on insights.

Our target audience is **HR leaders, CX leaders, executives, and managers** at medium-to-large organizations who want to improve customer loyalty, strengthen relationships, and drive measurable results.

**Style and Theme**

We want a **modern, professional SaaS-style website** that is clean, engaging, and conversion-focused. The design should balance **data-driven technology** with a **human touch**, reflecting both our platform and consulting services.

* **Look & Feel:** Clean, modern, trustworthy, approachable.
* **Colors:** Keep blue/green tones as the foundation, with flexibility for accent colors.
* **Typography:** Professional, modern sans-serif fonts.
* **Imagery:** Dashboards, charts, data visualization, team collaboration, customers.
* **Tone:** Trustworthy, innovative, and people-focused.

**Pages and Goals**

1. **Homepage**
   * **Goal:** Clearly communicate who we are and what we offer, and guide visitors to request a demo or learn more.
2. **Product/Services Page**
   * **Goal:** Showcase our platform and expert services, highlighting the value we provide and encouraging demo requests.
3. **About Page**
   * **Goal:** Build trust by presenting our mission, story, and team.
4. **Blog/Resources Page**
   * **Goal:** Share insights, expertise, and thought leadership to build credibility and attract organic traffic.
5. **Contact/Demo Page**
   * **Goal:** Provide a simple, direct way for visitors to get in touch or book a demo.
6. **Pricing Page**
   * **Goal:** Present our pricing in a clear, transparent way that highlights value and encourages visitors to choose a plan or request a custom demo.

**Inspiration Websites**

[**www.customergauge.com**](http://www.customergauge.com)

* Professional SaaS design, clear value proposition, strong use of visuals, and good navigation.

[**www.delighted.com**](http://www.delighted.com)

* Simple, minimal, and easy to understand with strong use of product screenshots and social proof.

[**www.nps.today**](http://www.nps.today)

* Clear focus on NPS, straightforward messaging, clean layout, and effective CTAs.

[**www.epinionglobal.com**](http://www.epinionglobal.com)

* Strong positioning statement, balanced use of data and storytelling, clear content structure, and professional design.

**Elements to Avoid**

* Overly dark or heavy themes.
* Neon or harsh colors.
* Cartoonish or playful illustrations.
* Busy backgrounds or cluttered layouts.
* Generic stock photo clichés (like handshakes).

**Additional Notes**

* The design must be **mobile responsive** and work seamlessly across devices.
* Every page should have **clear calls-to-action**.
* Use visuals (icons, charts, dashboards, customer/team imagery) to quickly tell the story.
* Must support **multilanguage functionality** (English and Danish minimum) with an easy-to-use language toggle (e.g., in the header).
* Final deliverables should be **WordPress-ready** (Figma, XD, or layered design files acceptable).