******

***eJIAJIA* Logo Design Brief**

**Arcadier Overview:**

Arcadier is company that empowers merchants, both small and large with tools to enable m-Commerce. Arcadier does this by being a modularized platform that allows different merchants to pick and choose the experience they want to create, then arranges the right set of *lego blocks* to best fulfill this need. There are many different modules, but one of its main components is its shopping cart and social (peer-to-peer) technology.

**Project Overview:**

Longjuhaiwai is a property portal that caters to the Chinese market. The portal aims to introduce properties outside of China, that the Chinese can purchase for migration, studies abroad, holiday homes, or investment purposes. It currently showcases properties from 20 different countries, with a strong focus on Singapore and Malaysian properties.

Arcadier and Longjuhaiwai have started a joint venture together. Longjuhaiwai will be re-branding together with Arcadier as the technology service provider whom manages and builds upon the existing back end. V1.1 is needed to provide an easier transition process to v2.0, where many Arcadier’s unique browsing and “shopping” experience features will be then included. For example, Arcadier is able to provide property agents the visibility of the potential buyer’s interest once they favourite a property. (This process flow is exactly the same as adding an item into a shopping cart without checking out). As such, Arcadier is able to use this “shopping” behavior to create a customer profile.

**What are our goals of this new project?**

Longjuhaiwai wants to re-brand itself to better suit the Chinese market, as they have received feedback on how the website is has not been up to consumer’s expectations in terms of both the design and experience. With the establishment of a new JVC called eJIAJIA, we want to provide users with a better user experience. As such, eJIAJIA is planned to have cleaner and simpler structure to display information around the housing market.

* ***Requirements for eJIAJIA logo:***
  + E has the same pronunciation as the Chinese character “易”, which means easy and user friendly. While, Jia” can pronounce for "佳" (excellent and beautiful) and "家" (home). Thus, eJIAJIA or 易佳家 will stand for a user-friendly ecommerce platform of one’s excellent and beautiful home.
  + We suggest playing with the English word of eJIAJIA instead of the Chinese characters to differentiate our property listing website to other traditional Chinese websites.

**Feel of the logo**

**Classy and modern:** To fit the theme that eJIAJIA is the new and improved version of Longjuhaiwai, classy and a whole new different colour scheme is recommended. Also, the website should not be too bright and cheerful due to the serious nature of a property listing website. However, the site should not look like a traditional Chinese logo.

**Luxury:** As eJIAJIA is cater to millionaires with a fondness of luxury properties, the logo should be able to address this.

**Clean & Simple:** Traditional Chinese logo tend to be messy and just a play of the Chinese character, which is what we are trying to avoid. The logo we wanted to something simple and clean.

**Who is our target market?**

* Buyer target market:
  + Age: 35-60
  + Gender: Both
  + Income: Above average to Millionaires
  + Taste: Preference for foreign cultures
  + Employment: Senior Management/Businessmen
  + Geography: China & Overseas Based Chinese – should be primarily Chinese product (Secondary: English)
  + Lifestyle: Individuals that enjoy travelling and seek to enjoy the finer things in life (buy for investment but not rental). Or families eager to migrate out of China. Parents purchasing properties for their children to stay while studying abroad.
  + Descriptors:
    - Non-first time property owners
    - Likely to have a property in back home in China
* Buyer target market 2:
  + Age: 27-42
  + Gender: Both
  + Education: Higher education outside of China
  + Taste: Preference for foreign/more western cultures
  + Employment: Entrepreneurs/ Businessmen
  + Geography: Outside of China
  + Lifestyle: Choose to settle down outside of China after being educated over there.
* Listing target market:
  + Age: 25-50
  + Gender: Both
  + Income: >120,000
  + Taste: Up market properties
  + Employment: Housing Agents
  + Geography: Outside of China
  + Descriptors: Chinese speaking agents that are based outside of China/ English speaking agents eager to get a share of the Chinese property buying frenzy
* Listing target market 2:
  + Land Developers
  + Properties: Heart of the City/ High end luxurious homes

**Primary Contact**

Shirley

Email: 78911shirley@gmail.com  
Phone: 97592531