

## WordPress Website Design Requirements

### 1. ASSUMPTIONS

- 1.1. WordPress.com Business will be used to deliver the site and therefore will the capabilities of this WordPress service available
- 1.2. The capability of the site will be limited to out-of-the-box WordPress.com Business capabilities
- 1.3.

### 2. NON-FUNCTIONAL REQUIREMENTS

#### 2.1. References

The site below provides some pages and sites to guide the type of look and feel we envisage in this site: <https://www.pinterest.com/auspda/website-designs/>

*Acknowledge these sites are exceptional examples of design, but are provided for guidance of the aesthetic we hope to achieve.*

#### 2.2. Details

- 2.2.1. Business Name is **Australian Property Development Appraisals**

#### 2.3. Look and Feel

- 2.3.1. The site will not be busy, cluttered or complex
- 2.3.2. The site will be crisp, minimalist, clean, elegant and sophisticated
- 2.3.3. There will be a consistency in style, imagery, etc...
- 2.3.4. The style, font, imagery and colours will be consistent with the style guide provided
- 2.3.5. The site will convey that the information and products are from a qualified, independent and objective source
- 2.3.6. The site will appeal to professional service providers; accountants, financial planners, lawyers, etc...
- 2.3.7. DO NOT make any references to this being an Australian business in the design or content
- 2.3.8. The same banner will present across all pages
- 2.3.9. The banner will incorporate the full colour acronym and business name logo provided

#### 2.4. Navigation

- 2.4.1. The navigation will be simple
- 2.4.2. The content will be easy to read and laid out in a fashion that flows

#### 2.5. Optimisation

- 2.5.1. The site and its content will be **SEARCHABLE** (ability to search site content)
- 2.5.2. The site and its contents will be **FINDABLE** (SEO optimized)

- 2.5.3. The site and its contents will be **SHAREABLE**
- 2.5.4. The design and its contents will be **RESPONSIVE**

### **3. FUNCTIONAL REQUIREMENTS**

#### **3.1. Landing Page**

This page will:

- 3.1.1. provide a section to indicate what problems we can solve / what opportunities our products can present
- 3.1.2. provide the means to enter into each of the Property Report Pages
- 3.1.3. provide the means to have brief summary on each of the Property Report Pages
- 3.1.4. provide the means for an image in reference to Property Development Report Page
- 3.1.5. provide a compelling call-to-action design to request Property Report A
- 3.1.6. the call to action will be a single click
- 3.1.7. navigate to the Email Collection Page when the call-to-action is engaged
- 3.1.8. Contact Us Footer
  - 3.1.8.1. [contactus@developmentappraisals.com.au](mailto:contactus@developmentappraisals.com.au)
- 3.1.9. About Us section
  - 3.1.9.1. WHO are we?
  - 3.1.9.2. WHAT do we do?
  - 3.1.9.3. HOW do we do it?
- 3.1.10. Social Media Footer
- 3.1.11. Search Facility for entire site
- 3.1.12. Site Map link

#### **3.2. Property Report Page A**

This page will:

- 3.2.1. provide a space to summarise the report at a high level
- 3.2.2. have 3 discrete sub-sections that can be used to detail the different content of this report
- 3.2.3. Each discrete sub-section will have a space for a title and text
- 3.2.4. provide a button that generates the Email Collection Page
- 3.2.5. The Email Collection Page will send a pre-defined email and attachment to the email address provided by the customer

- 3.2.6. Provide a simple image that makes reference to a complex set of rules and processes being summarised and broken down for the customer into something easy to understand.

### **3.3. Property Report Page B**

This page will:

- 3.3.1. provide a space to summarise the report at a high level
- 3.3.2. 3 discrete sub-sections that can be used to detail the different content of this report
- 3.3.3. Each discrete sub-section will have a space for a title and text
- 3.3.4. provide discrete sub-section that will provide access to Sample Property Report B
- 3.3.5. Integrated with a ecommerce WordPress solution to purchase the report
- 3.3.6. Provide a simple image that makes reference to a identifying the residential development opportunity there may be in residential property development site

### **3.4. Property Report Page C**

This page will:

- 3.4.1. provide a space to summarise the report at a high level
- 3.4.2. 9 discrete sub-sections that can be used to detail the different content of this report
- 3.4.3. Each discrete sub-section will have a space for a title and text
- 3.4.4. provide additional discrete sub-section that will provide access to Sample Property Report C
- 3.4.5. Integrated with a ecommerce WordPress solution to purchase the report
- 3.4.6. Provide a simple image that makes reference to 'unlocking the value' of a residential property development site

### **3.5. Email Collection Page**

The page will:

- 3.5.1. Collect the following mandatory fields:
  - 3.5.1.1. Email address
  - 3.5.1.2. Re-enter email address
  - 3.5.1.3. First name
  - 3.5.1.4. Surname
- 3.5.2. validate the email address is a valid format
- 3.5.3. validate email addresses entered are the same
- 3.5.4. generate a configurable email to a configurable email address

### **3.6. Personal Details Collection Page**

This page will:

- 3.6.1. Collect the following mandatory fields:

- 3.6.1.1. First name
- 3.6.1.2. Surname
- 3.6.1.3. Email address
- 3.6.1.4. Residential Australian Address
- 3.6.1.5. Contact Number (optional)
- 3.6.2. validate the email address is a valid format
- 3.6.3. validate email addresses entered are the same
- 3.6.4. Request the customer choose either:
  - 3.6.4.1. Property Report B
  - 3.6.4.2. Property Report C
- 3.6.5. generate a configurable email to a configurable email address

### **3.7. Property Development Process Overview Page**

Page has three discrete sub-sections:

- 3.7.1. Infographic
  - 3.7.1.1. Ability to have a large infographic
  - 3.7.1.2. Infographic is minimised but visible
  - 3.7.1.3. Infographic can be expanded to fill the users screen
- 3.7.2. Development Costs Explained
  - 3.7.2.1. 5 discrete sub-sections within this section for different costs to be explained
  - 3.7.2.2. Each discrete sub-section will have a space for a title and text
- 3.7.3. Professional Services Explained
  - 3.7.3.1. 5 discrete sub-sections within this section for different services to be explained
  - 3.7.3.2. Each discrete sub-section will have a space for a title and text

### **3.8. Site Map**

## **4. IMAGES**

- 4.1. Simple and memorable images that reflect the business and products we offer to be used, including but limited to:
  - 4.1.1. report image
  - 4.1.2. graph image
  - 4.1.3. residential home image
  - 4.1.4. key image
  - 4.1.5. building sketch image
  - 4.1.6. planning sketch image
- 4.2. these images will have a consistency in style, colour scheme, appearance and size
- 4.3. they will be simple, clean, crisp, modern and elegant in nature
- 4.4. they will only use the colour palette provided in the style guide

