



4DMapper web design brief

Company background

4DMapper is an innovative cloud-based platform for 3D visualizing of big geospatial data, from drones, satellites, scanners etc

We are an Australian company, with a global customer base.

We're about visualisation, data management, collaboration... big data is a longer-term goal

The 4DMapper product is designed to make complex geospatial data easy to use. 4DMapper is accessible through browsers on desktops and mobile devices (not an app yet) making this big visual data available to a wide variety of end users.

Website objectives

- Give confidence to professional viewers while maintaining a sense of ease and accessibility (ie not too corporate)
- Segment the audience into 3 main groups and take each through an information path/funnel
- Goal to have them go to the 4DMapper application (<https://app.4dmapper.com>) to sign up for a trial or contact us for more information
- Newsletter signup
- Qualified lead generation to capture contact details in exchange for live demos eg <http://4dmapper.com/agriculture/>

Audience

The site will be viewed by

- Potential customers (part of lead generation funnel, offers instant trial) from small drone operators to large B2B enterprise users
- Potential partners (large businesses that will be interested in offering their services on the 4DMapper platform e.g. data processing and services on the cloud)
- Potential investors
- Geospatial professionals and end-users (e.g. asset management, building and construction, insurance, telco's, utilities, mining companies – ultimate beneficiaries from geospatial services)
- Journalists from industry publications and general media

Website structure/sitemap

- Basically the same as current site <http://4dmapper.com>
- Looking for improved:
 - Look and feel – sharp, fresh, professional
 - Site navigation
 - Features
- Lightboxes on Solutions page
- Social media integration – LinkedIn and Twitter
- Lead generation capabilities

Colour Scheme / Branding

- We will keep our current logo (attached) but we want to shift the colour a little. A slightly stronger blue (roughly like Dropbox blue but not exactly for copyright reasons) Please change the logo colour and use this colour as needed through the site. Other complementary colours as you see fit.

Comparable/reference sites

- <http://4dmapper.com> current site has content and basic structure

competitor sites – do not copy exactly, for inspiration only

- <https://www.spookfish.com/>
 - Fresh, clean
 - A touch of animation
 - Minimalist/transparent menu
- <http://www.nearmap.com.au/>
 - Good look and feel
 - Big images
 - Good mix of graphics, images, boxes, icons,
 - Corporate but fresh and light
- www.aethon-technologies.com
 - Big slider photos relevant to our target audiences (we can help source these images)
 - Rest of that site is pretty bad