**Website Briefing: Westhive Pre-Registration Site**

**December 2017**

**General Information**

**About Westhive**

Westhive is a new plug & play Coworking Space that offers startups and corporations flexible and inspiring office space together with leading-edge professional services.

This allows them to exclusively focus on bringing their innovative ideas to life – without having to worry about anything else.

🡪 *“Focus on your work. And leave the rest to us.”*

Westhive features a marketing & digital technology (MarTech) consultancy – Cocentric Inc. (working title) – as well as various service companies and professionals. They support the startups and corporate coworkers on their projects: from target group research to branding strategy, from service design to customer acquisition, from proof-of-concept to near shore development, from fiduciary services to legal support.

**Target groups and USPs**

Westhive has three target groups:

1. Startups
2. Corporations (large and medium-large companies)
   1. Innovation teams
   2. Spin-outs
   3. Etc.
3. Small companies/freelancers

The startups and small companies/freelancers come from the so-called TAMI universe: Technology, Advertising, Media and Internet. A marketing and marketing technology focus (MarTech) is preferable. Corporations can be from all industries.

**State of the business**

Westhive Inc. has been founded and its first location will be opening its doors on April 1st 2018. And it’s not an April’s Fool.

**The scope**

Logo and collaterals have been created. We now need a website – or actually two websites. The first website is the actual website. It needs to feature all the information about Westhive, from Philosophy to Member Pricing to Legal Disclaimer. The second websites is a temporary one-page site with basic information plus the possibility to pre-register for membership and a desk at Westhive.

**Later extension of the site**

This temporary pre-registration site will later be extended to our full website, so the extension needs to be considered.

**Navigational Structure**

We need 4 menu items initially:

* The beautiful space / Der schönste Space
  + Incl. location via Google Maps
* All the goodies / Aller guten Dinge
* The offering / Das Angebot
* Pre-register now! / Jetzt die Zukunft buchen
  + Incl. form to enter personal details for pre-registration

In addition, we need a utility navigation with two menu items:

* Contact (will lead to a page with mail address, phone, physical address)
* Language: (German/English)

At the bottom, we need a copyright disclaimer:

* ©Westhive AG Zurich

Extension to full site early next year:

* 6 to 8 menu items incl. a picture gallery
* Social media integration (Facebook, Twitter, LinkedIn, Instagram)
* An additional footer with Press, Careers, maybe a blog, FAQ (a bit like wework: <https://www.wework.com/de-DE/> )

**Design**

We want a simple scrollable site like this:  
https://citizen-space.ch/

Initially, the menu buttons will take you “down” to the corresponding sections. Maybe later – in the full version site – they will open separate pages.

We want a clean, simple and modern design that is responsive and will work on desktop, tablet and mobile phone alike. We could imagine both a “dark” design or a “white” design and have no preference now. The logo needs to be prominent. We could imagine it to be large when you enter the site and then become smaller as you scroll/navigate.

We have attached a folder with our logo and its variations plus pictures that we would like to use.   
Feel free to use other pictures as well, as long as they are mood pictures, do not infringe copy rights or do not cost a lot to license.

**Technology**

The pre-registration site needs to be based on the WordPress Divi theme.

**What we want to convey**

Westhive is many things: a Coworking Space that also offers professional services that help to succeed. It is an ecosystem, in which partners can collaborate and benefit from each other while keeping their independence. It is a community of people with an innovative and entrepreneurial spirit – that see great opportunities in the new technologies.

To condense this: we want to convey Exploration, Innovation, Technology, Creativity, Community, and Guidance.

And of course, when you join Westhive, you will succeed!

**Tonality**

Young and professional with a relaxed self confidence.

**Where the logo will be used**

The most important use of the logo is obviously as building sign.

And then there are all the other uses: business cards, letterheads, collaterals etc.

We also want to use it on “office merchandise” like pens, notepads, coffee mugs, hoodies etc.