

# Design Brief

**Project Title:** WorkInStyle Co-working website

Dec. 2017

## 1. Client information

WorkInStyle is a new global coworking brand, growing fast and establishing stylish locations and communities that inspire innovation and collaboration all around the world.

The company targets customers ranging from small-medium firms and up to global enterprises, who need a space to grow in and seek a community with a collaborative spirit.

### About coworking:

Coworking is a style of work that involves a shared working environment. Unlike in a typical office environment, those coworking are usually employed by various organizations. Coworking is a gathering of a group of people who are working independently, but who share values, and who are interested in the synergy that can happen from working with like-minded people. Coworking is not only about the physical place, but about establishing and being part of a community.

WorkInStyle is focused on a stylish work environment that includes private offices, with shared lounges, meeting rooms and kitchens (and NOT a shared open space for freelancers).

## 2. Project overview & objective

The project includes a complete website design, focused on delivering the company's values and messages, provide information to site visitors and to generate leads.

## 3. Project details

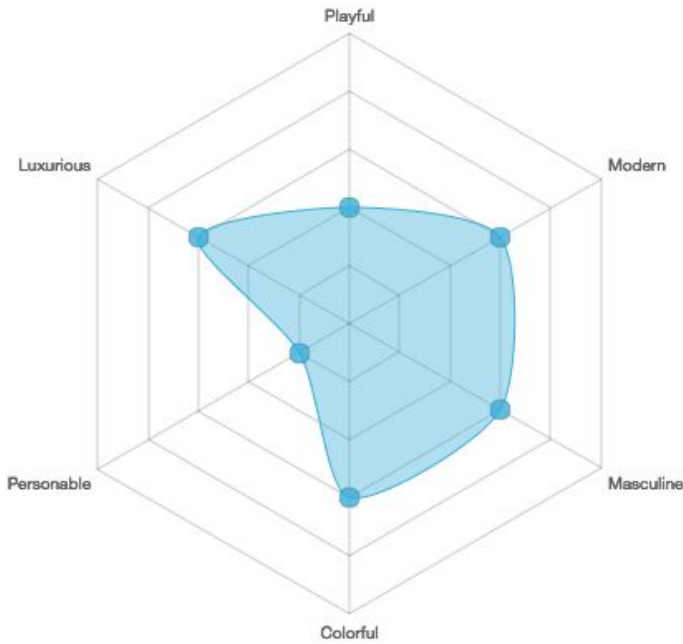
Target audience:	<ul style="list-style-type: none"><li>• Both men and women. Decision makers in:<ul style="list-style-type: none"><li>◦ Small &amp; medium businesses in various fields, but mainly technology firms (Startups or established brands).</li><li>◦ Global enterprises.</li></ul></li><li>• Dynamic "new generation" companies.</li><li>• Press</li></ul>
Values to deliver	<ul style="list-style-type: none"><li>• Inspire collaboration &amp; Innovation</li><li>• Idea sharing</li><li>• Be a part of an exclusive club</li><li>• Realize your greatness</li><li>• Style and design awareness</li></ul>

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Project Scope & deliverables:	<p>Concept and design for :</p> <ul style="list-style-type: none"><li>● <b>Home page</b><ul style="list-style-type: none"><li>○ Deliver the values mentioned above.</li><li>○ Showcase the cities in which the company has locations in.</li><li>○ Show customer testimonials.</li><li>○ Provide an interface (form) for booking a tour and/or leaving contact details for more information (two alternatives)</li></ul></li><li>● <b>Coworking location page</b> - Each location is in the coolest part of a different major city, and has its own address, set of amenities (kitchen, fast internet etc,), area information (public transportation accessibility, sites near by, bars and restaurants in walking distance) and pricing for private offices (based on number of people per office). Each location page must have an interface to book a location tour.</li><li>● <b>Site Navigation (header &amp; footer)</b> - allow simple navigation between multiple city pages, location pages and homepage. Growth of up to 50 locations in 25 cities.<ul style="list-style-type: none"><li>○ The navigation should account for Navigation to additional pages (not commissioned in this project) such as:<ul style="list-style-type: none"><li>■ Locations</li><li>■ Enterprise</li><li>■ Special promotions</li><li>■ Blog</li><li>■ Contact us</li><li>■ About us</li></ul></li></ul></li></ul> <p>Note - the site should account for geolocation variable display, showing different content for different locations.</p> <p>Deliverables must include all editable graphic files (photoshop or similar), as follows:</p> <ul style="list-style-type: none"><li>● Home page - Desktop view (preferably both)</li><li>● Location page - Mobile web view (preferably both)</li><li>● Navigation - both options</li></ul>
Major website activities	<ul style="list-style-type: none"><li>● Lead generation<ul style="list-style-type: none"><li>○ Book a location tour</li></ul></li><li>● Read articles about the future of work, productivity and lifestyle</li></ul>

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## 4. Design guidelines

Existing brand guidelines	<p>WorkInStyle has no logo yet. Write the name in any font you'd like but don't invest time on logo design.</p> <p>The design should be clean, stylish, modern and design aware.</p> <p>Feel free to use any color palette (With affinity to black and white dominance), grid, font or any other visualization.</p>														
Platform	The design must be responsive to both desktop and mobile phone browsers (mobile web).														
Tone to convey	 <p>The radar chart illustrates the brand's personality across six dimensions. The axes are labeled: Playful (top), Modern (top-right), Masculine (bottom-right), Colorful (bottom), Personable (bottom-left), and Luxurious (top-left). The blue shaded area indicates the brand's profile: it is high in Playful, Modern, and Personable, and lower in Luxurious and Masculine.</p> <table border="1"><thead><tr><th>Dimension</th><th>Score (0-10)</th></tr></thead><tbody><tr><td>Playful</td><td>8</td></tr><tr><td>Modern</td><td>7</td></tr><tr><td>Masculine</td><td>3</td></tr><tr><td>Colorful</td><td>4</td></tr><tr><td>Personable</td><td>8</td></tr><tr><td>Luxurious</td><td>5</td></tr></tbody></table>	Dimension	Score (0-10)	Playful	8	Modern	7	Masculine	3	Colorful	4	Personable	8	Luxurious	5
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Visual / tone guidelines	See "WorkInStyle Personality" document, attached.														
Animation / Videos	Feel free to propose any visual solution that supports the company's values or enhances the site's lead generating abilities.														
Competitors	<a href="https://www.wework.com/">https://www.wework.com/</a>														