

Background

Real estate purchase is aspirational and understood by many people as a relatively safe investment.

However there are many barriers. Price, lack of know how, risk of increasing interest rates, long term commitments, et...

In recent months there have been many crowdfunding websites launched. Some crowd fund real estate. (e.g. Realtymogul.com, patchofland.com and thehousecrowd.co.uk).

They aim to make it easier, cheaper and simpler to purchase real estate.

All the above platforms focus communication on the real estate, though there is very little brand character or differentiation.

Ultimately it will be the profitability of the real estate investments that will dictate whether people invest. However the look and feel of the site will play an important role.

Crowdbaron.com was launched in 2013 and is looking to redesign the website.

Design Opportunity

In order to differentiate vs the other sites, crowdbaron aims to focus on the investor. Become an international landlord, or a property baron.

The values that need to come across from the website include:

- Trust, credibility, (not jokey or fun).
- Aspirational, through building a portfolio of real estate around the world
- Disruptive and innovative

Design Cues

There's a lot of information to be placed on some of the pages. It's ok if the viewer scrolls to see it all. However, there are key buttons that need to be clear (such as sign up, submit projects, etc).

Color Palette

crowdbaron is fresh and new. The green color was chosen to convey: new, growth, collaboration

Logo treatment

The logo can be used on both horizontal (icon next to the name crowdbaron) or stacked layouts.

Key messages

- Reconstructing a property ladder that's strong and fair.
- Build a property portfolio with 1% invested in a property.
- Simple, transparent and collaborative