Design Brief for **findshopspace.com**

**Name of Website-** findshopspace.com (existing logo and look & feel of website to be changed)

**Logo** - Finalised. The logo files are attached with the brief as **“logo.jpeg”**. The “Blue- Grey” version of the logo is for use on lighter backgrounds and the “Orange-White” version of the logo is for use on darker backgrounds. (A full Black version of the logo is also attached). Both versions may be used in different parts of the website. All attached files are in .png format.

**Status** - The website in functional and is undergoing user trials. However, we want to improve the look & feel of the website so at it seems

1. cotemporary,
2. Easy to Navigate
3. professional and
4. Vibrant.

***Please visit ‘findshopspace.com’ to check out the website and its functionalities – please use it only as a reference for the features & functions to be provided, however the designer should use a ‘Free Hand’ in designing the composition of various parts of the webpage without getting too influenced by the existing design***

**Objective of the Website ‘findshopspace.com –**

1. It is a portal focussed on listing of ‘Retail’ specific real-estate properties by developers, owners and realty brokers. The properties shall listed under the following four categories-
2. Retail Malls
3. Shopping Complexes
4. High-street shops
5. Retail Warehouses

\*refer findshopspace.com for better clarity

1. The abovementioned properties shall be listed either for ‘Sale’ or ‘rent\lease’ or both
2. Users shall visit the site in case they wish to acquire a retail \ shop space either on ‘sale’ or ‘rent’. These Users would be able to specify the ‘Search Criteria’ through the tool-bars provided on the website – the ‘Search Criteria’ shall comprise of ‘Type of space category’, ‘City’, ‘Locality’, transaction type ie ‘Rent \ Sale’ and ‘Area Range’
3. The main revenue model for the website shall be listing fee ( or advertising charges ) payable by those listing their properties on the website.

**Three Main Pages of Website (findshopspace.com) that need to be designed** **-**

1. **Main Home Page** (visit the web link - <http://findshopspace.com/> ) - The main home page has the “Search Toolbar” for specifying of Search Criteria by the User. It shall also have the following features & functions-
2. Main Advertising Banner
3. Featured Projects
4. New Launches
5. Toolbar with buttons – ‘Advertise with Us’, ‘Listings Alert’, ‘Shop Xperts’, ‘Advertiser Login’
6. **Property Listings Page** (visit the web link - <http://findshopspace.com/gurgaon-in-india> ) - The List of property options that match the Criteria specified by the ‘User’ get displayed on this page.
7. **Property Detail Page** - When the ‘User’ clicks on the “More….” Button on the ‘Property Listings Page’ (given in point b. above) the web page with the details of the property opens. (For Example – visit the web link - <http://findshopspace.com/spaze-Shopping-Complex-spaze-tristar-gurgaon-636> )

Note:- Please refer to attached ‘Shopping’ related images the designer may use them on the website to provide a look & feel of retail if required – either separately or rotate in a single window