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**GR DES 66**

MacVaugh & Company Web Site Redesign

Creative Brief <3/12/2012> <V.1>

**Project Summary:**

MacVaugh & Company is a commercial real estate firm based in Pasadena, California. MacVaugh & Company specialize in leasing/subleasing, re-development, retail, tenant representation and sale and purchasing throughout the San Gabriel Valley. The site re-design will enhance MacVaugh & Company's online visibility as a cutting edge yet user friendly aid in commercial real estate development.

**Business objectives/goals:**

- Representing tenants in lease negotiations, renegotiations or helping them locate the location that will best serve their needs.
- Working with local business owners to open new business.
- Working with local business owners trying to expand.
- Working with national retailers to open new locations in the San Gabriel Valley area.
- MacVaugh & Company represents buyers and sellers of land, office, and retail.

**Date of launch by client:**

Client is willing to work promptly, with an agreed budget, to launch the site as soon as possible.

## **Target Audience:**

### I. Audience description:

- Age: 35-65
- Gender: Male
- Education: College degree up to graduate degree with experience in owning and operating commercial retail properties
- Income: 80,000+
- Preferred OS: Primarily Windows, growing Mac OS user base
- Browser: Firefox, Explorer, Chrome
- Computer Device: Windows Laptop, Windows Desktop, MacBook Pro
- Internet skill level: Moderate

### II. Audience goals:

- Clear and concise information for our perspective clients
- Clean and professional look and feel that gives the feeling of growth
- Easy to use interface
- Users should be able to search and find their needed information quickly
- A hierarchy/site map that will promote exploration of the entire site
- Page must also be accessible to employees.

## **Perception Strategy:**

### I. Current Perception:

- Doesn't capture and hold the viewer's attention on first sight/Outdated
- Menu is hard to navigate
- Information is useful but too spread out

### II. Desired Perception:

- Quickly gains the visitor's attention by creating a clean look and feel
- Make the menu prominent so that the visitor can easily navigate
- Group all important information together so that its easy to find

**Message Strategy:**

1. MacVaugh & Company is the number one choice for small business owners and national retail executives alike when looking to expand and grow in the San Gabriel Valley commercial real estate business.

2. This new site will enhance the already stellar perception among business owners and retail executives that MacVaugh & Company has nurtured and grown over its years of service. The web site will be a gateway to connect prospective and current clients, employees and future business partners directly to the core of MacVaugh & Company.

**Competitive Advantages:**

MacVaugh & Company has many competitors, mainly large corporate business that have little to no connection with the San Gabriel Valley. MacVaugh & Company has grown a reputation amongst Southern California and the San Gabriel Valley as a business that is connected with the community with a reputation of putting their clients first. Nobody knows the San Gabriel Valley commercial real estate business like MacVaugh & Company, a true member of the community.