

# Website Redesign Proposal

Phillippa Durrell Real Estate Brokers, Ltd.

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## EXECUTIVE SUMMARY

Phillippa Durrell requires an updated website to generate new business for the brokerage; and broad exposure as it expands its franchise offering in the competitive, exploding suburban markets of Surrey, Langley, and Delta.

Real Estate is, fundamentally, driven by relationships. But, high competition—and an increasingly sophisticated customer population using Internet search options—means that modern companies must stay current. This means using Internet channels to initiate relationships well before personal meetings and handshakes.

An upgraded website is essential to the business, and figures prominently in Durrell's relationship-generating plans. The website must be sophisticated and user-friendly, to enable prospects to browse the listings; and to enable an easy reach-out to brokers to express further interest in the listings.

Users will browse the menu to find listings and to get a sense of the reliability and trustworthiness of the brand. The website will be easy to navigate and informative. The management team and brokers will demonstrate availability for easy contact. Biographies and evidence of community involvement will instill confidence that the broker team are here to serve the customer's family for many generations, not simply make a single sale.

The primary aim is to create an engaging, inviting website. We recommend planning for a technical upgrade to a mobile solution, should sales numbers, customer surveys and new site traffic indicate customer and broker demand for the convenience of a mobile contact and data management solution. Our budget includes 3 months support.

TIMELINE: 55 weeks    BUDGET: \$31,395

STAGE <sup>(1)</sup>	Months														
	M		%		M		%		M		%				
	4	12%	14	41%			12 <sup>(2)</sup>	35%	4	12%					
	PRE-PLAN				PLANNING, DESIGN & MOCKUPS				BUILD & GO-LIVE				SUPPORT		
	MONTH_00	MONTH_01	MONTH_02	MONTH_03	MONTH_04	MONTH_05	MONTH_06	MONTH_07	MONTH_08						
Project Pre-Plan	[Gantt bar]														
User Needs Analysis	[Gantt bar]														
Define User Needs	[Gantt bar]														
Define & Build Wireframes	[Gantt bar]														
Create B&W Website Mockup	[Gantt bar]														
Create Colour & Type Mockups	[Gantt bar]														
Inspect + Write & Debug Coding	[Gantt bar]														
User Interviews & Re-Coding	[Gantt bar]														
Website Goes Live	[Gantt bar]														
Post-Live Review & Tweaking	[Gantt bar]														
Site Monitoring Begins	[Gantt bar]														

Reference (1): See detailed Work Breakdown Structure at Appendix C.

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## VELOCIRAPTOR | DESIGN FOR BUSINESS

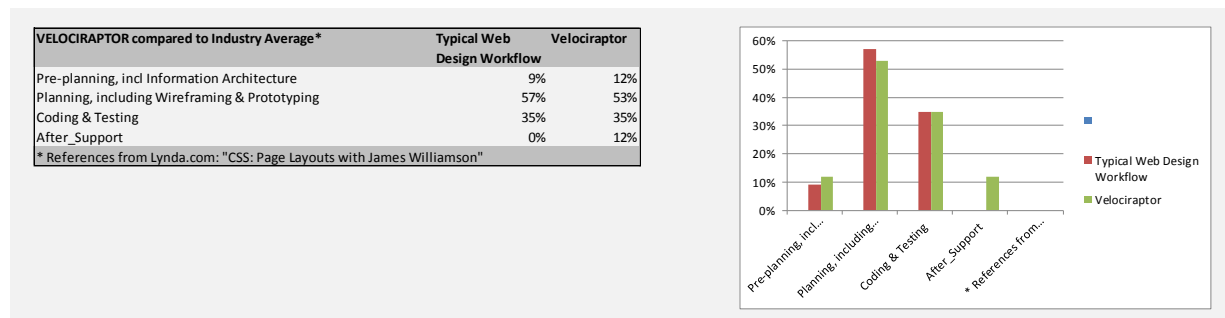
### About Us

Velociraptor develops, designs, and builds leading web sites that are characterized using customized features, cutting edge technologies, and modern and clean design. Founded by BCIT graduates' Sunki Baek and David Huer, Velociraptor recently (2013) earned two Red Dot Awards for web design and technical achievement.

Velociraptor | Design for Business  
 Headquarters: Gastown, Vancouver, BC  
 Employees: 26  
 Website: [velociraptor-design-for-business.com](http://velociraptor-design-for-business.com)

Velociraptor's business budget and management skills have also been recognized. In 2013, we were awarded the Project Budgeting Standards Council award for achievement in managing to plan. Our strengths in planning parallel industry standards, but it is our commitment to post-project After Support that set us apart.

The industry standard is to offer 0% post-project support. That is not acceptable to us. We consistently allocate 12% of our project offering to post-project support. During the first quarter following Go-Live, we are available 24/7 to troubleshoot technical issues. Thereafter, we offer an easy, convenient maintenance plan.



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### CLIENT REVIEW - UNDERSTANDING YOUR BUSINESS

#### Summary

Phillippa Durrell Real Estate, Ltd. is a growing real estate firm with three brokerages serving Surrey, Langley, and Delta. Founded by CEO and industry veteran Phillippa Durrell, the firm's brokers have 85 years of combined experience in the suburban market. It operates as a franchise system.

The company offers a fully integrated range of real estate services in their target area, and is a preferred broker as rated by the Greater Vancouver Real Estate Board's *Rate Your Broker* profiling service.

The real estate market is highly competitive and Phillippa Durrell meets the challenge with valued-added services and reputation as a committed community booster.

#### Profile

- Full service company
- Compensation plans are structured as percentage of final sale
- Value-oriented versus cost-oriented – the company is always striving to deliver more and more value so that all franchise members grow together
- Collaborative professional managers with over 85 years of collective experience
- Respected local brand and exclusive local focus on Surrey, Langley, and Delta
- English, Mandarin, Cantonese, Vietnamese, German, Flemish (Dutch)

#### Services

- Residential & Strata Sales
- Commercial Sales and Leasing
- Mortgage Arrangements

#### Franchise Management Team

Phillippa Durrell  
President, CEO  
phillipa@durrell.com

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Phillippa Durrell Real Estate Brokers, Ltd.

Anderson Cooper  
Vice President, Operations  
anderson@durrell.com  
FTP Manager: [asf@asdf.com](mailto:asf@asdf.com)

### Managing Brokers

Rick Masterson - Surrey Offices  
rick@durrell.com

Howard Van Cinker - Langley Office  
howard@durrell.com

Sarah Bradley - Delta Office  
sarah@durrell.com

**Community Involvement:** The company actively supports the suburban community with support for charitable causes, including:

**Little League of British Columbia:** Helping children build self-esteem helps children become better citizens. Last year Phillippa Durrell Realty made a \$15,000 gift to the Little League, enabling all children to have a team uniform.

**The Surrey Seniors Animal Companions Society:** In response to the critical need for animal companions, the Surrey Seniors Animal Companions Society is raising \$450,000 to create petcare centres and walk areas on hospital grounds. Phillippa Durrell donated over \$25,000 last year for this great cause.

**Educating Customers:** The Company educates existing and prospective customers with blog posts. The company regularly posts real estate market reports, pricing reports, forecasts, and real estate management tips for owners and prospective sellers; and provides direct access to various data sources including Real Estate Board of Greater Vancouver MLS Statistics, Bank of Canada reports, and Royal Bank of Canada monthly bulletins.

- **REAL ESTATE BOARD OF GREATER VANCOUVER**  
<http://www.rebgv.org/monthly-reports>  
<http://www.rebgv.org/listed-vs-sold>
- **BANK OF CANADA**  
<http://www.bankofcanada.ca/publications-research/periodicals/wfs/>
- **ROYAL BANK OF CANADA**  
<http://www.rbc.com/economics/economic-reports/financial-market-reports.html>

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### MARKET AREA PROFILE – KEY USER SEGMENTS

Greater Vancouver Regional District's real estate industry is highly competitive. The region has is one of the most expensive cities to live in Canada. Simultaneously, it has a residential condo/apartment vacancy rate that is among the lowest in Canada. Both factors combine to put pressure on apartment dwellers to move to self-owned and managed accommodations.

Simultaneously, an aging empty-nester population is leaving homeownership and moving to low maintenance rental accommodations. Both trends combine to create an exciting, competitive market for the real estate broker. But this means that brokers must stay fresh, current, and demonstrate they understand the needs of the two customer groups.

**Older Age Segment:** The Company is built on relationship selling. The older segment leaving ownership is a late adopter of internet technologies, and it is unlikely that they will be users of an upgraded website. But, their children and caregivers are frequent, comfortable users of internet channels. This “adult-aged children” segment is the user group that we propose to target, as the means to get back-channel notice by the older segment that is the source of the housing stock being targeted for re-sale.

**Younger Age Segments:** This target group is a frequent user of the internet channel. We simultaneously propose targeting this second user group, as it is the target segment moving from apartment dwelling to condo and home ownership.

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Phillippa Durrell Real Estate Brokers, Ltd.

## PROJECT DISCOVERY & PLANNING SUMMARY

### Scope – Project overview

These functions have been specified as:

- Necessary (Ny)
- Nice-to-have (Nh)
- Not-Necessary at this stage (Nn)
- Not-Wanted (Nw)

### *Needs Analysis*

	<b>Desktop</b>	<b>Tablet</b>	<b>Smartphone</b>
<b>Website to be compatible to:</b>	Ny	Nn	No
<b>Website functionality:</b>			
• Predefined menus and user functions	Ny	Nn	Nw
• Predefined content	Ny	Nn	Nw
• Easy-to-navigate by business brokers	Ny	Nn	Nw
• Interactive Google map to show listings	Ny	Nn	Nw
o Show market area / cities	Ny	Nn	Nw
o Show listings	Ny	Nn	Nw
o Show nearby price range listings	Ny	Nn	Nw
• Listing's broker contact details	Ny	Nn	Nw

<b>Mobile Solution</b>	<b>Tablet</b>	<b>Smartphone</b>
• Native or hybrid Android app	Nw	Nw
• Native or hybrid iOS app	Nw	Nw

### *Functions*

- Listings should be quick and easy to search or browse
- Listings should have relevant representatives and be able to spot on maps
- Expandable to large amount of listings

### *Design*

- Clean and modern designs
- Compatibility for various platforms and screen sizes

# Website Redesign Proposal

Phillippa Durrell Real Estate Brokers, Ltd.

	INTERNAL	CUSTOMER-FACING
Basic functions	X	
Authentication	X	
Admin mode	X	
SNS integration		
Contact	X	X
Search	X	X
Browse	X	X
Map	X	X
Internationalization		X
Compatibility		X

Although a mobile solution is not desired at this time, we recommend coding for a future mobile platform. Each broker’s smartphone activity can be sourced from your cell phone provider, and should reveal whether smartphone activity has a direct impact on your bottom line. If mobile internal smartphone use shows that direct communications has direct impact on deal-making and sales, please consider develop a mobile option.

## Design References

Thank for you directing us to reference websites. Our review is as follows:

### Design reference (A)

Competitor #1 <http://www.vuppie.com/>

- Strengths
- Mobile features
  - Onsite Q&A function (pops on the right bottom corner)
  - Comprehensive information on the listing

- Weaknesses
- Confusing navigation system
  - Does not show multiple listings on map
  - Site is slow-loading

Screenshot





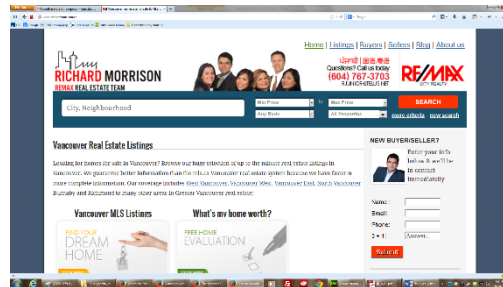
# Website Redesign Proposal

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## Design reference (B)

- Competitor #2 <http://www.richardmorrison.ca/>
- Strengths
- Up-to-date listings
  - Filter functions to narrow down search results
  - Comprehensive information on the listing
- Weaknesses
- Confusing layout with vertical banners
  - Complicated search functions
  - Overall, design elements are not well-organized

## Screenshot



## Typical Website User – Experience Profile

**Name:** Mr. & Mrs. John Thompson

**Age:** Mid 60's

**Family:** 1 son and 2 daughters (each child has their own family)

**Activities:** Like to ride bicycles in neighborhood parks.

**Computer literacy:** Limited – able to send and receive email.

**Mobile:** Both of the Thompson's own an iPhone but do not use many functions other than calling and rarely use texting

**Internet usage:** About 1-2 hours per day; mostly in reading from at favorite news sites; and sometimes using google to search for information

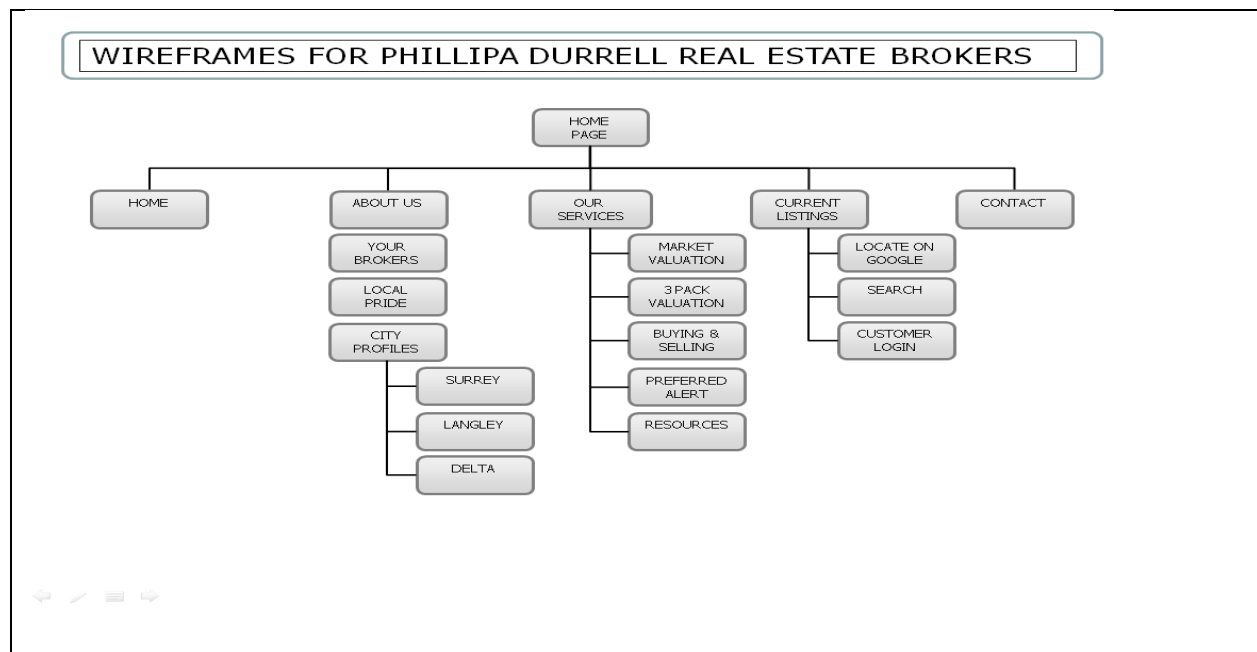
**Current interests:** Would like to find a new house (smaller than current) in more quiet location, and to cut their utility costs

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## APPENDIX A – PRELIMINARY PAGE VIEWS

**Proposed Information Architecture:** Using preliminary meeting results and our research, we have produced early wireframes and mockups for use during project definition discussions.



### Wireframe Mockups

#### HOME PAGE

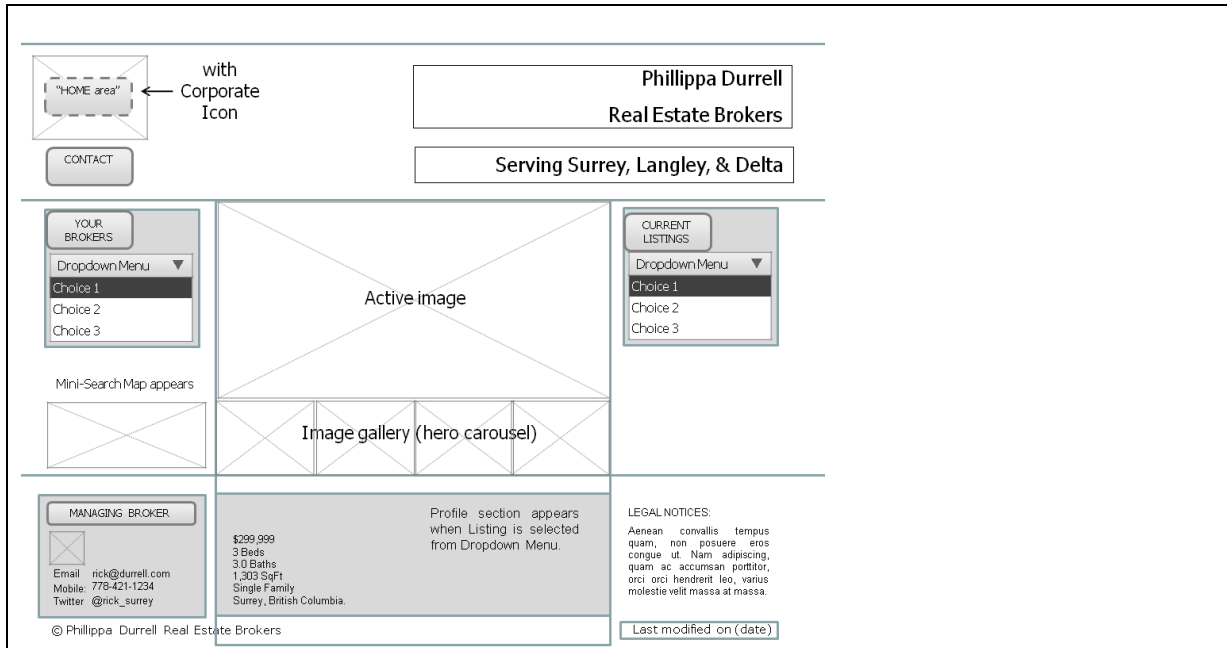
The wireframe mockup for the home page includes the following elements:

- Header:** "Phillippa Durrell Real Estate Brokers" and "Serving Surrey, Langley, & Delta".
- Navigation:** A horizontal menu with "CONTACT" on the left and "ABOUT US", "OUR SERVICES", and "CURRENT LISTINGS" on the right. Each menu item is accompanied by a "Dropdown Menu".
- Hero Section:** A "hero carousel" with a note: "Carousel changes to Google map of Surrey when city is selected from Dropdown Menu." It is flanked by "CITY PROFILES" (with choices 1, 2, 3) and "CURRENT LISTINGS" (with choices 1, 2, 3).
- Footer:** "© Phillipa Durrell Real Estate Brokers" and "Last modified on (date)".
- Legal Notices:** A block of placeholder text: "LEGAL NOTICES: Aenean convallis tempus quam, non posuere eros congue ut. Nam adipiscing, quam ac accumsan portitor, orci orci hendrerit leo, varius molestie velit massa at massa."

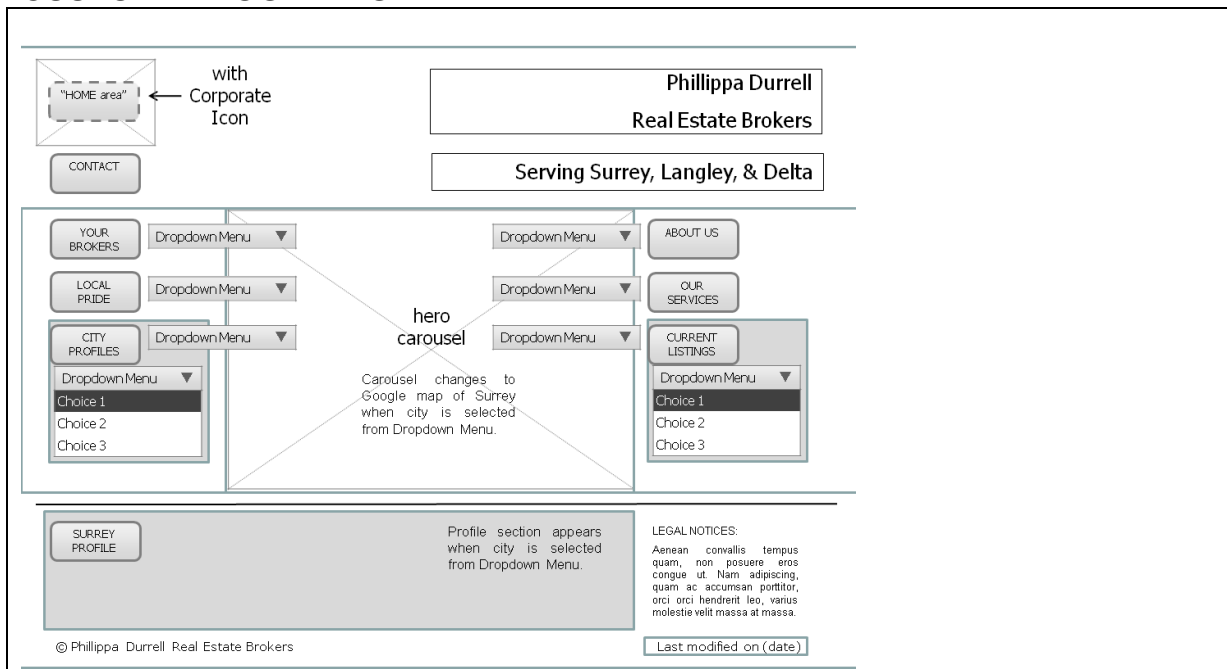
# Website Redesign Proposal

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## LISTINGS SEARCH PAGE



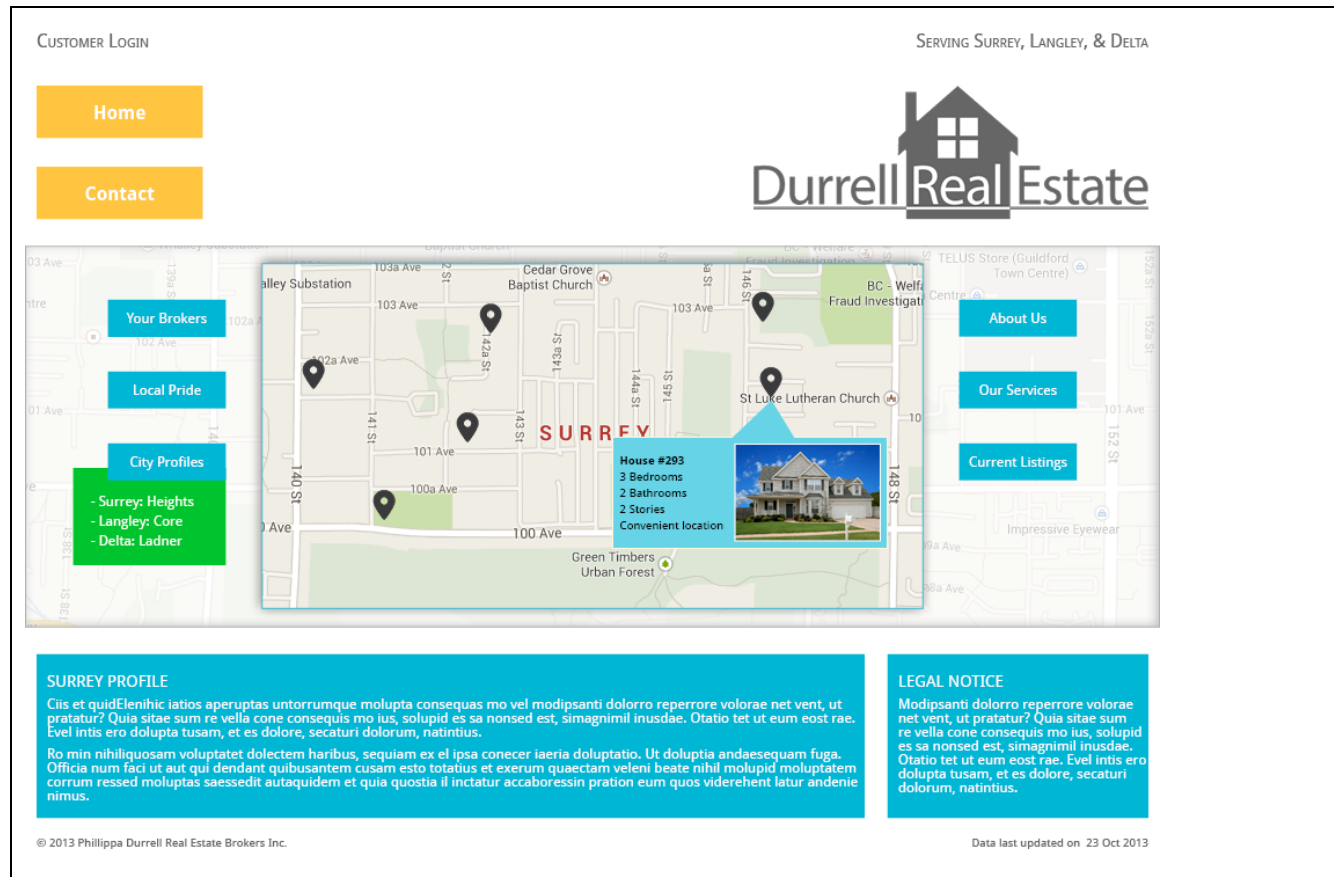
## CUSTOMER LOGIN PAGE



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Phillippa Durrell Real Estate Brokers, Ltd.

## FULL COLOUR MOCK-UP - HOME PAGE



CUSTOMER LOGIN

Home

Contact

SERVING SURREY, LANGLEY, & DELTA

Durrell Real Estate

Your Brokers

Local Pride

City Profiles

- Surrey: Heights
- Langley: Core
- Delta: Ladner

Map showing property locations in Surrey, Langley, and Delta. A callout for House #293 shows 3 Bedrooms, 2 Bathrooms, 2 Stories, and a Convenient location.

About Us

Our Services

Current Listings

**SURREY PROFILE**

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**LEGAL NOTICE**

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Data last updated on 23 Oct 2013

### Mockup Colour Selection – Recommended Swatches

- Base color (text): #666 (gray)
- Point color 1: #00b6d5 (teal)
- Point color 2: #ffc540 (yellow)
- Point color 3: #00c42e (green)

Point Color #1 roin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt. Nec sagittis sem nibh id elit.

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### Mockup Fonts – Recommended Choices and Typography

- Stress: Droid Sans Bold (variable sizes)
- Regular: Droid Sans Regular (variable sizes)

Base texts roin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt. Nec sagittis sem nibh id elit.

**Heading with Droid Sans**

