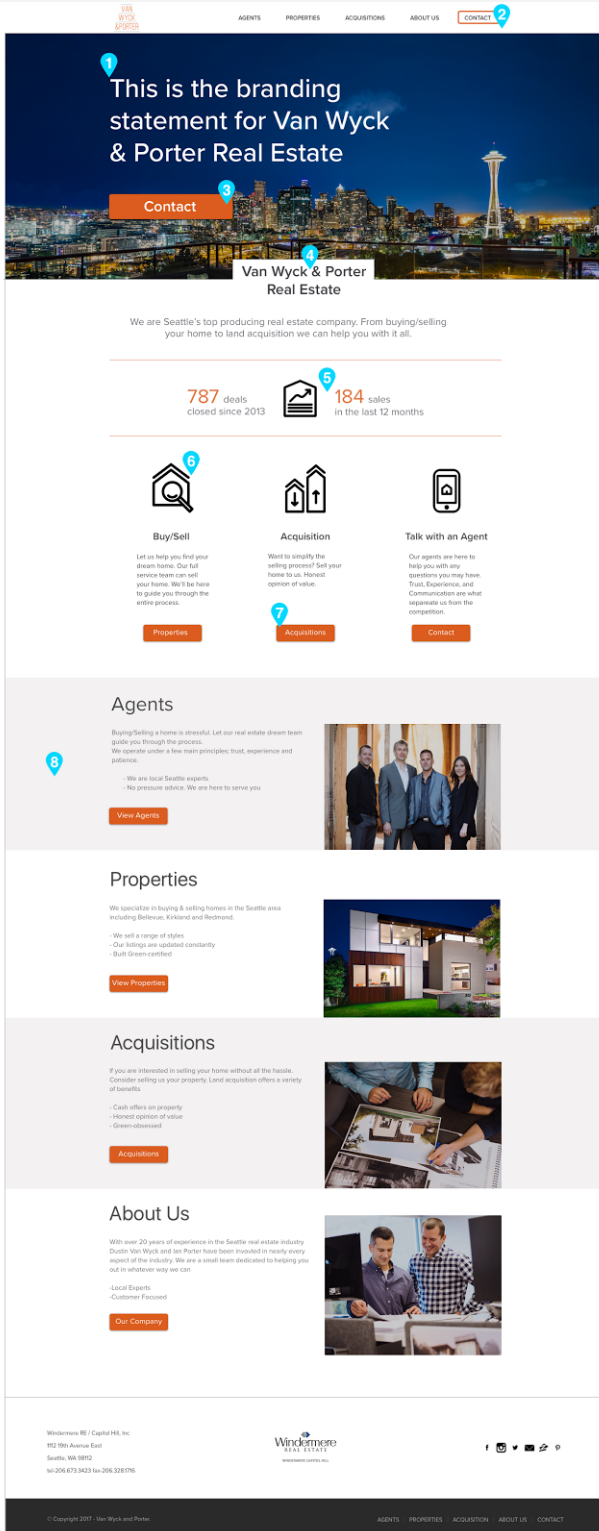


# Design Brief

During the design process, changes were made to the current site in order to improve user experience and overall usability.

Things to consider regarding the entire site:

- Reducing the height of hero images
  - making sure the user does not have to scroll to view the entire image
  - Allows the user to know that there is more content to view on the page
  
- Changing font (especially for body text) to improve readability
  - User found current font difficult to read, scan
  - Used Proxima Nova for all text in redesign
  - Other options for fonts include - Merriweather Sans, Open Sans, Raleway, Avenir Next (most of which are available for free)
  
- Break up blocks of text
  - Use at least 1.5 line spacing
  - Avoid blocks of texts larger than 4 lines



1. The branding statement greets the users and is a quick statement that lets the user know what you stand for.

2. Contact button in top left corner is highlighted differently than the rest of the nav bar so that the user can easily contact VW&P from any point on the site. The orange box makes it very visible.

3. The main contact button in the hero image is another bold call-to-action that is one of the first things the user sees when coming to the page. It follows the same style pattern as the rest of the buttons on the page.

4. This label that intersects with the hero image is above the fold when the web page opens and is another way of telling the user exactly what you do when they come to this page. The other benefit is that it guides the user's eye down the page and lets them know that there is more information below.

5. This section includes an icon and a couple sales stats. Experience in real estate was very important to users and this section really communicates how much business experience you have within Seattle.

6. The "services" section gives the user a quick snapshot at the main services you offer. Traditional buy/sell, land acquisition, and talking with an agent are the most important services offered and should be easily accessible to the user.

7. The buttons below the three sections take the user to the respective sections for more information and the ability to contact.

8. This section gives a slightly more detailed paragraph on each main service of VW&P as well as a button to learn more and a vibrant picture. The rest of the page follows this same theme. This template gives the user who isn't sure what they are looking for on first glance a greater chance to get to know the company and what you offer. The final sections is "About us" and is a chance for the user to gather more information about the company.



The entire team is passionate and responsive. We will definitely use them during our next purchase.



AARON SHAW  
Occupational Therapist


**Leann Sparks-Witt**  
Real Estate Broker  
206-851-2734 - lwitt@windermere.com

[Learn More](#)



**Mike Witt**  
Real Estate Broker  
206-218-5118 - mwitt@windermere.com

[Learn More](#)



**Ann Sammon**  
Real Estate Broker  
206-930-9414 - ann@windermere.com

[Learn More](#)



Windermere RE / Capitol Hill, Inc.  
1112 19th Avenue East  
Seattle, WA 98112  
tel-206.673.3423 fax-206.328.1716



1. Screen size: 1440 X 1024  
"Meet Our Agents" image size : 1440 X 348
2. Each section for individual agent, and basic contact information. And a "Learn More" button for people who want to know more.
3. Organe underline for indicating where the user at.

VAN WYCK & PORTER

AGENTS PROPERTIES ACQUISITIONS ABOUT US CONTACT

# Properties

Current Sold

14641 SE 16th St.  
Bellevue, WA  
\$1,250,000

609 N. 48th St.  
Seattle, WA  
\$639,000

500 Aloha St. #201  
Seattle, WA  
\$600,000

1714 22nd Ave S.  
Seattle, WA

1716 22nd Ave S.  
Seattle, WA  
\$549,950

1718 22nd Ave S.  
Seattle, WA  
\$650,000

2203 228th Ave SE.  
Sammamish, WA  
\$2,080,000

3727 Cascadia Ave S.  
Seattle, WA  
\$2,088,000

3721 Cascadia Ave S.  
Seattle, WA  
\$1,995,000

Windermere RE / Capital Hill, Inc.  
812 9th Avenue East  
Seattle, WA 98102  
Tel: 206.673.3423 fax: 206.328.0716

Windermere REAL ESTATE  
WINDERMERE CAPITAL HILL

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## Properties Page

1 Tabs allow the user to toggle between current properties and sold properties. It also helps the user know which properties screen they are on.



2 Property image - suggest changing picture is some what (overlay, subtle zoom) when user hovers over it.

3 Property address and price - included here based on user feedback. This allows the user to quickly scan the page if searching for a specific address.

4 This header size is 1440 x 350 - important for image not to be too tall to allow the to see the a portion of the page content below, for which they can scroll further down the page for.

VAN WYCK & PORTER

AGENTS PROPERTIES ACQUISITIONS ABOUT US CONTACT

**Mike Witt**  
206-218-5118  
mwitt@windermere.com

**Ask a Question** 3

**609 N. 48th St.**  
Seattle, WA  
MLS #: 1083309


**\$ 1,115,000**

- 2 Bedrooms
- 2 Baths
- 1,000 sq. ft.
- 1 Parking Spot
- Walk Score 75

**SUMMARY** **FEATURES** 4

Well-maintained duplex in the heart of Fremont, two blocks from Woodland Park Zoo! Incredible rental history, current rents are under market. Top level features 2 bedrooms, lower level features studio. Each unit has washer/dryer, & tenants pay all utils. Perfect opportunity to Airbnb or live in while renting the other half! Lots of storage in the one-car garage. Don't miss out on this highly rent-able location with easy access to 99, bus routes, & Seattle's best restaurants & bars!

Location details for 609 N. 48th St.



Windermere RE / Capital Hill, Inc  
112 19th Avenue East  
Seattle, WA 98102  
tel:206.673.3423 fax:206.328.1716

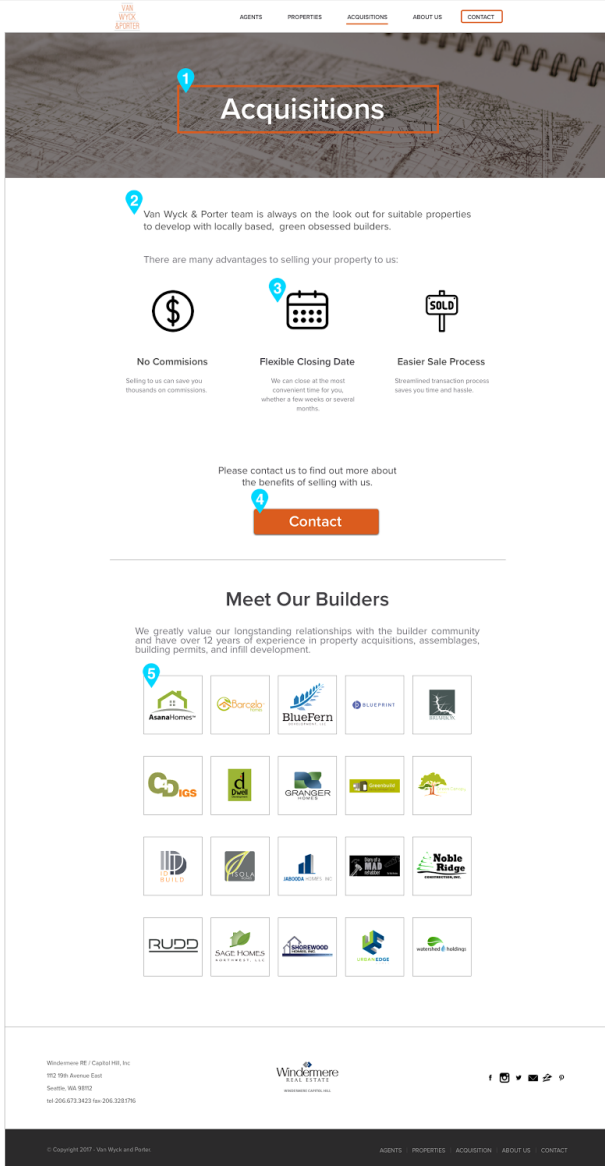
Windermere REAL ESTATE  
WINDERMERE CAPITAL HILL

Facebook, Instagram, Twitter, Email, Print, Share icons

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## Property Details Page

- 1 Image size - 628 x 90 - Images around this size will allow the user to see the entire image without scrolling. It will also show them that there is more content to scroll to further down the page
- 2 Agent image and contact information - important to make pressing number while on mobile to allow the user to call the agent.
- 3 Clicking on button brings up modal contact form - copy should stated that message is going directly to this agent, pre-populate address, and give feedback that the message is sent and when a reply can be expected.
- 4 Thumbnail of available property images - can be scrolled through by clicking on the arrows. Selecting an image will replace the larger image with the selected one.
- 5 Address and price above the fold in a large enough font for quickly scan
- 6 Current font Proxima Nova 18pt - original users found difficult to quickly read. Tab to other sections, including features, neighborhood information, etc
- 7 Embedded map view of this address, allows user to zoom in/out to better view property location.



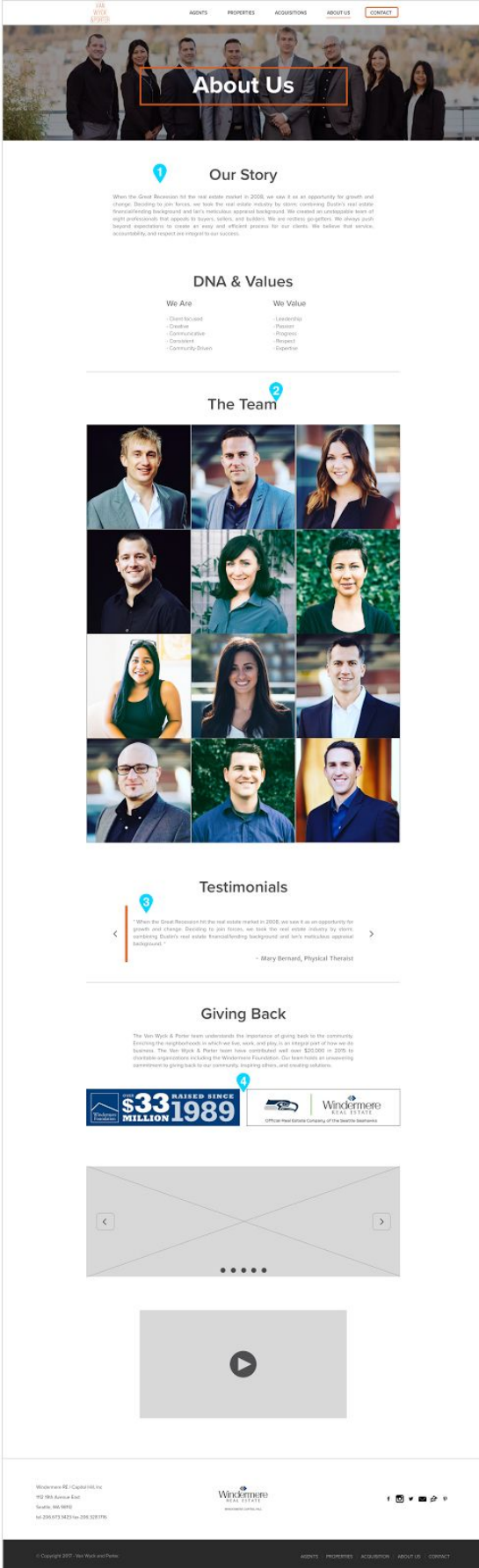
1. This is a new page we added to the site. Although much of the land acquisition is done over the phone this is one of the main services offered by VW&P and having more information would be helpful for new users and as a place for potential clients who had been contacted over the phone to find out more information.

2. The first couple sentences should give a clear description of what "acquisitions" means because it is an industry specific term.

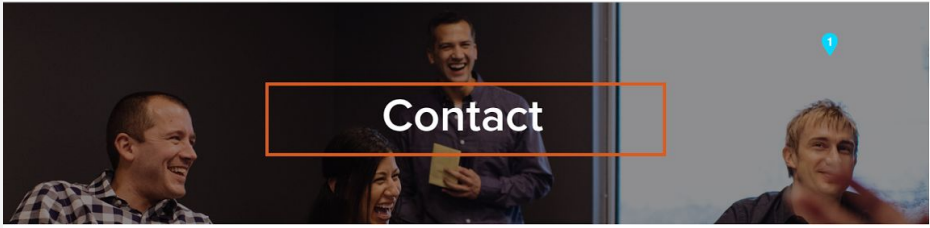
3. This section is a spot to talk about the benefits of this process for selling your home vs the traditional route. The combo of infographics and quick headings make the benefits very apparent and easy to digest for the user. We added 3 main benefits but this is a place where your expertise is needed to figure out the right amount of benefits to highlight. We think it should be between 3-6 and should follow this format.

4. Contact button makes it very easy for users who are interested in this type of selling to contact and get more information.

5. The "Meet our Builders" section was moved from the homepage to this page because acquisitions is where the connection with builders is important. It is another way to establish your experience with the Seattle market and the great relationships you have built over the years.



1. We did not change anything in our story section or DNA & values. We would consider changing the phrasing of DNA & Values. We had some users who were confused by the meaning of that.
2. The only change made to "The Team" section was adding a margin to the left and right side. This makes the images fit better within the page and makes it easier to view.
3. The testimonials were removed from the homepage but kept on this page. We think it is a very valuable section and gives honest feedback from customers. The biggest thing that needs to be fixed with the testimonials is how they fit within the page. Currently, when a testimonial changes the entire page below it adjusts. This makes reading very difficult for the user because the page jumps. Discuss with the developer on how to fix this from happening.
4. We combined these two images onto the same line. They fit well together and made a more cohesive look.



1. Image size : 1440 X 348  
2. Contact area not asking too much information.

## Say Hello!

Don't hesitate to drop us a line today and we will respond to setup a phone call at your convenience. We want the opportunity to earn your business, so please tell us what you're hoping to accomplish in the contact form and we'll work with you to determine the best real estate strategy to meet your goals.

### Contact

Name\*

E-mail\*

Message\*

Submit



Van Wyck & Porter  
Tusk Building  
2341 Eastlake Ave E, Suite 110  
Seattle, WA 98102

Call us: 206-673-3407