

Memo

To: Danielle DeVoss

From:

Date: July 11, 2011

Re: I will write a proposal for the redesign of my father's condominium rental site

Purpose

For over five years my father has owned a gulf front condominium in Florida that he bought for the sole purpose of renting throughout the year in order to gain a profit and always have a vacationing spot for my family. To advertise his business to the public, he worked with GulfCoastRentals.com to design his site. The purpose of my final project will be to propose a new design for my father's condominium rental site (<http://www.gulfcoastrentals.com/florida-2/2ind-carlile.htm>). My redesign will make the site more attractive and comprehensible to prospective renters.

At the present time the site appears less professional than most of its competitors, due to its one page layout, color choices, and lack of user - friendly content, specifically the giant box of prices on the bottom of the page that have the potential to driving the average user away. This design does nothing to establish credibility and stature with the customer and is most likely causing them to take their business elsewhere.

The new design will assist users a great deal simply by making the site more recognizable as a rental site. Currently, the only place where the word "rental" is displayed above the scroll line is in very small text, and only placed under the original site designer's logo, in their own address. My new design will make its purpose as a rental site more clear and instantly recognizable to a user.

Product

The product of my project will be a proposal for a new design of my father's condo rental website. It will include sketches of navigation tools, images, and separate