Following are our recommendations that will inform the creative/interface design and user experience process.

**Target Audience**

*About The Audience*

The target audience ranges from technical neophytes that are looking for inexpensive business hosting solutions to the intended new audience that has a larger business and is more technically savvy. For our new design we recommend providing clear links to all product pages along with some navigation solution that provides more guidance for potential clients that need assistance in selecting a product. The Calls-to-action (CTAs) for all audiences will be phone calls, inquiry forms and online chat.

Focus should be as follows:

1. 60% on premium hosting and services (colocation, VPS, dedicated) this is the more sophisticated audience that will need to quickly locate and link to info on these services.
2. 35% on shared hosting clients. This audience is typically less sophisticated and looking for low-cost solutions. They probably don’t know what they need so upsell here is a possibility.
3. 5% toward domain sales – a loss leader but a place where we should also upsell services and products.

**Design**

There is no corporate style guide but this creative brief will serve as a guideline for future creative efforts. The Omnis logo/brand will remain as is but we may add a tagline to help reinforce the brand message. The logo is contemporary, clean and appropriately tech-friendly. (see logo on last page of this document)

1. **Brand attributes**: We want Omnis to convey: professionalism, customer service, reliability, flexibility and trustworthiness.
2. **Website style**: Modern, friendly but serious, informative.
3. **Color palette**: The logo color palette contains modern bold colors and a gray that can be used as accent colors to help brand the site.
CREATIVE BRIEF

Content

The sitemap will remain similar in scope but with the addition of colocation, dedicated servers and VPS servers. In addition colocation will need sub content that may require multiple pages.

1. Dedicated servers and VPS may take content (package descriptions, pricing, etc.) from the existing Caratnetworks.com website.

2. Besides the new content additions in this phase, future phases will include additional services like cloud services, managed hosting, etc.

3. We will need to establish a consistent visual style for photography and graphics such as icons since the current website has too many inconsistent images.

Design Notes

Following are notes that pertain to design and functionality from our meeting on X/XX.

1. Arrange the navigation to put an emphasis on the “premium” hosting services that are being added. Possible two tier layout.

2. Need to have more emphasis on the live chat/help

3. Premium hosting should appear as the top notch service and seem a little more industrial, professional feel more for a user who knows what they are looking for.

4. Important CTA’s should be 1800 number, contact form, live chat, and transaction service

5. Featured content displayed in maybe a tabbed layout with a side by side comparison chart or the circular interactive layout while still including a comparison chart

6. Images should be less stock art and more real employee feeling.

7. Should include a testimonials section

8. Could include some of the awards/achievements etc.
Current logo, logo color palette and home page design

Hex Reference Colors

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