CBREDEV.com
Homepage Redesign Report

3/19/2017
Necklace Z

Table of Content

1. Concept

The concept of this redesign is to make the website more compelling to developers and attractive more talents to join the CBRE Dev team, by using more interactions and visual languages.
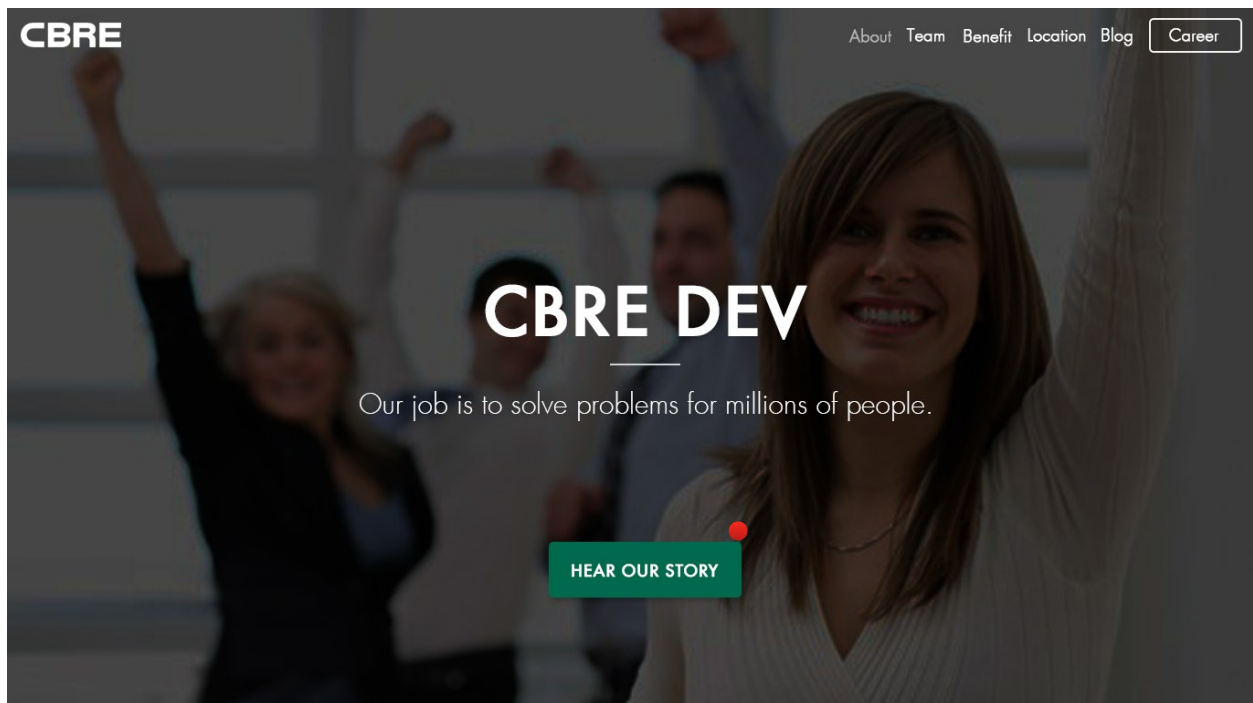
According to the previous research, the current website design has the following problems:
1. The goal of the website is not clear enough.
2. The content were not well organized.
3. Lack of visual design polish.
4. Lack of interactions.

To solve these problems, I came up with this redesign. (Please see the full image attached in email)

2. Design Implementation

View 1:

The biggest difference in this view is the text content. Previously it is not clear that what this website is about, even who does this website is talking about. But now, when the user come to this page, the first thing they see is "CBRE DEV" which is very clear that this website is about dev team in CBRE. And the subtitle is the slogan of the team.

While clicking on the "Hear our story", there'll be a tiny interaction happens, the text will scroll down and a little arrow shows up which indicates this button will bring you the the following views. (The red dot indicates where interaction taken place.)

(As we wanna make this website to convey an idea that this team is a fast peace and very innovative, so I would say keep the background as a video which could works better than a statics image to convey the idea.)

View 2:

In order to bring more humanity to the website, I start with introducing the people in the team, to give the users a feeling of they are interacting/ communicating with "real person". This also could give team members a positive influence that they are representing the team, and they are important.

(The interaction in this view could be the move-in animation. The text and button move in from left side, and profile pictures move in from the right. Which brings an interactive sense to users. But it's not necessary.)

View 3:

This view has the most content in the website, and it plays a very important role conveying the idea that - CBRE Dev team is an creative lab based in CBRE's core team, we are vey dynamic, fast peace, innovative, like a startup, but we also have a strong back up with is CBRE core team.

So in this view, the image cubes are representing the dynamics and open source working environment in CBRE Dev, but also, the intro of CBRE is highlighting that this dev team is powered by a very stable foundation.

One of the image cube could be a short video clip, and once the cursor hovered over to a certain image, the image could be scaled and enlarged in its frame.

View 4:
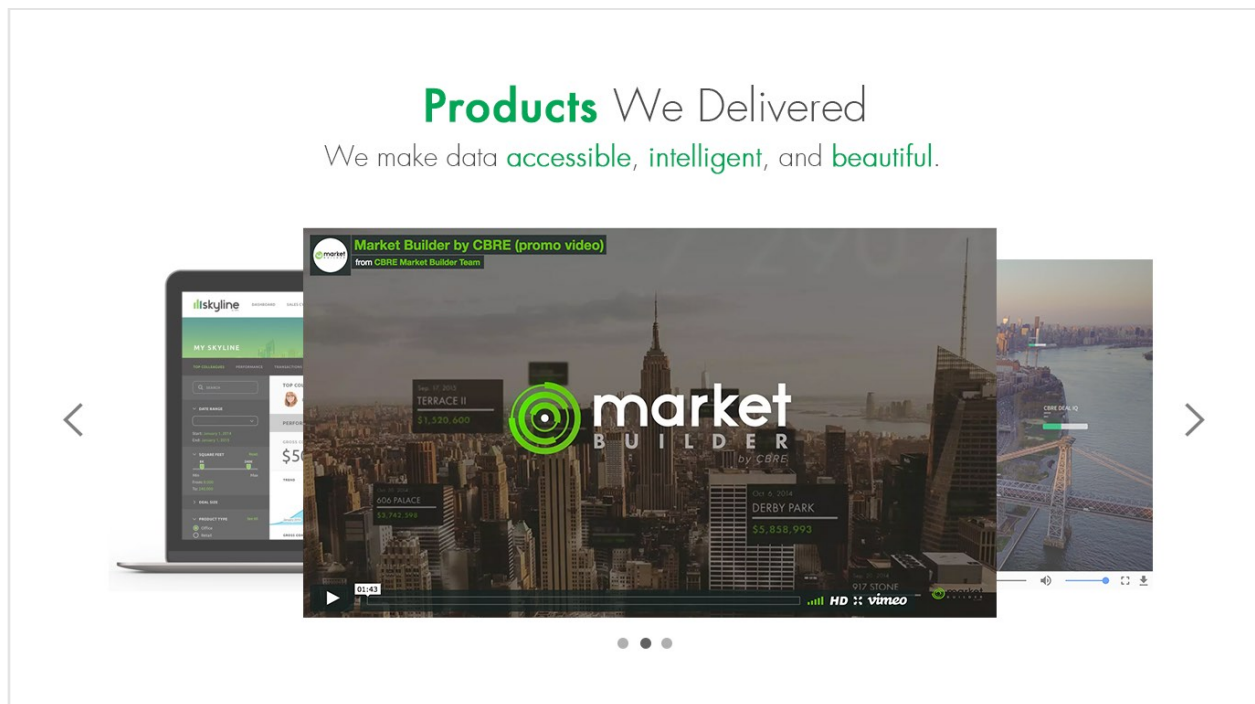
This view is about the products, it reorganized the layout of three products to make them more consistent and easier to understand. The previous layout takes too much space, and might confuse users if the video and images are for one project as the format is distinct. But in this we, it'll be easier to understand each image/video is for a single product.

(Same move-in animation with View 2)

View 5 & 6:
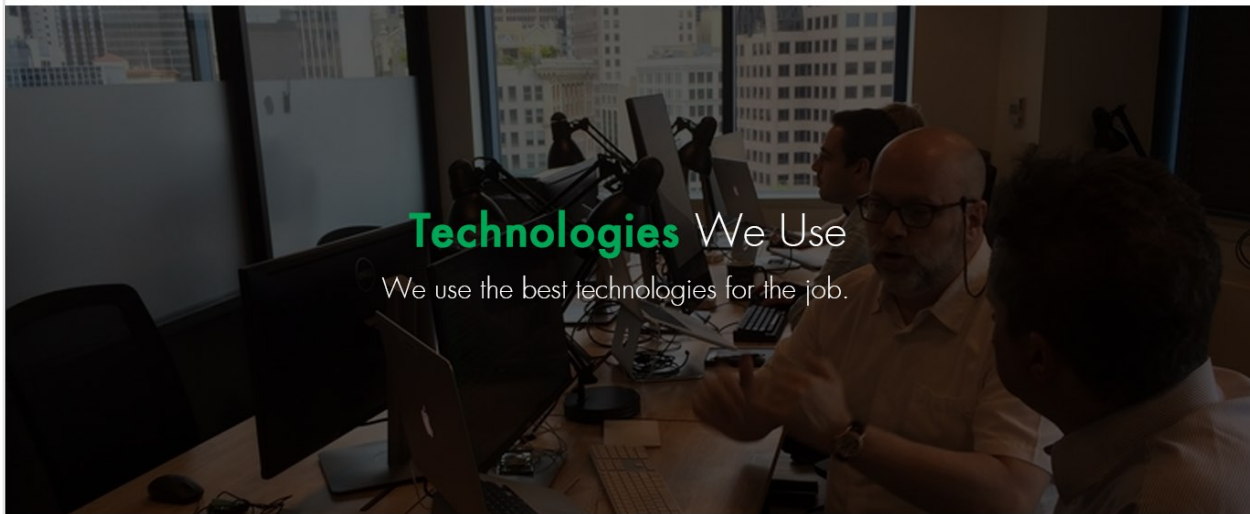
Technologies We Use

We use the best technologies for the job.

We are technology agnostic, though we are partial to Python and Django. We try to use open-source tools, and we encourage giving back to these communities. As a group that loves to solve complex problems, we encourage using the best tool for the job.

Open Source Building Blocks

python gunicorn emCached

Export Tools

ReportLab XlsxWriter D₃DT REST Framework

django Coverae Mock Factory Boy

Task Queue

Celery Flower Celery

Documentation

swagger SPHINX

Mail

RabbitMQ amazon SES

Database

PostgreSQL PostGIS

Logging

python gunicorn

Mornitoring

ReportLab XlsxWriter D₃DT REST Framework

django Coverae Mock Factory Boy

DevOpt

Celery Flower Celery

Version Control

swagger SPHINX

Search

RabbitMQ amazon SES

Caching Server

PostgreSQL PostGIS

Package Management

python gunicorn emCached

HTML&CSS

ReportLab XlsxWriter

Web Analytics

Celery Flower Celery

Documentation

swagger SPHINX

Database

PostgreSQL PostGIS

This view is about the technologies used at CBRE Dev team, which needs a little highlights - as developers many pays more attention about technologies/tools. So this is like a dictionary for them to look up for familiar tools. The previous way to layout the logos is like a disaster, so I reorganized them and listed them in three column to save space.

As the logos are currently in black and white, once the cursor hovered over on it, the specific logo will turns into colors. Because when user browsing the logo list, they may move the cursor to the one interests them most. By showing a colored version, will help users to recall the technology's name or property, and brings more context to the information. But showing all logos in color will look chaotic. So I think it's the best way to approach this big amount of logos.

View 7:
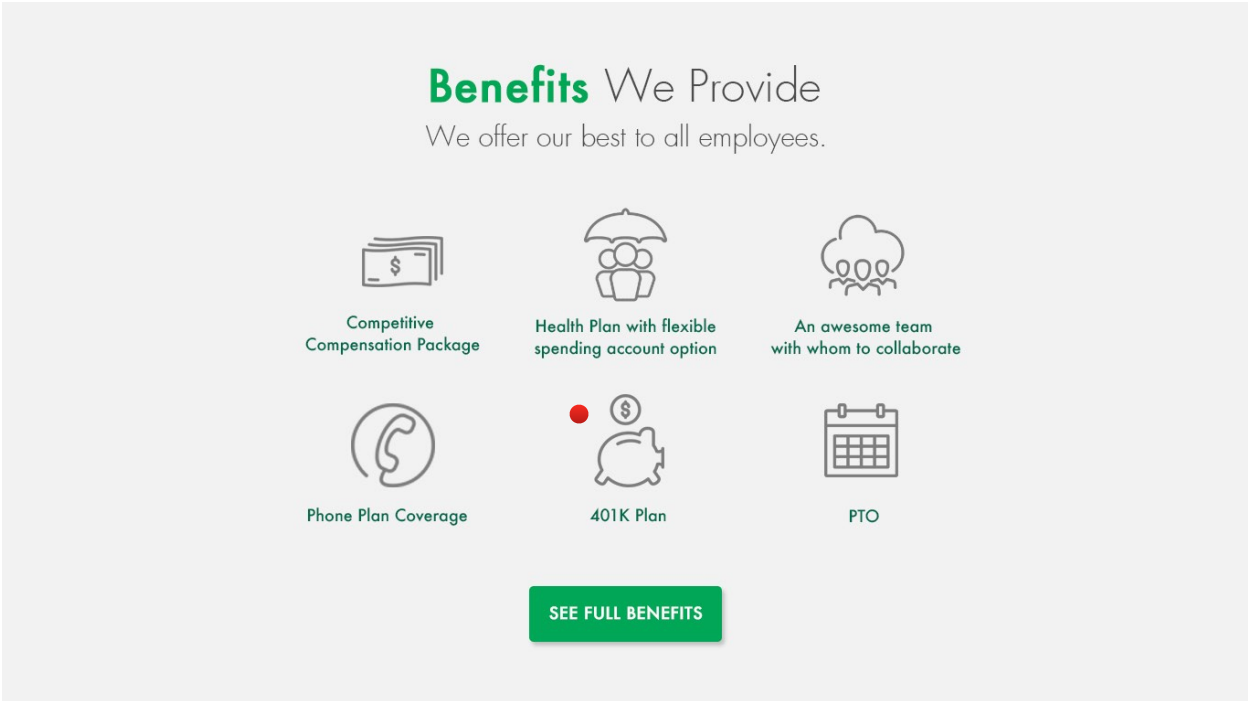
The benefit wasn't mentioned in previous version. The reason I brought it to home page is it can be a big reason to convince audience join CBRE Dev team. But using illustrations and short sentences, it could give the users a dream space which could lead them to click on "See full benefits" icon.

The interaction here could be interesting: by hovering over each icon, it could trigger an animation of the illustration. For example, when moving the cursor around the piggy bank, the coin could drop into it, and another coin pops up. It could be a loop of gif, and attracts more attention.

View 8:
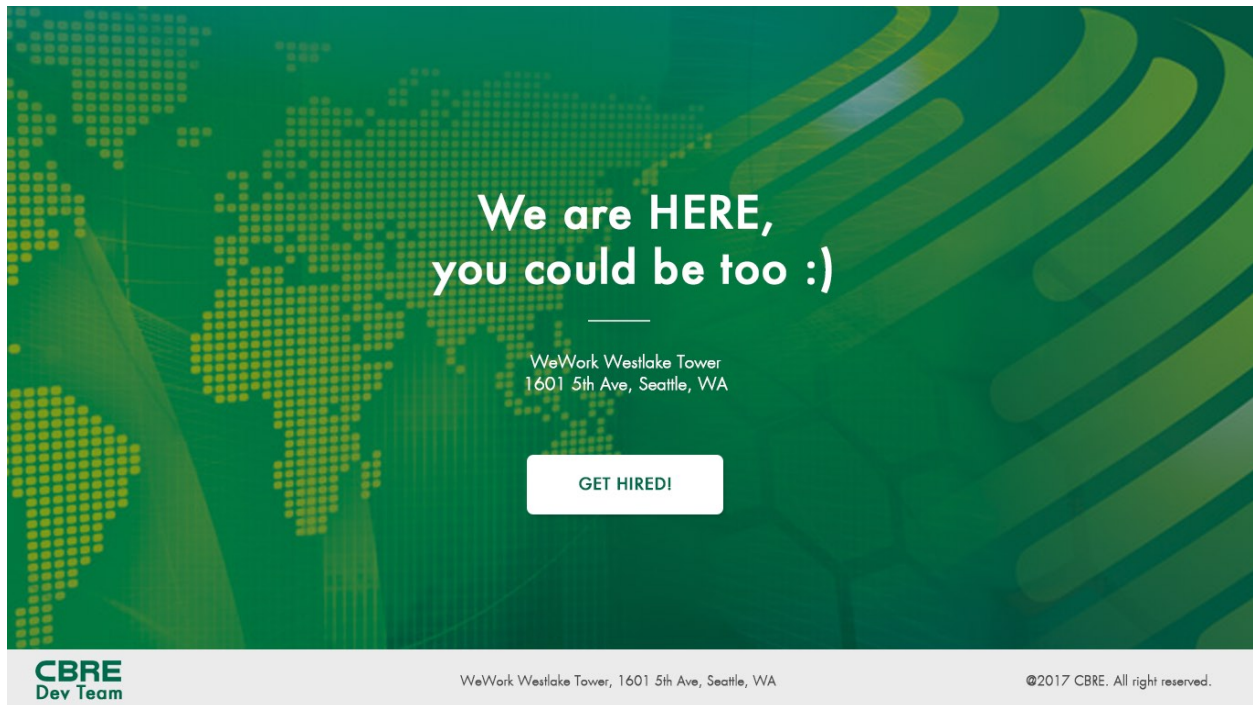
This is the last view in the home page, which is used as a sum up. The background image is from CBRE's previous ads, which is consistent with the CBRE visual style.

(The move-in animation could be the same with view 2, 4)

3. Tools Used
Photoshop.

6. References
https://www.spoilmoviessavelives.com/en
https://comickult.com/
http://picnic.design/
https://fullstory.com/love
https://www.capitalonelabs.com/#workwithus

https://careers.pinterest.com/
http://www.lifeatexpedia.com/
https://stripe.com/jobs
http://jobs.rover.com/