



THE FUTURE OF DIGITAL DESIGN

Integrating Performance with Lasting Emotional Connection



#NAASHC17

MEET THE PANELISTS



STEVEN OZBUN

President | Managing Partner
LeaseLabs



BARRIE NICHOLS

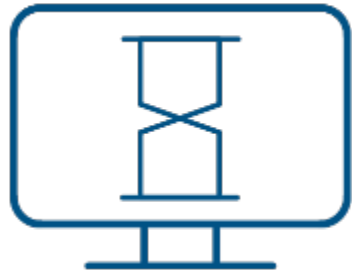
Vice President of Sales and Marketing
University Student Living



MARIA FILIPPONE

Director of Marketing
Peak Campus

SESSION TALKING POINTS



History of Web Design



Storytelling



Video Interviews



Design Study



Data Analysis



HISTORY OF WEB DESIGN

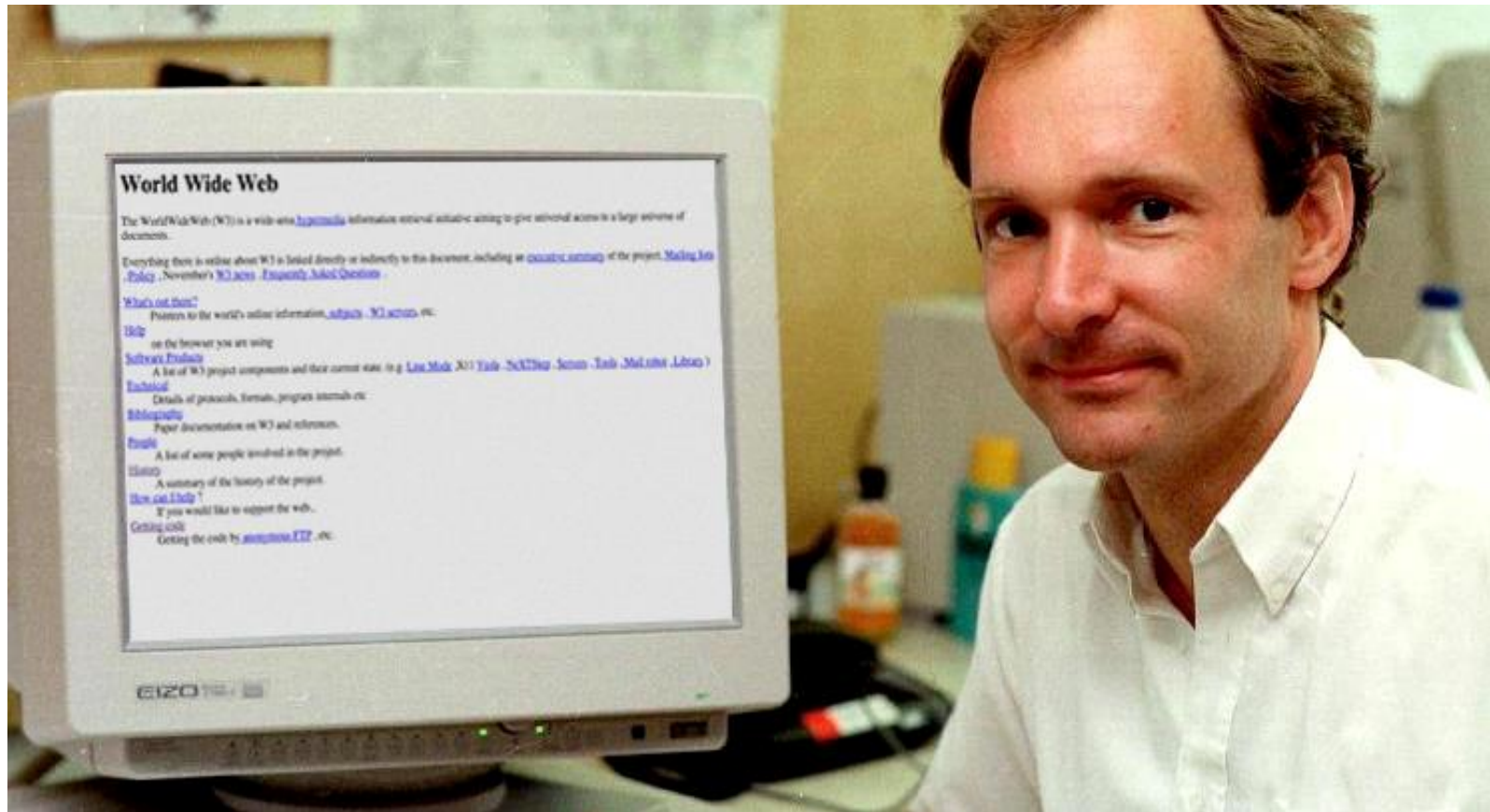
First Website

Date: 1980s

Name: Encyclopedia



HISTORY OF WEB DESIGN



TIM BERNERS-LEE

“The Father of the Internet” – Inventor of the World Wide Web. “www” has since been used in every internet address.



HISTORY OF WEB DESIGN



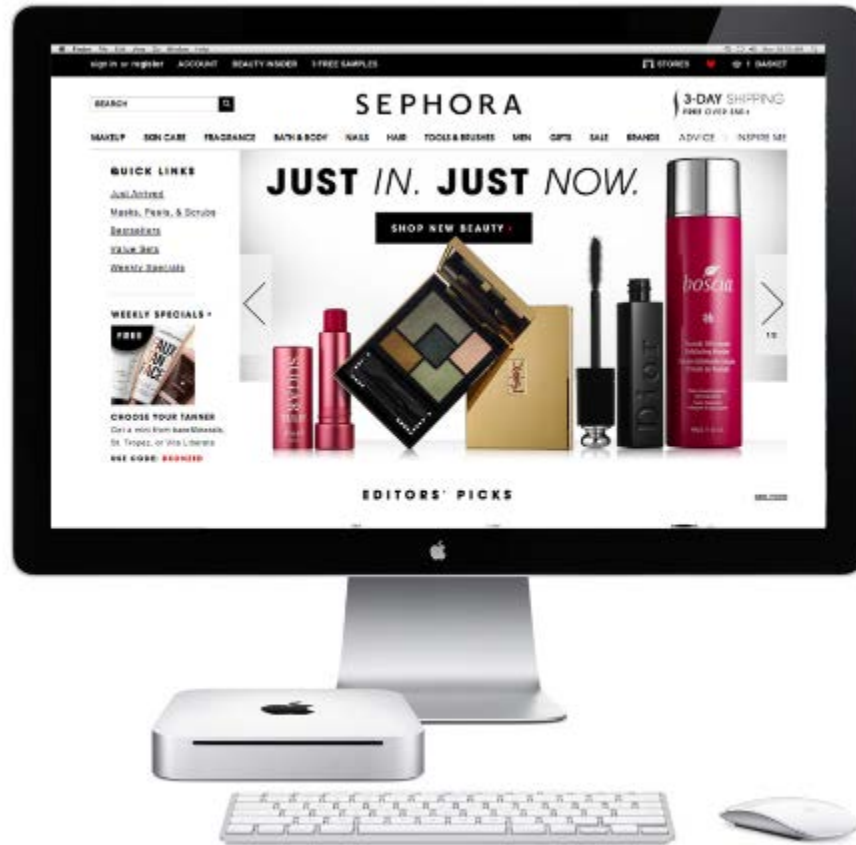
HISTORY OF WEB DESIGN



When **Tom**
Became a Friend



HISTORY OF WEB DESIGN



HISTORY OF WEB DESIGN

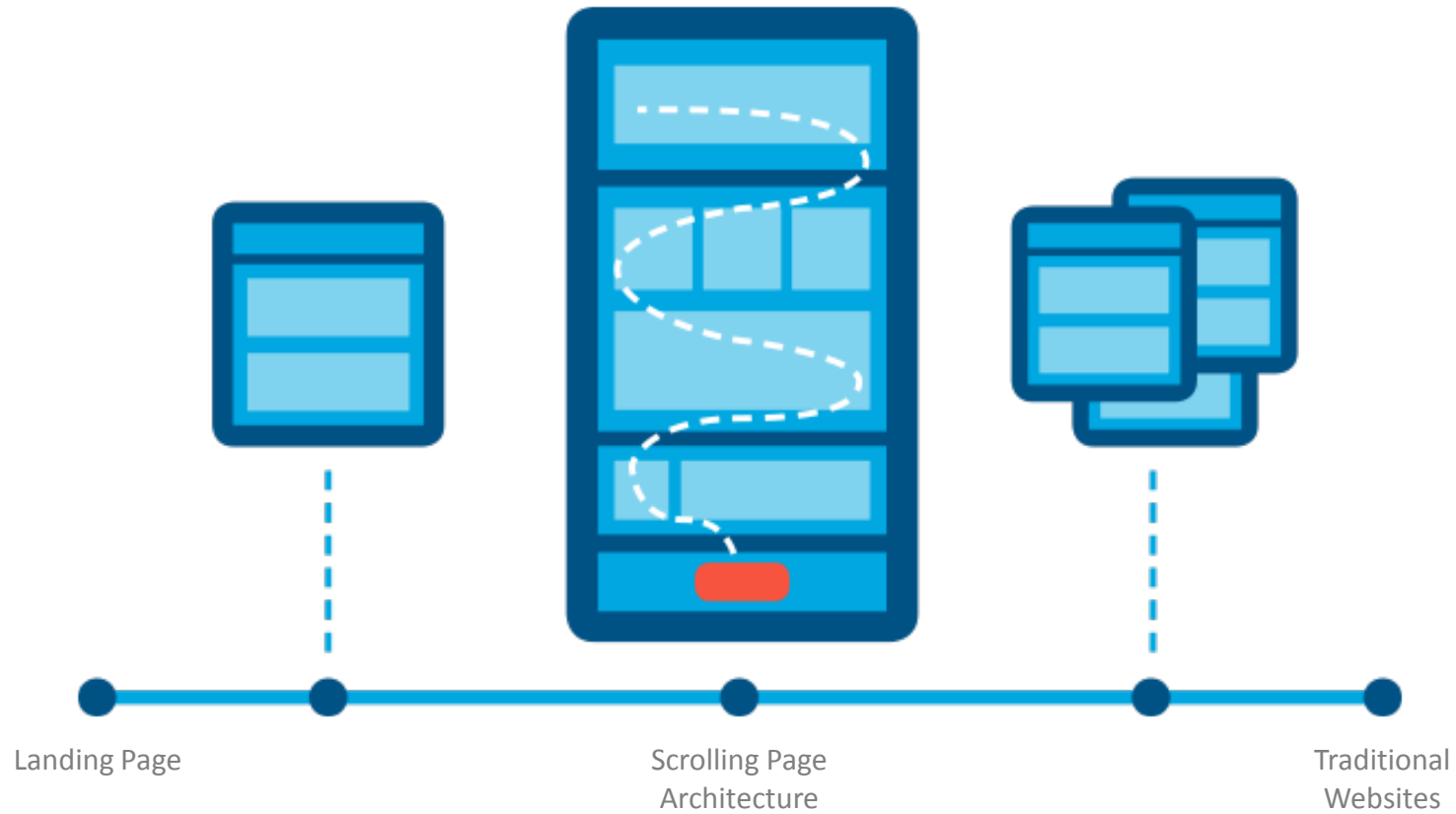


Modern Web

- Unique and large typography
- Responsive becomes standard
- Parallax provides a “wow” factor
- Full width media on homepages
- Flat and minimal designs gain popularity



HISTORY OF WEB DESIGN



Landing Page

Scrolling Page Architecture

Traditional Websites

1980
Encyclopedia

1991
First Website

1994
Yahoo!

1998
Google

2002
Firefox

2003
Safari

2004
Birth of Social Media

2004 - 2007
Web 2.0

2007 - 2012
M.Sites

2012 - 2016
A Modern Era

2017+
Scrolling Page Architecture



STORYTELLING WITH SPA WEB DESIGN

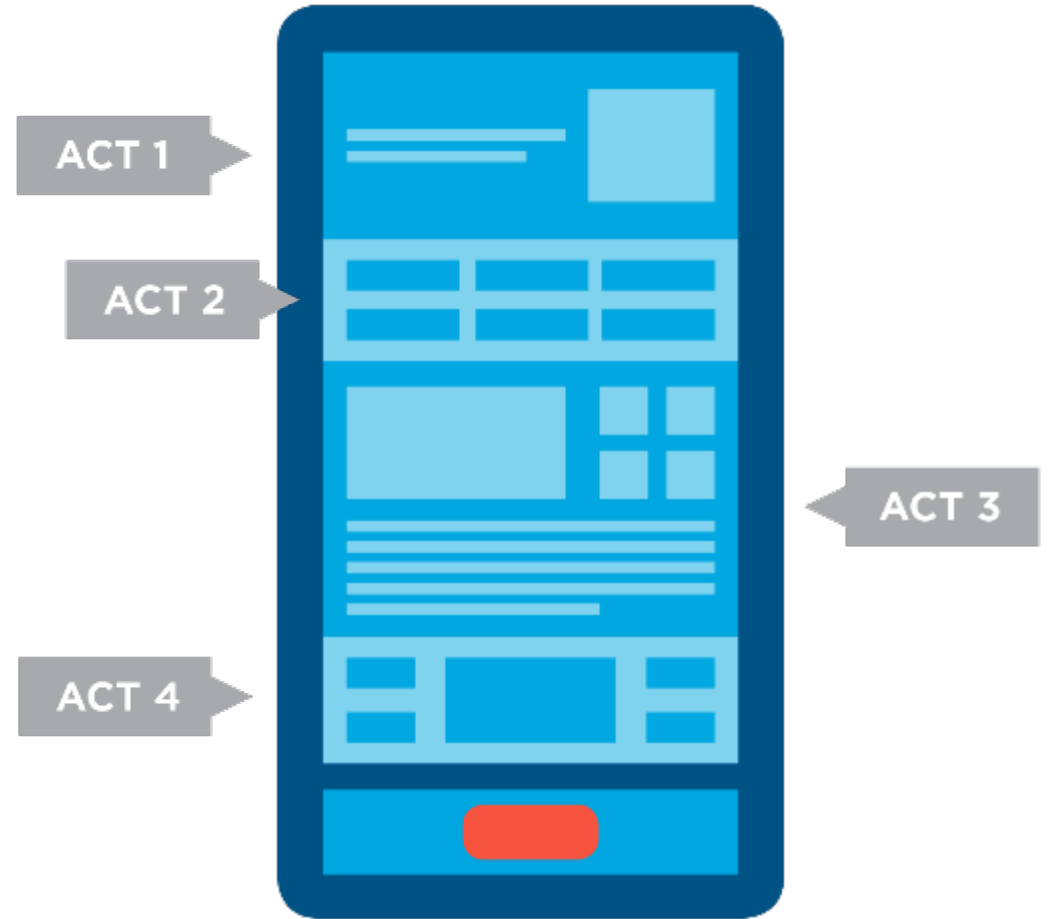
WHAT IS “SCROLLING PAGE ARCHITECTURE”?

Definition:

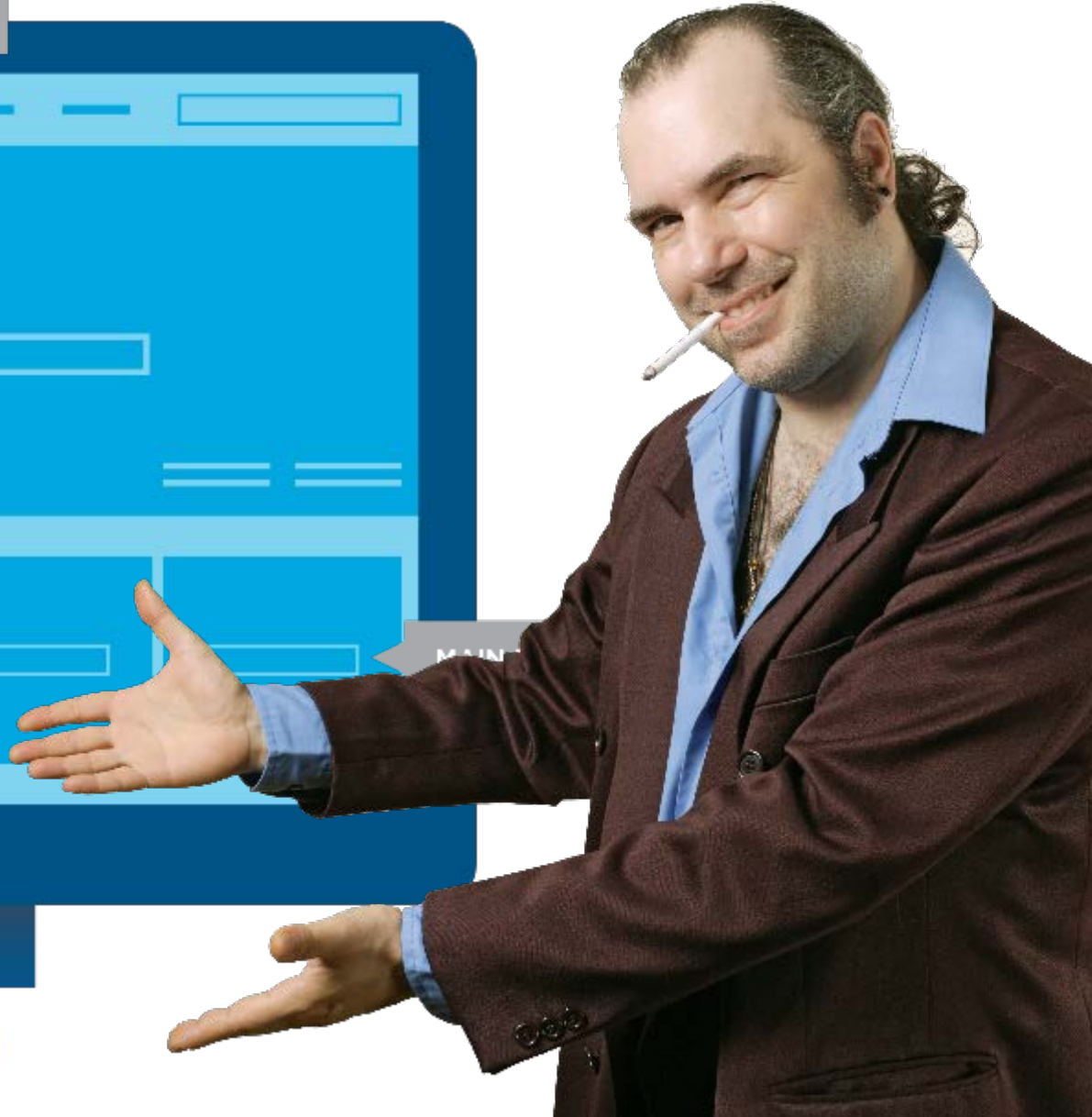
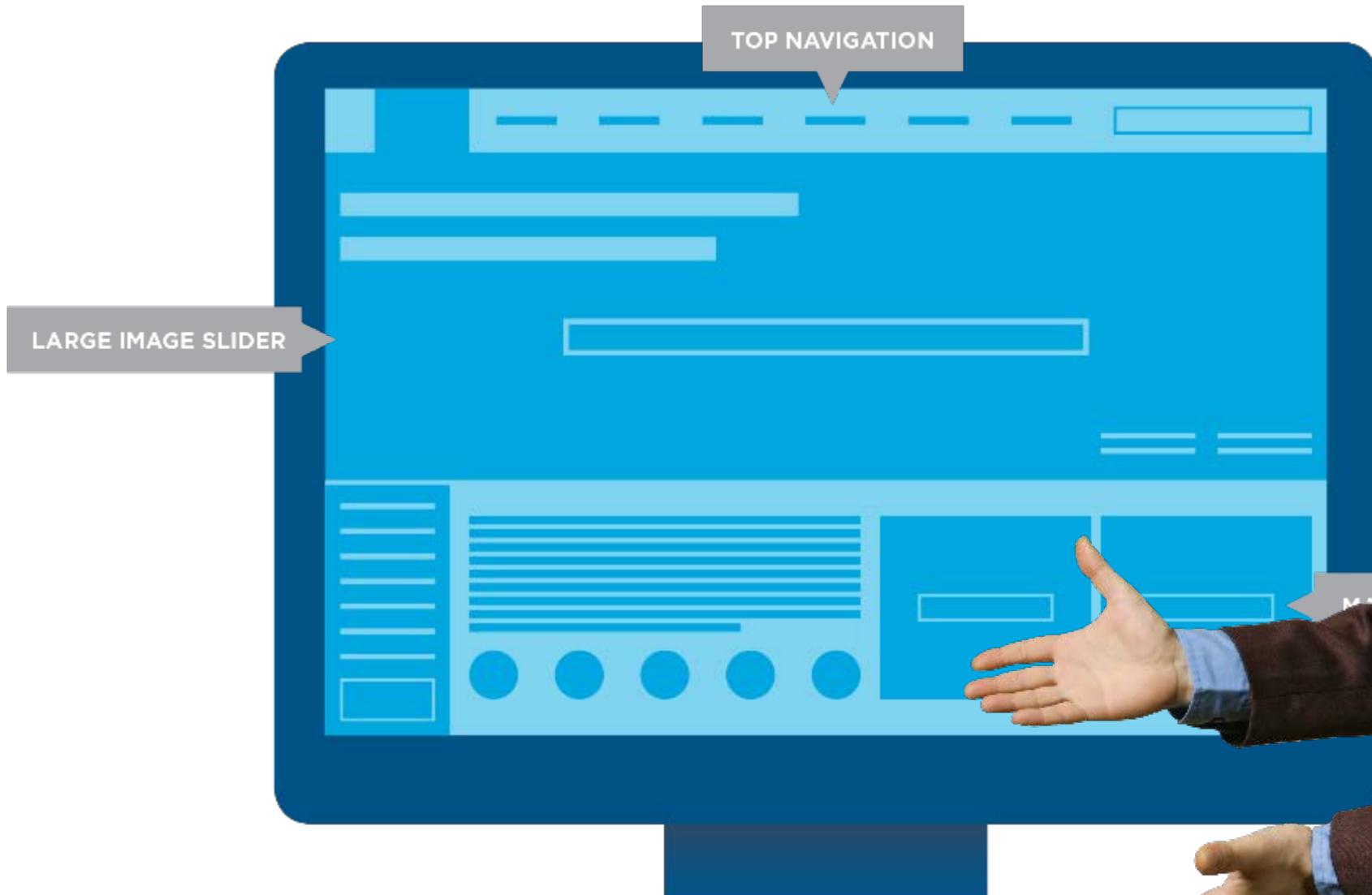
A simplified website design that caters specifically to a user’s journey through your site.

Instead of trying to weave a good user experience across multiple interior pages, we stack your website to craft a concise and powerful story.

TELLING A *Story*



STORYTELLING WITH SPA WEB DESIGN



STORYTELLING WITH SPA WEB DESIGN



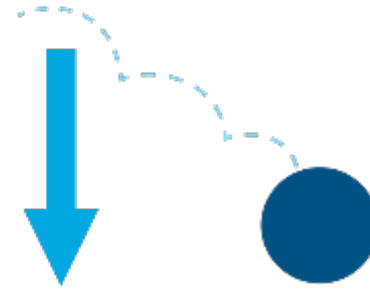
STORYTELLING WITH SPA WEB DESIGN



Viscerally and emotionally satisfying



Higher conversion rates



Decreases bounce rates



Looks amazing on all devices



STUDENT INTERVIEWS

Have you ever been emotionally connected to a website?

Do you prefer to scroll or click through a website?



DESIGN STUDY

THREE LEVELS OF VISUAL DESIGN



Visceral



Behavioral



Reflective

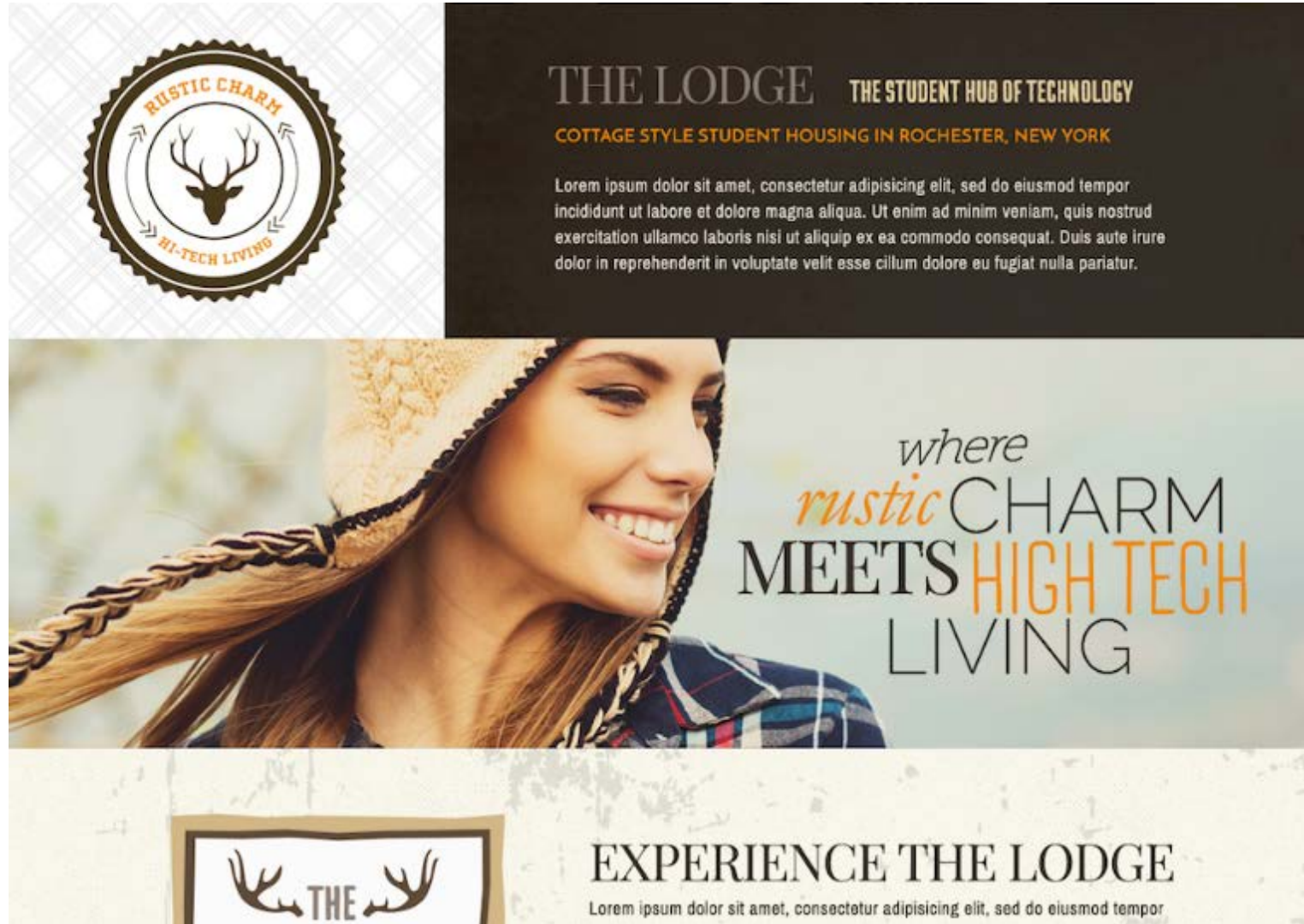


Desired reaction



Neutral and unmemorable reaction





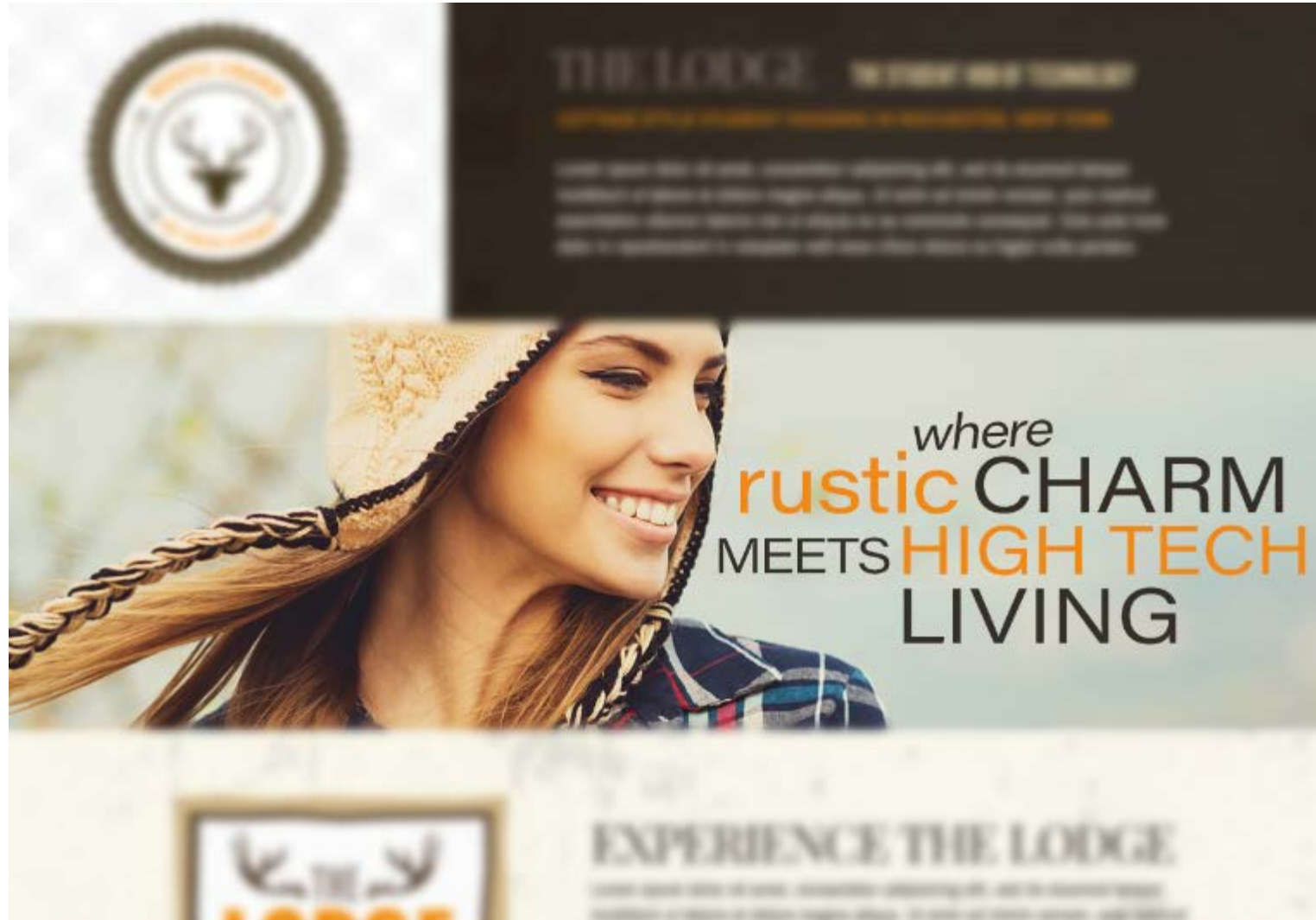
THE LODGE THE STUDENT HUB OF TECHNOLOGY
COTTAGE STYLE STUDENT HOUSING IN ROCHESTER, NEW YORK

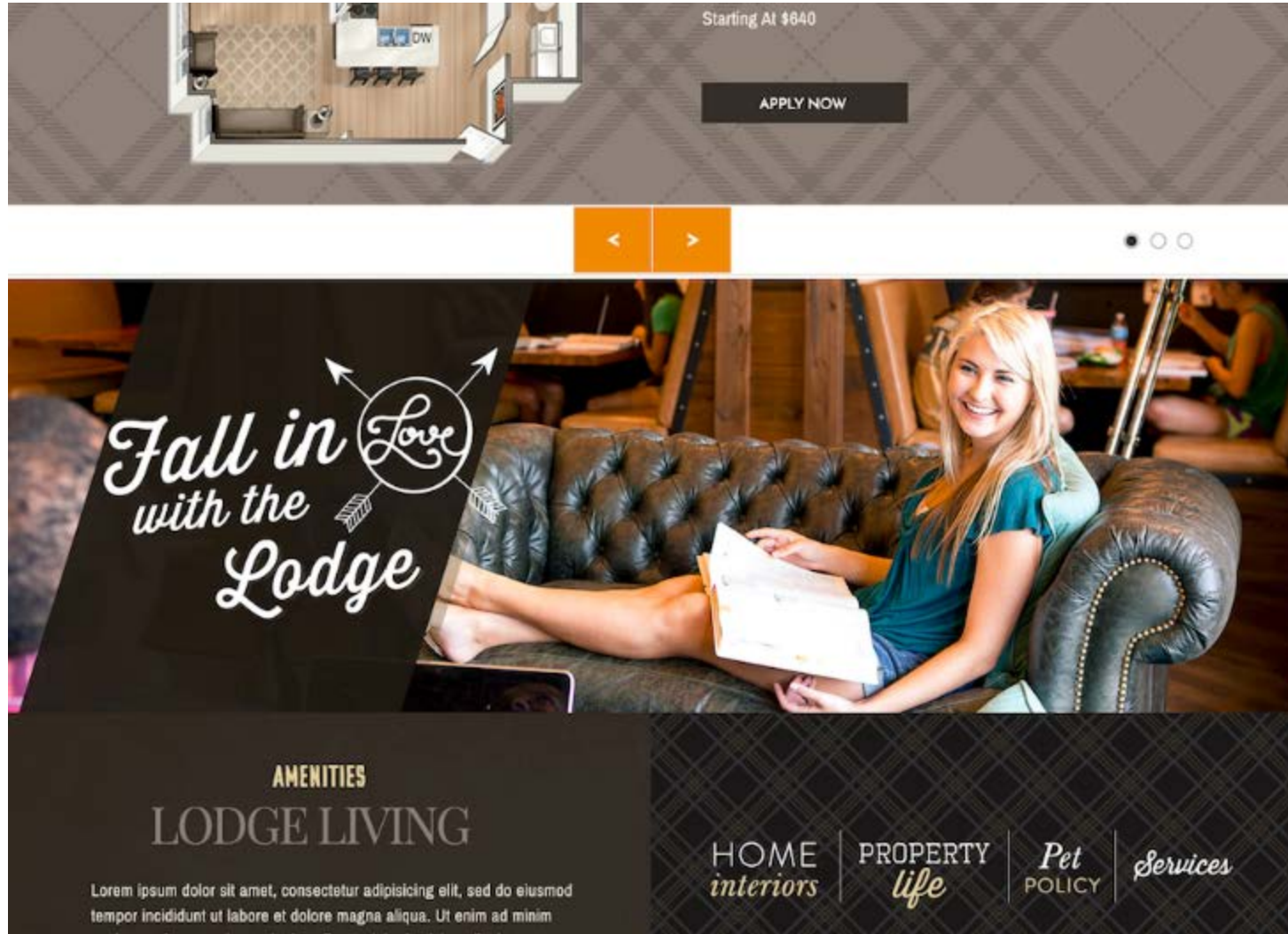
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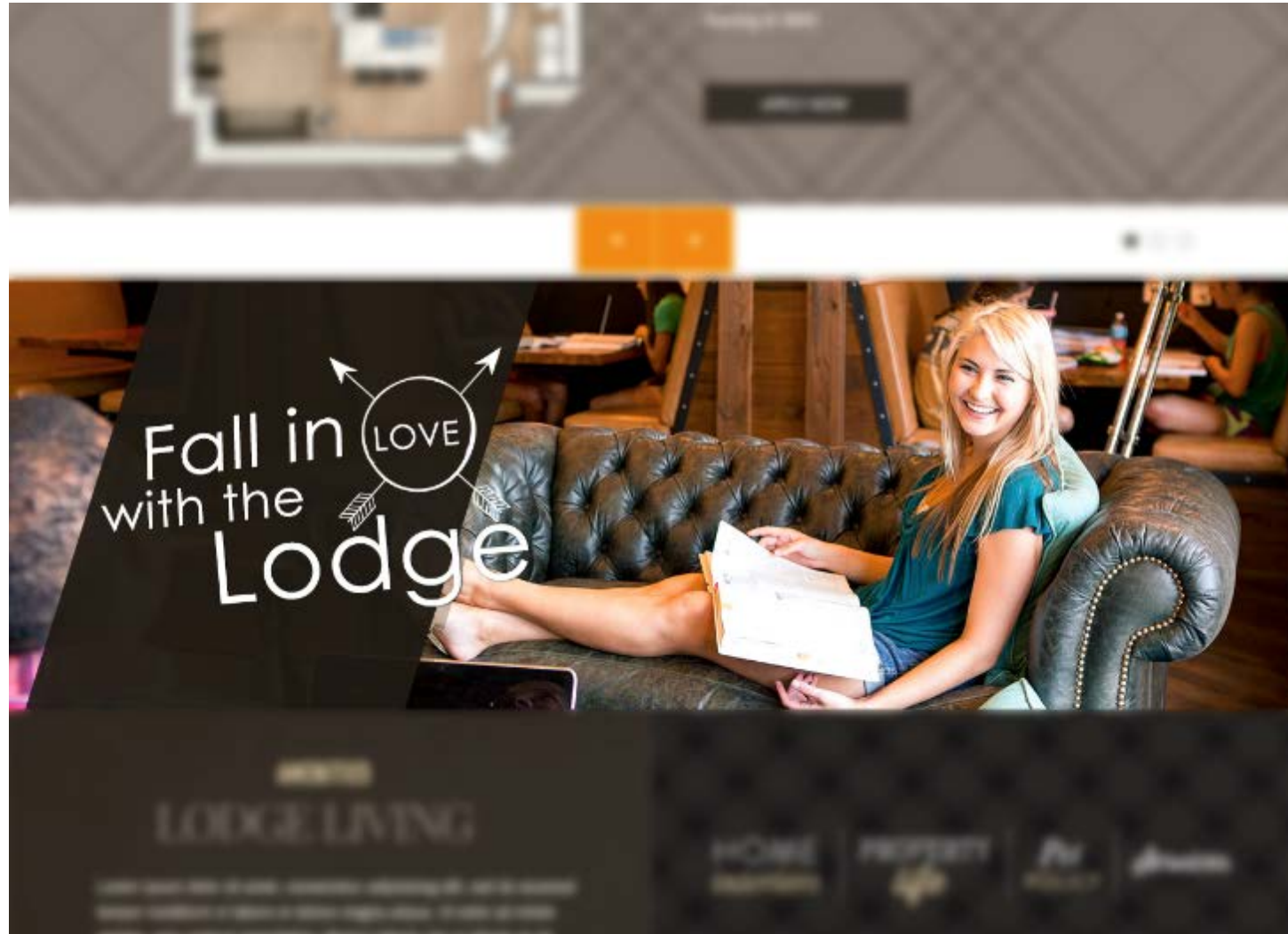
where
rustic CHARM
MEETS HIGH TECH
LIVING

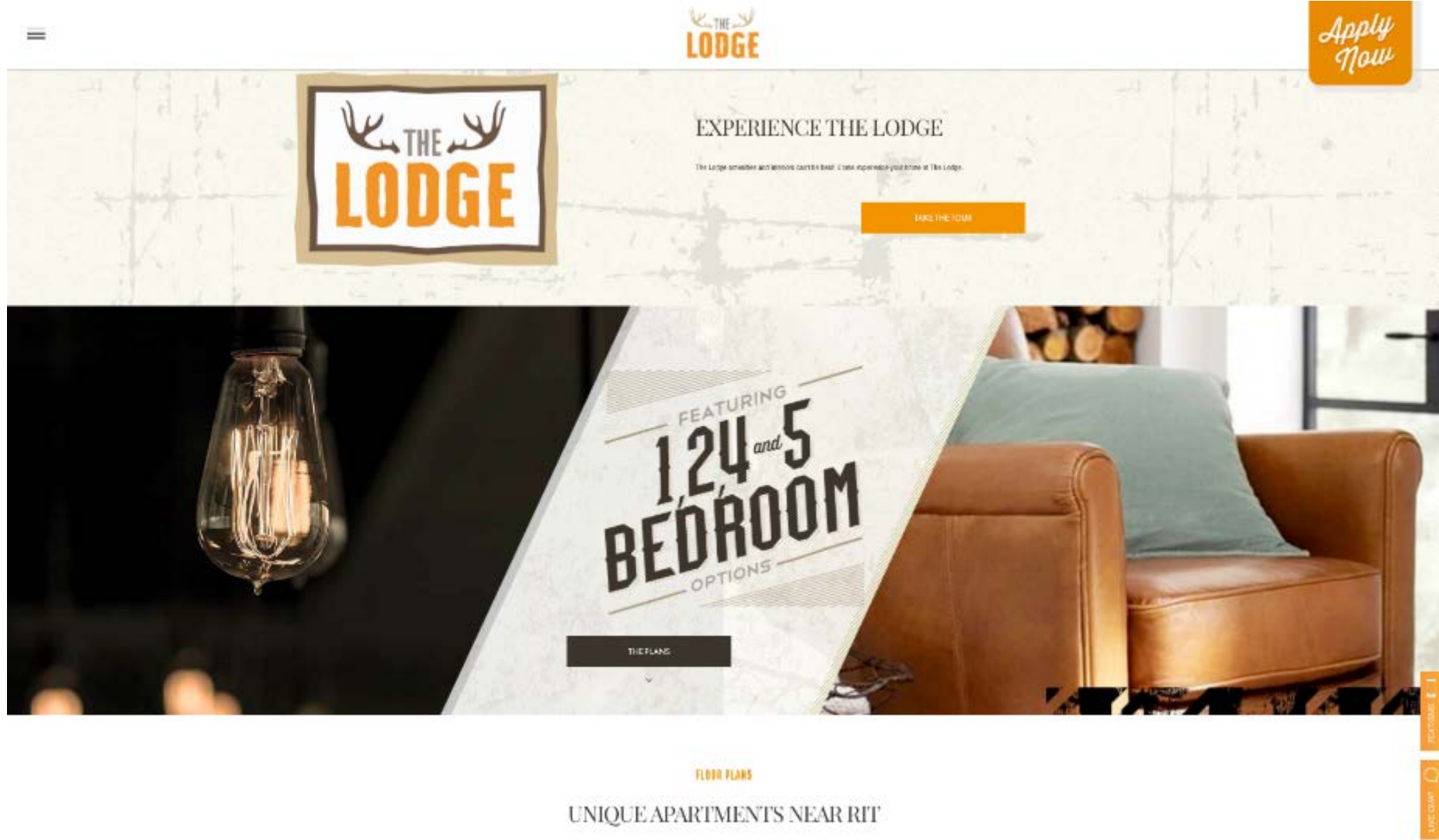
THE

EXPERIENCE THE LODGE
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor



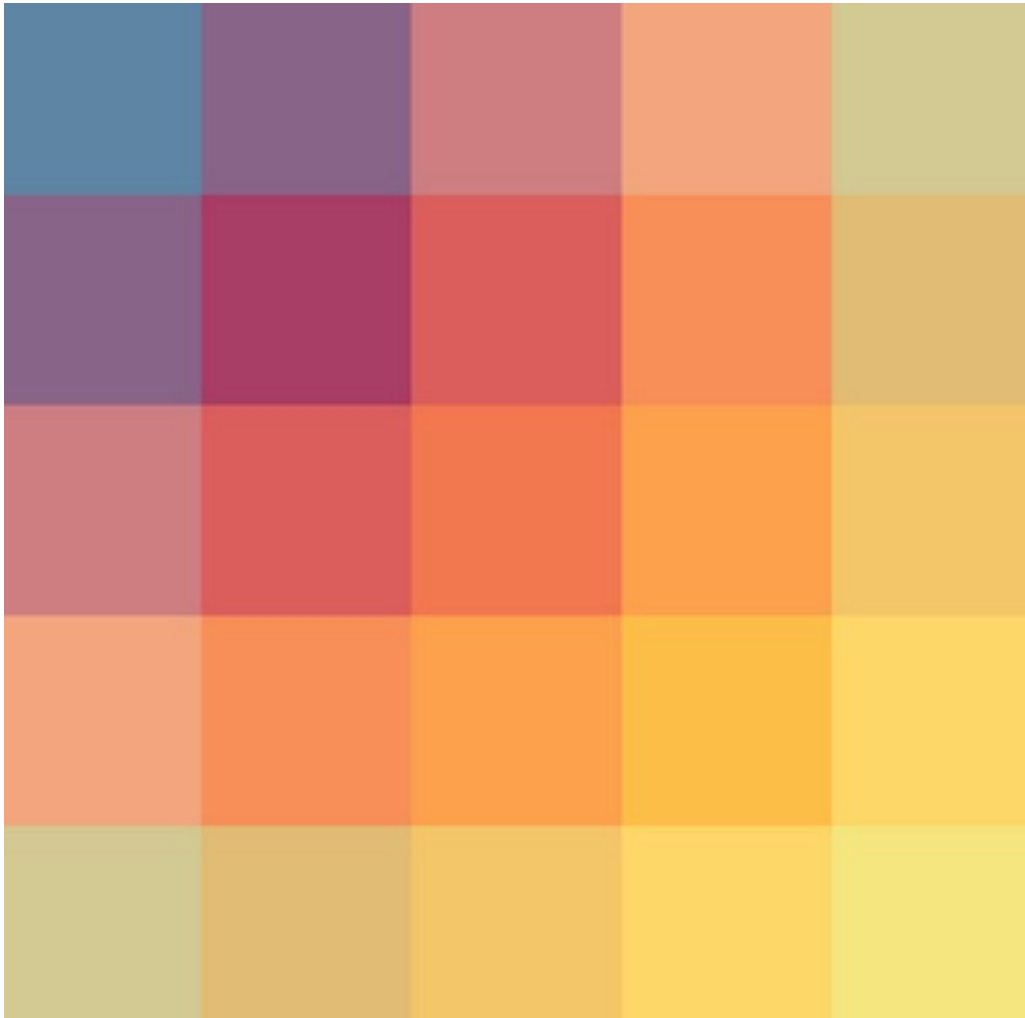






The website design for 'The Lodge' features a rustic, stone wall background. At the top left is a hamburger menu icon. The logo 'THE LODGE' is displayed in a framed sign with antlers. A prominent headline reads 'EXPERIENCE THE LODGE' with a sub-headline: 'The Lodge amenities and interiors can't be beat! Come experience your home at The Lodge.' A 'TAKE THE TOUR' button is positioned below the headline. In the top right corner, an orange 'APPLY NOW' button is visible. The main visual is a photograph of a brown leather armchair with a green cushion, a glowing Edison bulb, and a stack of firewood. A semi-transparent overlay on the image contains the text 'FEATURING 124 and 5 BEDROOM OPTIONS' and a 'THE PLANS' button. On the right side, there are vertical orange buttons for 'TEXT/SMS' and 'LIVE CHAT'.

FLOOR PLANS
UNIQUE APARTMENTS NEAR RIT



Color Theory

The interaction of colors in a design through complementation, contrast, and vibrancy

Color Theory

Complementation:

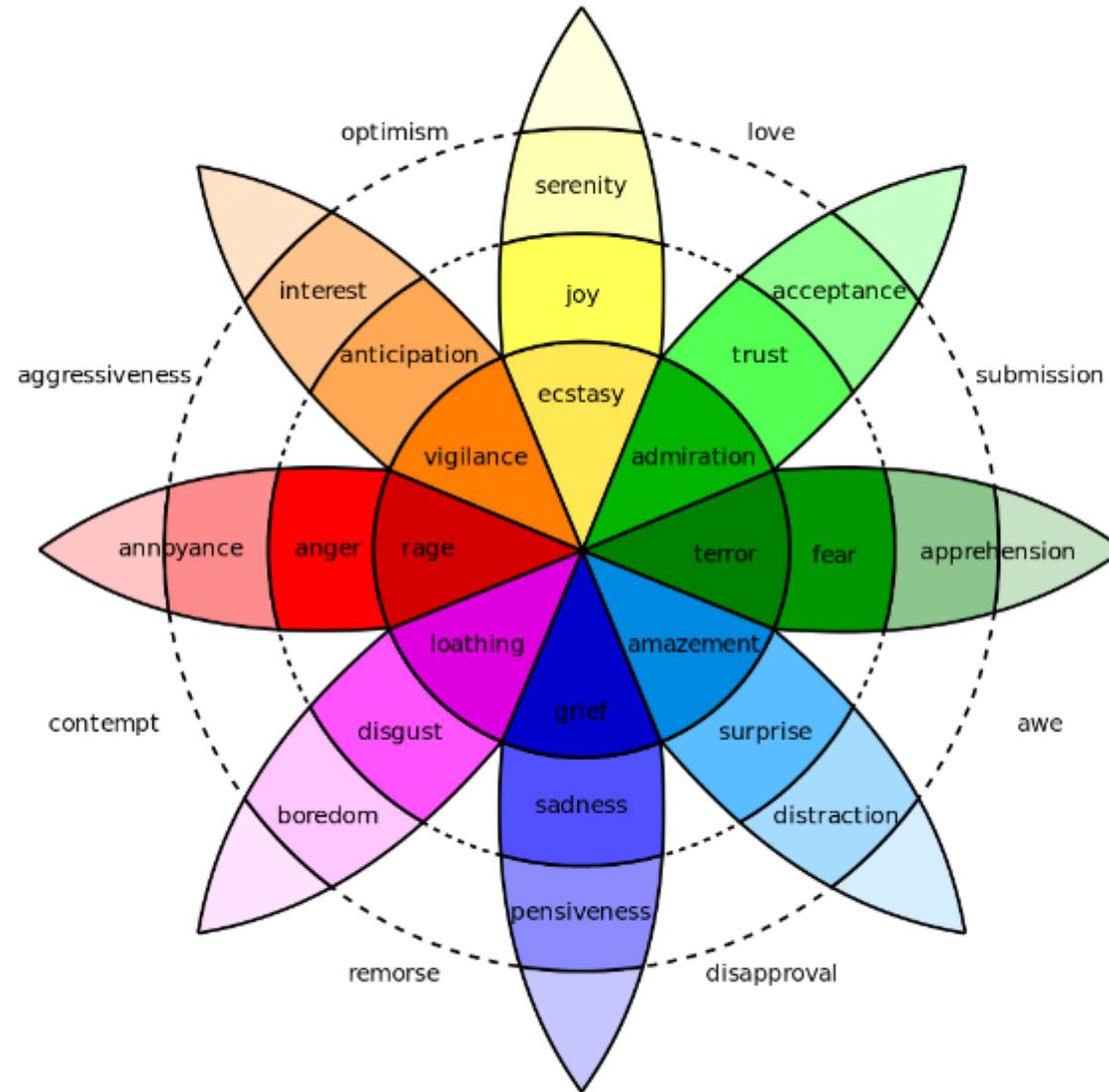
Refers to the way we see colors in terms of their relationships with other colors. When colors occupy opposite ends of the color spectrum, they lead people to consider a design visually appealing by establishing a happy medium the eye can reside in.

Contrast:

Reduces eyestrain and focuses user attention by clearly dividing elements on a page. The most apparent example of contrast is an effective selection of background and text colors.

Vibrancy:

Dictates the emotion of your design. Brighter colors lead the user to feel more energetic. Darker shades relax the user, allowing their mind to focus on other things



Plutchik's
Color Wheel of Emotion



The Alabama – Splash Page

Location: Greenwich Village, New York

Target Market: Cardozo School of Law students

THE ALABAMA

Reimagined.

Located in the heart of downtown Tusculum, The Alabama is a new student housing development in August 2017. It features modern amenities and historic architecture. 1,200 sq ft of student housing is available at \$1,200.

REIMAGINE
Brand personality
Name:
Address:
Phone:
Email:

COME HOME TO THE ALABAMA

Survival yourself in modern spaces with historic roots.

1,200 sq ft of student housing is available in August 2017. It features modern amenities and historic architecture. The Alabama is a new student housing development in August 2017. It features modern amenities and historic architecture. 1,200 sq ft of student housing is available at \$1,200.

COMING AUGUST 2017
AVAILABLE

HOME | PORT | ABOUT

PERDUE HILL STUDENT HOUSING

© 2016

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AVAILABLE

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© 2016

DESIGN STUDY

THE ALABAMA
Reimagined.

Immerse in the sense of Southern elegance. The Alabama is a new way of living. Project 2017. This is a new way of living. The Alabama is a new way of living. Project 2017. This is a new way of living. The Alabama is a new way of living. Project 2017. This is a new way of living.

REIMAGINE YOURSELF
Summertime is here.

First Name _____
Last Name _____
Phone (____) _____
Address _____

COME HOME TO THE ALABAMA

Surround yourself in modern spaces with historic roots.

The Alabama is a new way of living. Project 2017. This is a new way of living. The Alabama is a new way of living. Project 2017. This is a new way of living. The Alabama is a new way of living. Project 2017. This is a new way of living.

COMING AUGUST 2017
ALABAMA

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COMING AUGUST 2017
ALABAMA

HOME | ABOUT | CONTACT



CASE STUDY

MICHAELS ORG

CASE STUDY: MICHAELS ORG



Website Performance Analysis

Timeline:

9/1/16 – 1/1/17

Data Analyzed:

- Average Session Duration
- Pages/Session
- Pageviews
- Bounce Rate
- Conversion Rate
- Mobile Average Session Duration
- Mobile Pages/Session
- Mobile Bounce Rate
- Mobile Conversion Rate



The Next Apartments (Responsive)



The Lodge (SPA)



The Next Website Analytics

Pages/Session: 2.14

Average Session Duration: 1:37

Bounce Rate: 44.68%

Conversion Rate: .27%

CASE STUDY: MICHAELS ORG

The Lodge Website Analytics

Pages/Session: 14.33

Average Session Duration: 3:35

Bounce Rate: 15.57%

Conversion Rate: .69%



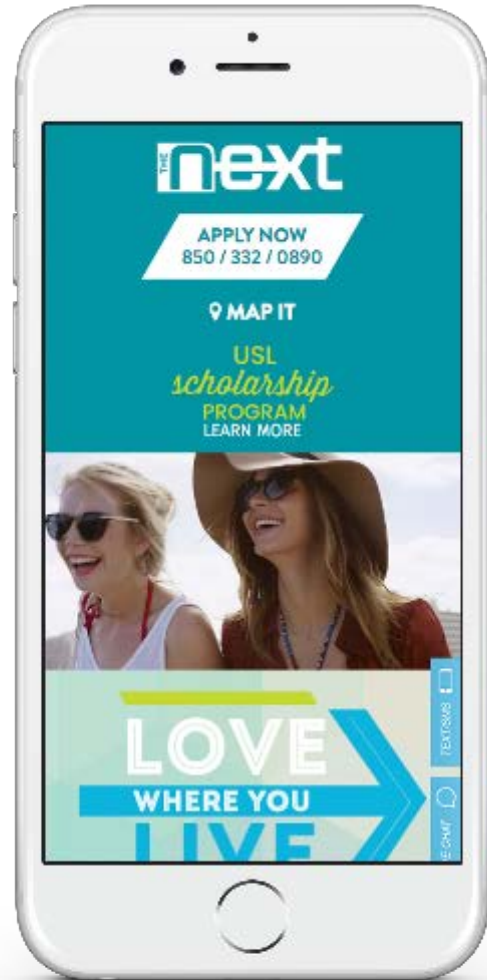
OVERALL WEBSITE PERFORMANCE COMPARISON

The Lodge Website Analytics

The Next Website Analytics

Percent Difference

Pages/Session:	14.33	Pages/Session:	2.14	Pages/Session:	148% difference in performance
Average Session Duration:	3:35	Average Session Duration:	1:37	Average Session Duration:	~2 minute absolute difference
Bounce Rate:	15.57%	Bounce Rate:	44.68%	Bounce Rate:	97% difference in performance
Conversion Rate:	.69%	Conversion Rate:	.27%	Conversion Rate:	87% difference in performance



The Next: Mobile Analytics

Pages/Session: 1.89

Average Session Duration: 1:23

Bounce Rate: 50.62%

Conversion Rate: .15%

The Lodge: Mobile Analytics

Pages/Session:	12.01
Average Session Duration:	2:21
Bounce Rate:	23.48%
Conversion Rate:	.35%



MOBILE PERFORMANCE COMPARISON

The Lodge Website Analytics

Pages/Session: 12.01

Average Session Duration: 2.21

Bounce Rate: 23.48%

Conversion Rate: .35%

The Next Website Analytics

Pages/Session: 1.89

Average Session Duration: 1:23

Bounce Rate: 50.62%

Conversion Rate: .15%

Percent Difference

Pages/Session: 146% difference in performance

Average Session Duration: ~1 minute absolute difference

Bounce Rate: 73% difference in performance

Conversion Rate: 80% difference in performance



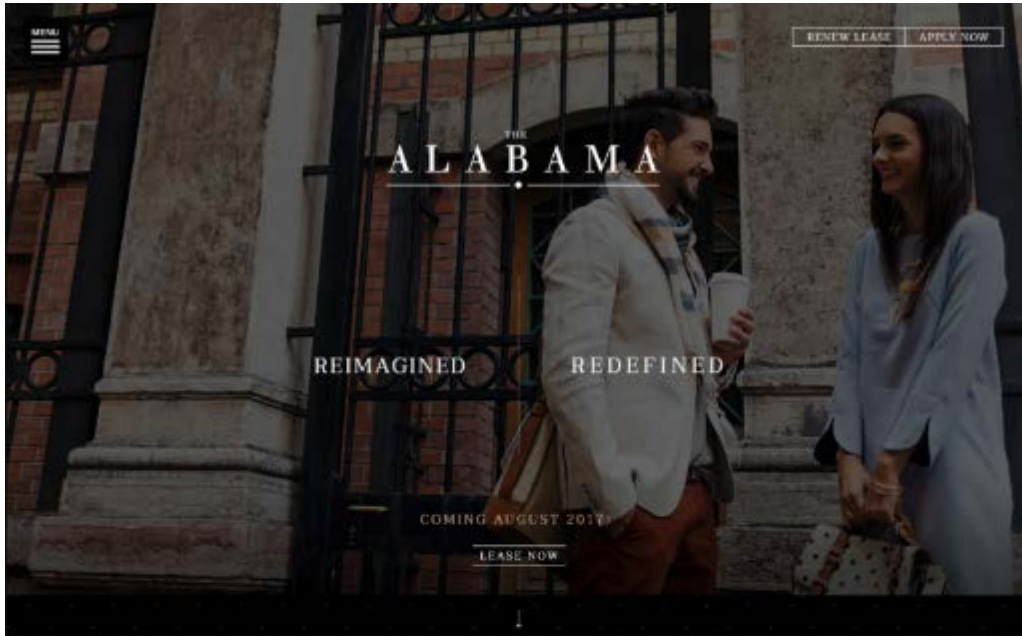
CASE STUDY

PEAK CAMPUS

CASE STUDY: PEAK CAMPUS



CASE STUDY: PEAK CAMPUS



DISCOVER THE ALABAMA •

Surround yourself in modern spaces with historic roots.

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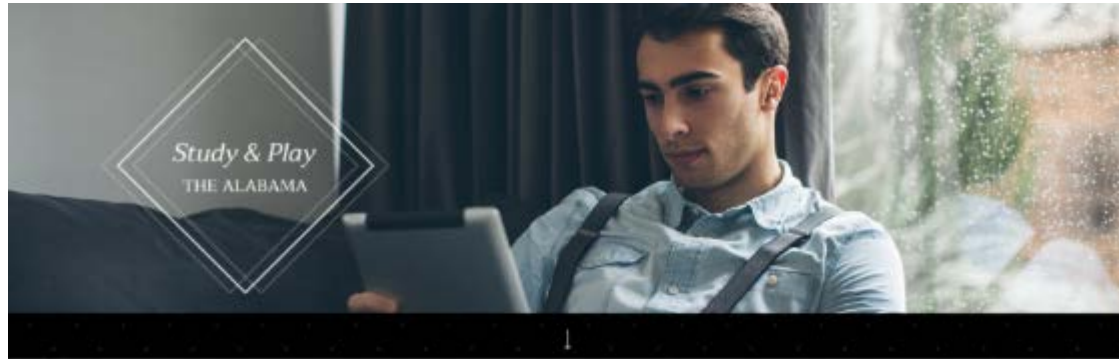


• EXPLORE OUR GALLERY •

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CASE STUDY: PEAK CAMPUS



• AMENITIES •

modern spaces for study and relaxation.

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Home Interiors

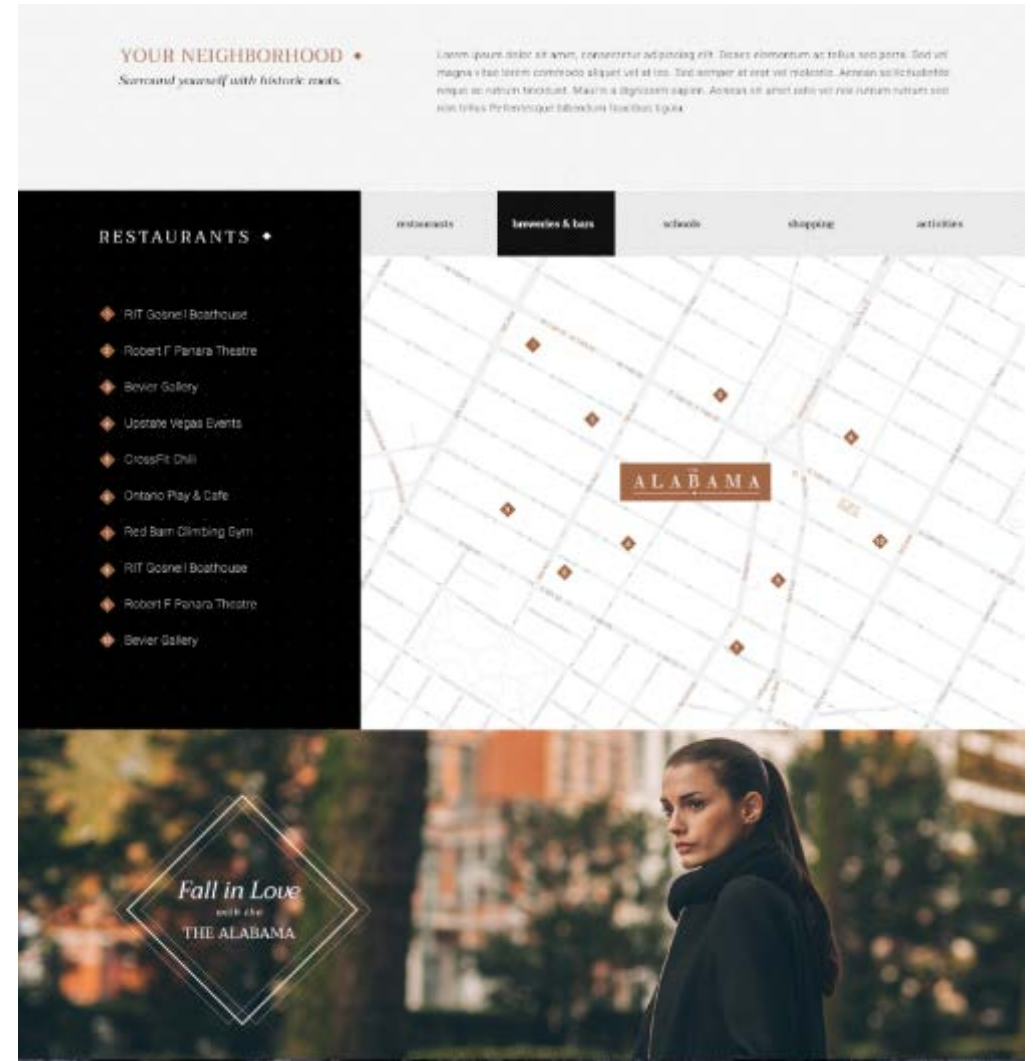
Resident Living

Services

Study Rooms

HOME INTERIORS

- Washer and dryer
- Own bathrooms
- Own closets
- Real kitchen feel
- Little patios
- Lots of parking
- Private bathrooms and bedrooms
- Cottage Style
- Rustic wood paneling mixed with metallic



YOUR NEIGHBORHOOD •

Surround yourself with historic motifs.

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RESTAURANTS •

- RIT O'Connell Boathouse
- Robert F Penara Theatre
- Bevier Gallery
- Uprate Vegas Events
- CrossFit Chili
- Ontario Play & Cafe
- Red Barn Climbing Gym
- RIT O'Connell Boathouse
- Robert F Penara Theatre
- Bevier Gallery

restaurants amenities & bars schools shopping activities



Fall in Love
with the
THE ALABAMA

CASE STUDY: PEAK CAMPUS

RESIDENTS

Stay Connected

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Pay Rent

Submit a Request

Login to Portal

ALL YOU NEED TO KNOW



Individual Leasing

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Individual Leasing

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Read All Reviews

REVIEWS

What Residents are Saying

Absolutely my favorite place to be all of the time!
" Everything is always taken care of. The staff is so attentive. Location is absolutely perfect. "

JARE DOE

CONTACT THE ALABAMA

The Alabama Apartments

4255 East River Road
West Henrietta Ny 14586

Leasing office hours

Open everyday from 9:00am to 6:00pm

Driving directions

Enter starting address

Map It



name

email

phone

bedrooms

move in date

message

I'm not a robot 

submit

CONTACT THE PANELISTS



STEVEN OZBUN

steven@leaselabs.com



BARRIE NICHOLS

bnichols@themichaelsorg.com



MARIA FILIPPONE

mfilippone@peakcampus.com

#NAASHC17

THANK YOU

THE NEXT LEVEL
IN STUDENT HOUSING

