

Thank you very much for your order on Fiverr :)

Let's review your website



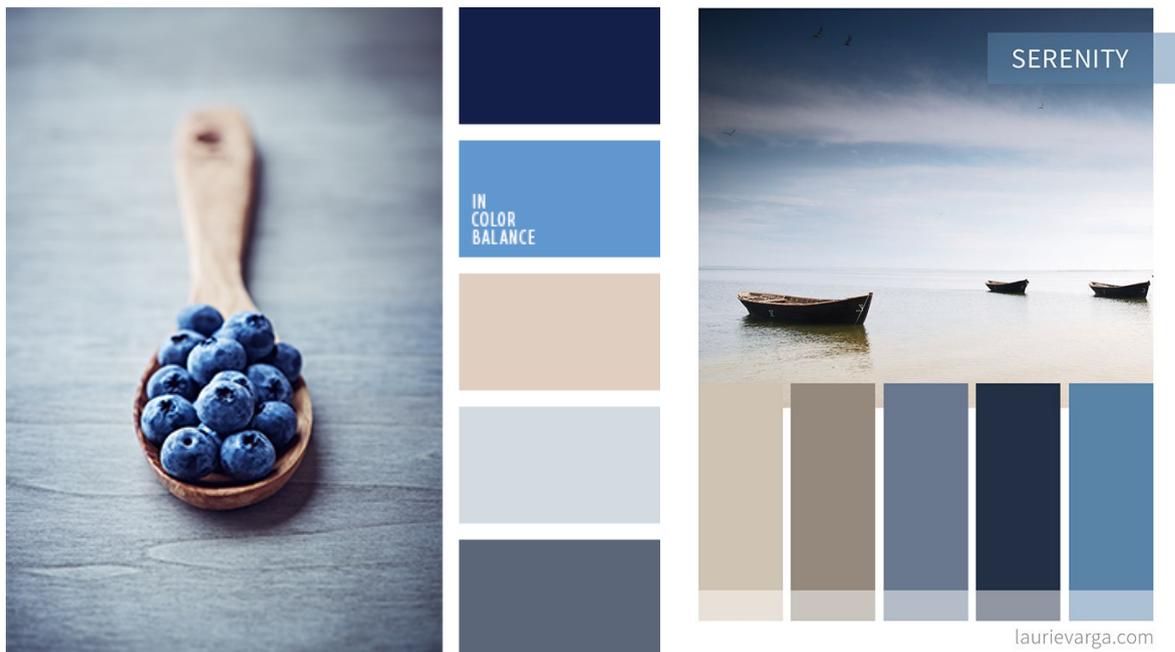
UX/UI AUDIT + MARKETING STRATEGY

Tiny House Society

PART 1 – HOMEPAGE REVIEW

FIRST IMPRESSION - As a first impression, I would say that we can feel that the design is not as professional as it should be. In order to fix that, I will redesign the website accordingly to the following principles:

1. I will add a logo of a tiny house. Your website is missing a logo, we should reuse the logo you currently have from tiny house.com, if you have the source files that would be great
2. We will choose a new color palette for the website and I will also apply this color palette for the logo. I would like to pick a modern color palette that could fit new wood's color trends from beige to blue tones. The following color palettes will fit your tiny house images and will provide a professional touch to your website:



This will be my moodboard inspiration for the colors, I will pick the most vibrant colors from these palettes on your website.

3. Fonts: 90% of my websites use Poppins as the main font. This report is also written with Poppins which is like my design signature. This font is very modern and fits almost any website. I will probably use it inside your website. We also have to resize all the text, sometimes the text is too big, especially inside the menu.
4. CTA Buttons: Currently you are using a Blue/Pink theme and the CTA buttons are black turning green on hovering. These colors don't match, with the new beige/blue color pallet it's great to use yellow/orange as a vibrant color for buttons when hovering or electric blue.

5. Copywriting inside header: Overall I would say that the copywriting inside the website is ok. I would only improve the text inside the header to improve first impression. Instead of “Buy and Sell Tiny Houses”, I would say “The First Tiny House Marketplace inside the US” or similar. It’s great to precise inside the main title of the header the location of your market (we will get back to it inside the “Place” section of the marketing strategy) but also use the word “marketplace” as we understand that we won’t buy a tiny house from you directly, or from your company but from other tiny house owners.

ABOUT THE HOMEPAGE - I would like to discuss two particular actions on the homepage with you:

1. Probably remove the login / member area. You don’t sell anything directly on your website through a dedicated payment gate inside Wix. Neither sellers can post themselves new offers online. That being said, there is not a real interest for buyers to sign up because they will make an offer through an external service which is Escrow.com (I will get back to it inside the “Process” section of the marketing strategy) - same thing for sellers that will use Typeform to Add Listing (you are currently asking to create an account but we will avoid adding complexity to the process and ask personal information inside the typeform instead to increase conversion)
2. Probably add a 3-card design at the end of the page with “explore other solutions” and add 3 external links to Tiny Home Shells, Converted Vehicles, and Recreational Vehicles (RV’s) from www.getatinyhome.com. This is the kind of layout I will use (this screenshot comes from my own website www.alexis-webdesigner.com)

Mes Expertises



PART 2 – WEBSITE REVIEW

BRAND IDENTITY – I would like to start with the brand identity as you have very different logo designs:



**Tiny
House**
.com



The Tiny House Society

Any of these logos are great, on the first one, the text is not aligned on the left, and the second one is not modern and the colors won't match the website. What I would like to do for <https://www.thetinyhousesociety.com/> is to mix both logos to create one logo for the Tiny House Society. If you have the source file for tiny house.com on photoshop or illustrator, that would be nice. If you only have a png file, not a problem I will work with that.

TINY HOUSES – Overall the page is ok, I will improve design to make the page clearer but no major issue here. On the other hand, when we click on a product and we land on the product page, the CTA buttons “request info” and “make an offer” are not visible, they should be at the end of the page below the product description. To request info, I would suggest to use Typeform instead and add a tag inside the Typeform link to identify the product. This is something I can do. For each tiny house, you should attribute an identification number that will be used on Typeform for you to track offers. Regarding “Make an Offer”, I would probably suggest using Typeform instead. The process is currently too long and the user experience to make the offer is pretty bad, I will get back to it later.

FINANCE – For our redesign mission, it's ok to leave it as it is. But in the future, I would suggest creating a dedicated page before accessing the Hearth form. In this page, you should introduce the benefits of using Hearth but also who they are and why you chose to collaborate with them to offer this solution to your clients.

As we are getting into financing and people's personal data, revenues, well... money in general, you need to provide reinsurance and trust elements in order to get any conversion. As a new visitor on your website, I should understand that it's safe to use your service but also very interesting as I will get professional, secure and economic solutions from a trusted company.

SELL - In terms of content, the page is pretty satisfying. The CTA buttons should be changed for "Start Now" or "Start Selling Now" as the effect when clicking on "Upload" is not a direct upload but starting the typeform, upload comes later. We just have to readjust expectations when clicking on a CTA button designating the proper action on the label. Apart from that, I will use the same redesign principles in terms of font, font size, colors, CTA button design as inside the homepage to get a more professional and more modern feel.

MOBILE - Mobile version is Ok! Surprisingly, to make an offer with escrow.com it takes a lot of time after clicking the button, I thought it did not work. I would also say that the time to display the page on a desktop is long too, that's why I would suggest using Typeform to get a quicker flow. For the seller typeform, it's hard to use it on the mobile, we should link it to the typeform URL directly instead of the popup on mobile. Instead of the help button linked to the request info by wix which is not UX friendly on mobile, we should also use Typeform to improve accessibility.

PLAN TO REDESIGN - Ideally, I would suggest creating the finance page as suggested before, but that can come later once you have developed the text you want to include. Regarding our redesign mission, I would suggest creating a "Contact Us" page accessible inside the menu with a form that can fit both Sellers/Buyers requests. Let's plan how to redesign your website:

1. Redesign homepage (\$100)
2. Redesign Sell page (\$100)
3. Redesign Tiny house category page + product page (\$50)
4. Create Contact Us page (\$50)
5. (OPTIONAL) Create Finance page (\$150)

BUDGET - We then have an estimation of the complete website redesign on both desktop and mobile + add contact us page for \$300 in total. If you want to add the finance page, the total budget will be \$450. I would consider a 7-day delivery for this project. Please tell me if you accept this offer :)

TYPEFORM - If you accept this offer, and as a thank you for this first audit order, I will work on your Typeform for free.

1. I will improve the design on Typeform to fit the new design on the website
2. I will improve the flow of the seller form and avoid the fact to force to go back on Wix to sign up
3. I will create the forms to "Request Info" + "Make an offer" with a product ID tracker inside Typeform
4. I will explain to you on Zoom how to manage and update Typeform / also how to add the tracker ID for new products

WHAT I NEED FROM YOU - In order to proceed with the redesign of the website, please check this list and don't hesitate to comment or discuss any of the following items before getting to the next step:

- Provide Logo from Tiny House.com
- Validate new color palette + font proposal
- Provide the main title for homepage similar to « The First Tiny House Marketplace inside the US »
- Validate proposal for homepage (add « explore other solutions » section + remove login / member area)
- Validate using Typeform for « Request Info » and « Make an offer »
- Validate budget + time delivery
- Decide if you want to create the page « Finance » now or if you want to wait and start with the redesign first
- Provide access to Wix as administrator + Typeform with email kazlo@me.com (if you don't know how to do it, don't hesitate to tell me and I will assist you)

One last thing I would like to discuss, I see that you've made custom logos/icons for your website with this blue/pink/green color. I can recolor them and reuse them on the website if you have the source files in Photoshop or ideally Illustrator files (.AI). If you only have PNGs, I will probably use other logos/icons because the current colors won't fit the new color palette. I am referring to these icons:



PART 3 – 7P MARKETING REVIEW

1) PRODUCT - If we don't read your website and just have a look at the colors and the images, we don't understand that the website is about Tiny Houses. The goal is to add a logo, provide woody background textures, probably change some images or add illustrations around the subject "tiny homes" but the goal is definitely to use a sober color palette that will fit your product/content better.

2) PRICE - From a buyer's perspective, it's ok as you show the price of each tiny home. From a seller's perspective, I would probably wonder if it's a free service, if not, the percentage of commission should appear clearly on the seller's page.

3) PLACE - If I use the international search on Google and land on your website, I might wonder if you are based in the UK or Australia and you have to insist that these homes are currently located inside the US. That's why I would claim it as soon as in the header title inside the homepage, as recommended before. You can also add your company address inside the footer and inside the contact us page through google maps (this should be a new page that I will create).

4) PROCESS - To improve the process, I think that using more Typeform will serve your UX experience. I know that Typeform is quite an expensive tool and you should get the most from it. With more than 20+ reviews on my Typeform service on Fiverr, I am the number one fan of this tool. I use it for my own website and my love for this platform from a UX/UI perspective made me want to offer related services for professionals on Fiverr. If you want to make the offer legal through Escrow.com, I would suggest capturing the offer with Typeform, talk with the client by phone and send confirmation of the offer through an email linked to escrow.com. On the phone, you will increase trust and you should explain the process that you are working with escrow.com to officialize offers and you will send an email, etc. That might seem silly but users can fear being engaged to pay if they make a proper offer on a service they don't know.

5) PHYSICAL EVIDENCE - It would be nice to add client testimonials at the end of the homepage, also create an "about us" page but I will come back to it later.

6) PROMOTION - As you might already know, a blog will probably be the best way to drive traffic to your website organically. You can create articles related to “tiny houses” but also publish a new article for new product entries. Creating a blog allows you to feed your newsletter with fresh content and get organic traffic from Google. Not to forget that each new article is also an opportunity to publish on Facebook or LinkedIn and have dedicated links associated with your publications.

In terms of digital marketing strategy, you can also start by testing a SEA campaign with 2 different campaigns that you will run one at a time (same budgets around \$100 each) spent equally on Facebook Ads and Google Ads. From each campaign, you should test different taglines, wordings, images, targets. You should start with Google Ads, getting to know the best sentences for SEO titles and descriptions and the best audience profile. Then on Facebook, you will finetune images but also your audience.

Make sure that you have Google Analytics, Facebook Pixel, and Google Tag Manager all set up on your website but also on each Typeform. There is no magic formula. At the end of the experience, you will evaluate the conversion from each of these campaigns, will define a cost per acquisition, and will evaluate which ads, taglines, targets and platforms perform best for the lowest cost in order to get leads.

7) PEOPLE - Because you have different websites and your presence is on different platforms, you should explain all of that and put all the links inside an “about us” page. You should talk about your origin story, founders, team with photos, mission and ambition, but also introduce the other websites, have a description with the goal of the website or the reasons why you chose to be on that platform so that we get a clear picture of your company and how your digital presence is distributed.

What I would need from you: (optional)

- 2 or 3 testimonials to include inside the homepage
- Company location to add inside footer and inside contact us page
- Content if you want to create the About Us page (+\$150 to create the about us page which is optional and not planned inside the budget)

CONCLUSION

First of all, thank you very much for your order on Fiverr, it was a real pleasure for me to work on your audit.

UX/UI DESIGN - I will redesign the whole website to get a more professional and modern feel. I will use a soft blue/beige color palette with wooden textures and will add a logo. I will also readjust all font sizes. I will improve the CTA buttons in terms of design but also in terms of wording when possible to match the buttons' links and actions. In terms of User Experience, I will improve the flow and conversion by improving the Typeforms but also adding more Typeform links all over the website replacing current escrow.com links. Typeform will work better with the new flow and new design and will appear quicker which is important as escrow loads slowly and this negatively impacts your conversion.

MARKETING - You should think about creating a blog that will also provide content for your newsletter. The second recommendation is to add testimonials inside the homepage, then to add company location inside the footer and inside the contact us page with a map. Finally, I would suggest creating an "about us" page (that can come later, along with the "finance" page if you decide to proceed with it, in any case, take your time to think about the content/text you want to add).

When accepting the delivery, please kindly leave a review on Fiverr. Don't hesitate to invite me to your Google Analytics account and I will provide my comments. Also, if you have any questions, I will be glad to answer you, even after the delivery.

Kind Regards

Alexis