



THE WINTHROP GROUP, INC. _____

Website design
Specifications document v.1

Presented by

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The Winthrop Group

Brand Attributes and Personality



The Winthrop Group

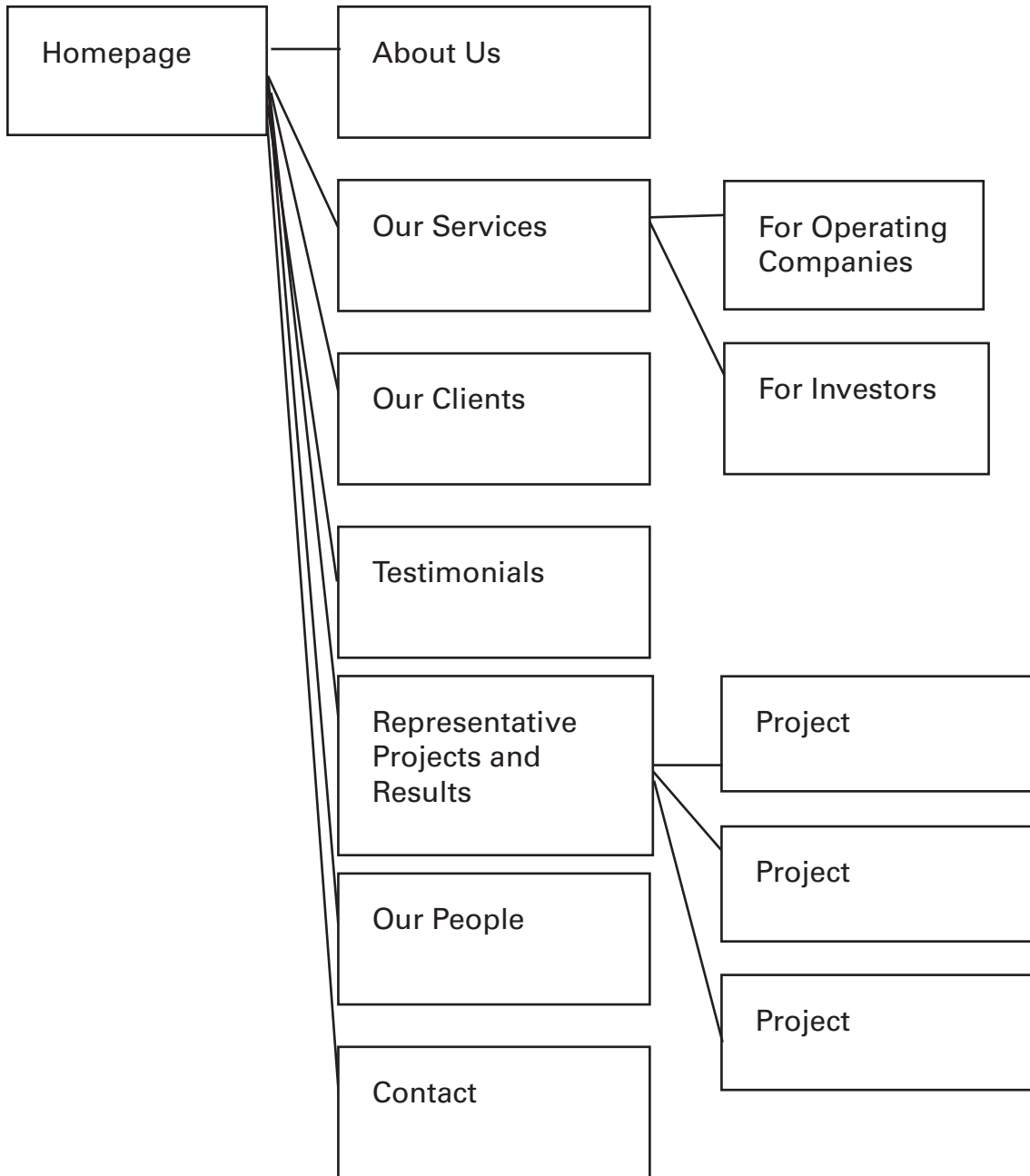
Brand Attributes:

Business growth drivers, Caring about clients' businesses: your success is our success, Creating value for our clients, Smart, Experienced, Practical, Innovative thinkers, Professional, Strategic

Aware, Focused, Reliable and honest, Practical - real life, not pie in the sky, Been there-done that, Passionate, Supportive, Action-oriented, Dedicated to you, Jump Starters, Action-oriented, Best Practices, Retail orientation

Brand Personality:

The Winthrop Group brand personality is that of practical, smart, experienced problem solvers who collaborate with clients to help them grow their businesses.



The Winthrop Group

User profiles



Mr. Jim Moore

CEO, Fortune 1000 company.

Initial User Path: Mr. Moore goes to the site to find out about the company. He goes first to "About Us" and then to the other sections depending on his interests. He is looking for credibility, experience and the quality of the other clients. Also, may be interested in what solutions were offered and what the outcomes were. Trying to see if it's a good fit for his business.