



BUCHAREST, RO 2019

# REALESTATE AND PROPERTY LISTING WEBSITE FOR ZACARIA'S "AMERICAN VILLAGE" RESIDENTIAL PROJECT

Minimalist and Elegant website design for a full service industrial real-estate developer's residential villa neighbourhood in Bucharest.

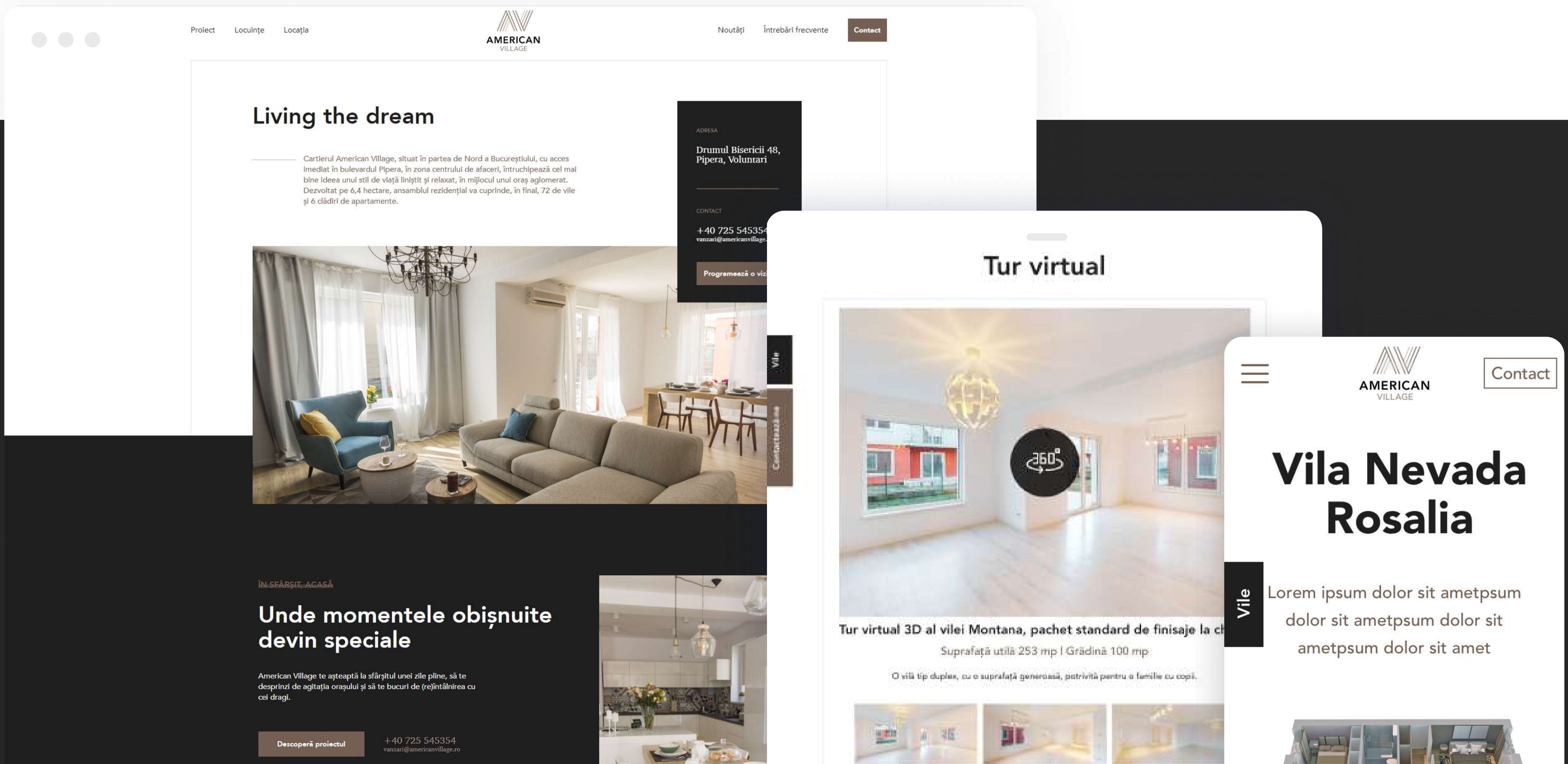


01  
CONTEXT

American Village is a luxury residential neighbourhood project designed and developed by the team at Zacaria. This was not Zacaria's first attempt at building its complex website.

A previous partner developed a version that didn't deliver on the set expectations.

The team at Zacaria was searching for a professional design and development company that could translate their American village vision into an international website that would help boosting sales for the residential project.



02

AMBITION

The main objective was to transition from their old website to a clean, intuitive platform to showcase their properties, that would act as a conversion funnel for their sales team.

We also needed a solid, memorable brand for the residential complex, that would be flexible to build a great range of marketing materials, from landing pages, websites and online ad to huge street banners, print materials and branded items.



Coming in to clean up after a failed project is always challenging. The project has a baggage of unfulfilled expectations, communication failures and a certain level of frustration generated by the previous partner.

We wanted a clean slate. Therefore we focused on good communication and accurate estimations. We made sure we understood what was asked from us, and delivered on time. Once the initial transition period was over, the collaboration with their marketing became intense and very enjoyable.

Proiect    Locuințe    **Locația**

AMERICAN VILLAGE

FAQ    Noutăți    Contact

# Locația American Village

— Ansamblul rezidențial American Village este situat în cartierul Pipera, într-o zonă ferită de forfota orașului, dar la câteva minute distanță de puncte de interes. Proiectul cuprinde 72 de vile și 6 blocuri de apartamente.

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Programează o vizită

Transport    Scoli    Gradinite    Spital    Sali de sport    Shopping

04

EXPERIENCE

The American Village website experience was focused on the search and property listing. We designed a clean listing interface, free of overly complex filters and multiple steps to reach the destination. We completed the experience by framing the most important aspects of a property within the design system we created, while using generous amounts of white space for features and visuals fixation.

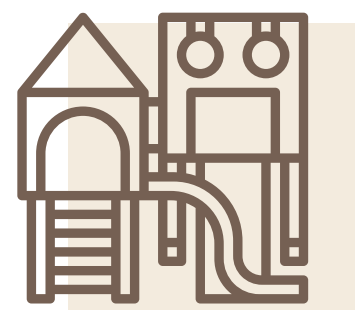
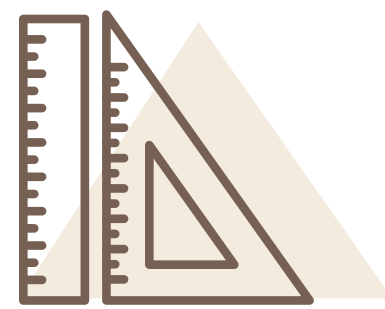
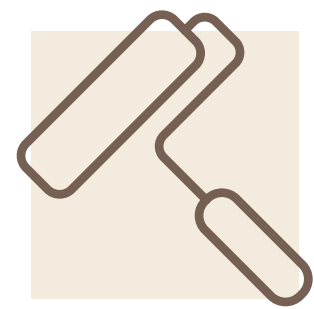


03

CHALLENGE

The requirements for a real estate brand are high, mostly due to the saturation of the market experienced in the last years, by quite a few big players featuring innovative digital solutions for real estate developers.

In order to create a vibrant real estate brand we started with the basics: what does it mean: "To have a roof over your head"?. What's a house without a good roof? A roof is a symbol for security, a place we call home and for higher aspirations. So, we based our branding on this common symbol, making it in the same time vibrant and unique.



06  
TECHNOLOGY

The primary goal of the website was to convert and be easily integrated with various content marketing tools to help us boost sales. We also needed it to be flexible so that we could quickly change it as we collected visitor feedback from early interactions.









06

OUTCOMES

G. CIBU

Online Marketing Specialist, Zacaria

“THEY WERE HONEST, PROFESSIONAL,  
AND HIGHLY RESPONSIVE. **THEY WENT  
ABOVE AND BEYOND TO MAKE THE  
PRODUCT AS GOOD AS POSSIBLE.**”

