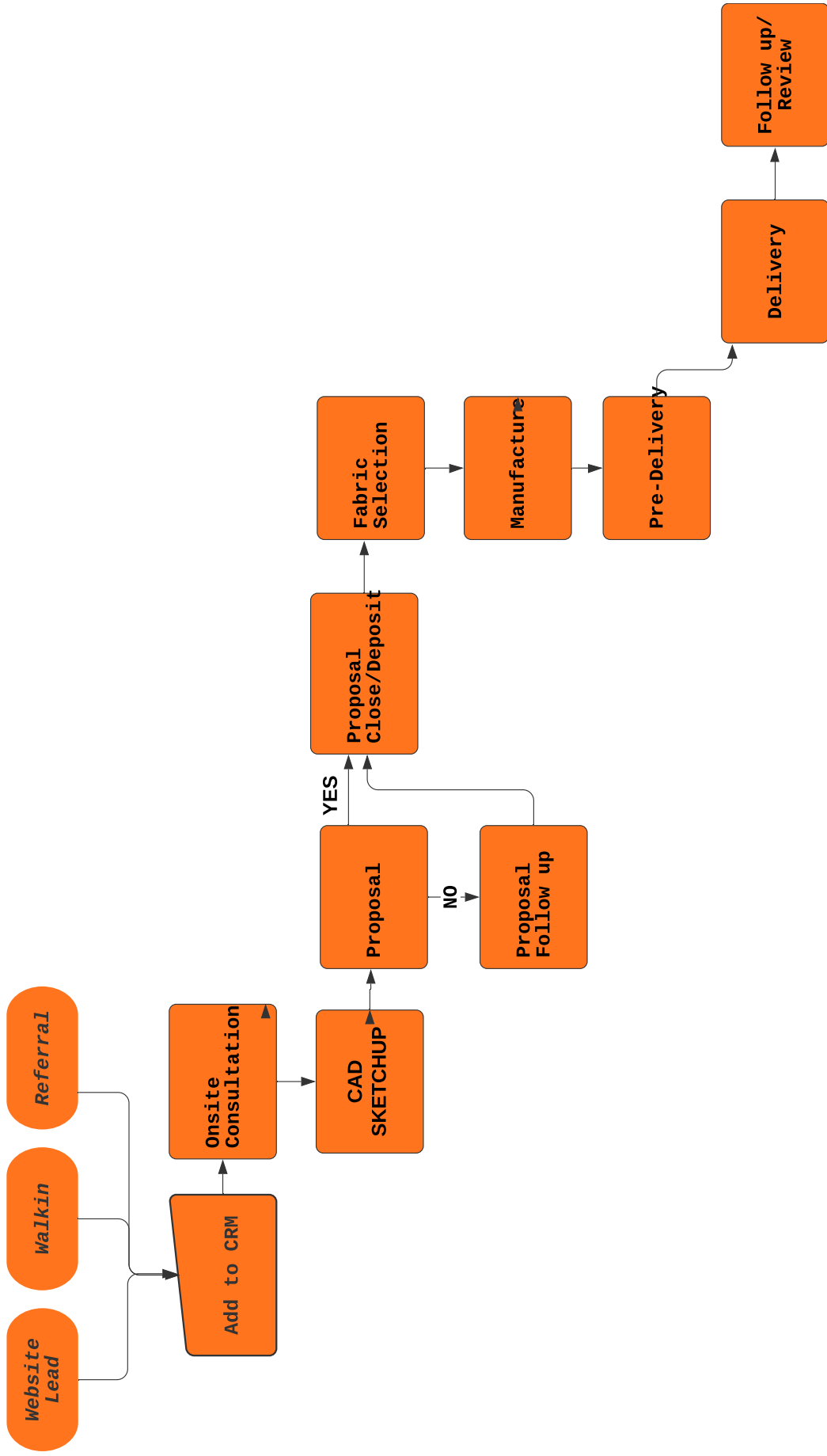
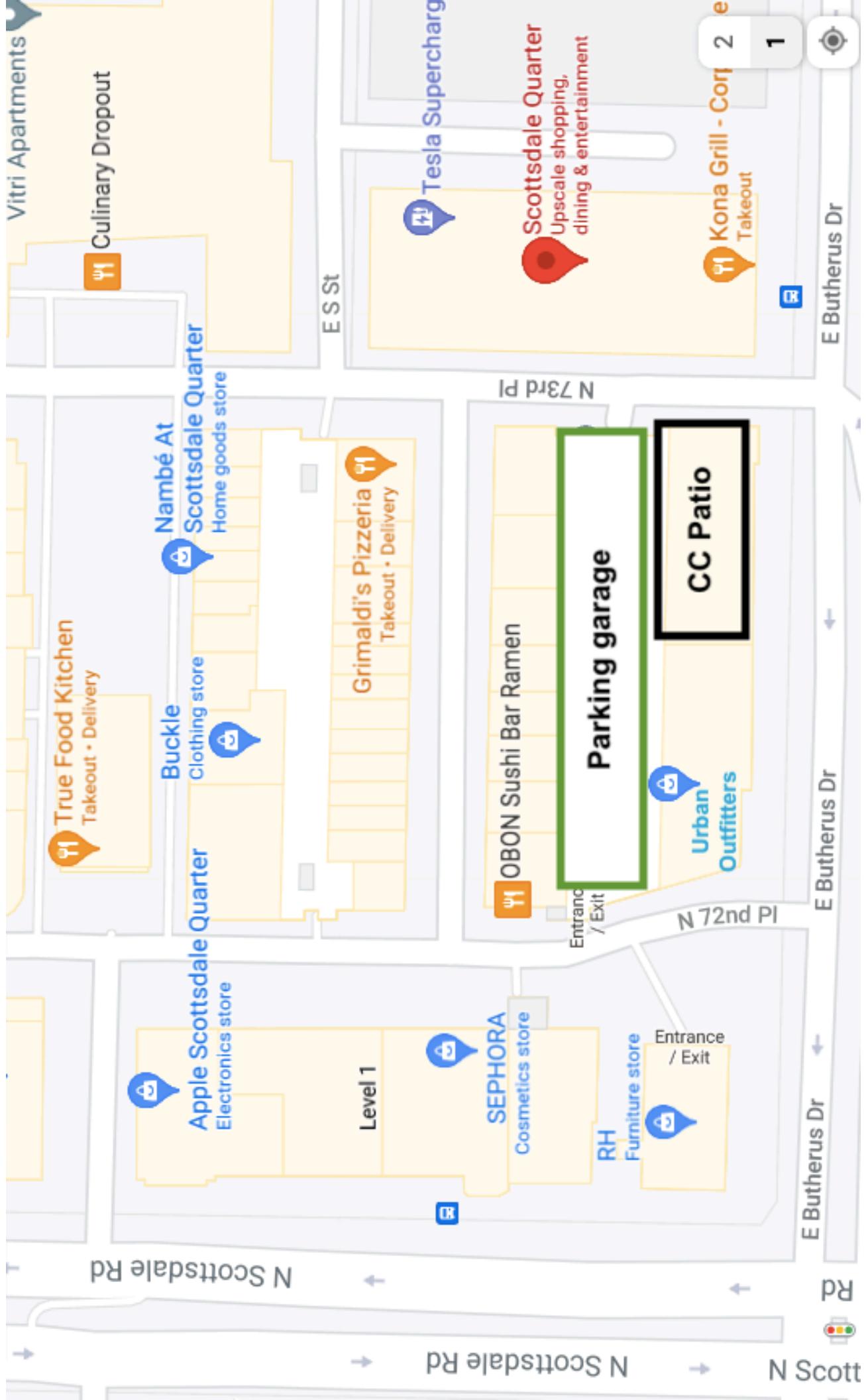


# CC Patio Flowchart Sales Process overview

Caleb Koke | May 31, 2021





N Scottsdale Rd

N 73rd Pl

N 72nd Pl

E Butherus Dr

E Butherus Dr

E Butherus Dr

E Butherus Dr

N Scottsdale Rd

N Scottsdale Rd

N Scottsdale Rd

Level 1

SEPHORA

OBON Sushi Bar Ramen

Urban Outfitters

Buckle

Grimaldi's Pizzeria

Nambé At

Apple Scottsdale Quarter

Scottsdale Quarter

Scottsdale Quarter

Electronics store

Cosmetics store

Entrance / Exit

Takeout • Delivery

Clothing store

Home goods store

Electronics store

Electronics store

Electronics store

Level 1

SEPHORA

OBON Sushi Bar Ramen

Urban Outfitters

Buckle

Grimaldi's Pizzeria

Nambé At

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Scottsdale Quarter

Scottsdale Quarter

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Cosmetics store

Entrance / Exit

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Home goods store

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Laptop Review, (Does not include mobile.)	Grammar	Intro	Outro	Resize Images	Rename Images	A/V Fade	Length	Notes
<b>Landing page, video player:</b>								There are 18 clips over 0:36 seconds. The drone footage is too long. The video player is too large. The video needs editing with a longer intro.
								Why is Valley capitalized?
								The featured project image is not balanced nor inviting. The bottom left stool is crooked
<b>Landing Page, Link featured project videos</b>								
New Scottsdale project		No Logo	Modern Logo		Rename button		0:39	
Video 2		Black Screen Logo	3-D logo			A/V fades too fast and fades to white	1:09	
Brand new backyard AZ		White overlay Logo	3-D logo			Fades to black	1:06	
Anthony and Tina		No Logo	Slider Outro			Different Audio	2:26	Testimonial
CNE pool		No Logo	3-D logo			Simultaneously	1:09	Logo confusion, Add CC
Camelback Mountain		No logo	Slider Outro			Fades	1:17	Testimonial
Quality pool		Modern Logo	Modern Fade			Simultaneously	1:02	
Stephanie interview		No logo	Modern Logo			Fades	2:19	BLURRY, Needs to reupload, not rendering properly
								No Showroom, Before and after backyard transformation confusion, needs side by side comparison or before and after slides.
Video nine		Black intro	3-D Logo			Fades	1:07	
New modern home		No intro	3-D logo			Fades	1:30	
Metropolis		Black intro	3-D logo			Simultaneously	1:14	
Video Commercial		Black intro	3-D Logo			Fades	0:42	This doesn't seem like a feature project, more so a completion video, needs to move to a different place.
<b>Alphabetize Furniture</b>				Resize and improve Resolution				Alphabetize Collection on home page. Add Chaises, Daybeds and Dining, not dining and more.

Collections	Size	Price	Collection price as shown	Placard Concatenated	Price
<b>Jasmine collection</b>					
Club chair with metal arm	34" x 34"	1380		Club chair with metal arm 34" x 34"	\$1,380
Glider club chair with Ironwood arm	34" x 48"	1600		Glider club chair with Ironwood 34" x 48"	\$1,600
Ottoman with Ironwood arm	34" x 26"	780		Ottoman with Ironwood arm 34" x 26"	\$780
Propane fire pit table	42" x 42"	5100	1764 sq. Inches	Propane fire pit table 42" x 42"	\$5,100
Sofa with metal arm	72" x 34"	2400		Sofa with metal arm 72" x 34"	\$2,400
<b>Ocean collection</b>					
Club chair Ironwood arm	34" x 38"	1500		Club chair Ironwood arm 34" x 38"	\$1,500
Coffee table	57" x 57"	2200		Coffee table 57" x 57"	\$2,200
Chaise lounge- Single	28" x 79"	1900		Chaise lounge- Single 28" x 79"	\$1,900
Chaise lounge-Double	58" x 79"	3100		Chaise lounge-Double 58" x 79"	\$3,100
Chaise lounge- Oversize	36" x 79"	Price unknown		Chaise lounge- Oversize 36" x 79"	?
Ottoman	47" x 22"	800	11700 Showroom floor	Ottoman 47" x 22"	\$800
Sofa with Ironwood arm	38" x 96"	3200		Sofa with Ironwood arm 38" x 96"	\$3,200
Sofa with Ironwood arm	38" x 72"	2500		Sofa with Ironwood arm 38" x 72"	\$2,500
Mini loveseat	38" x 48"	Price unknown		Mini loveseat 38" x 48"	?
<b>Bravada collection</b>					
Coffee table	36" x 36"	1700		Coffee table 36" x 36"	\$1,700
Cube ottoman	24" x 24"	650		Cube ottoman 24" x 24"	\$650





Bar height table	72" x 28"	2300					\$2,300
Taylor barstools	19" x 23"	550					\$550
Jasmine waterfall table	124" x 35"	5300					\$5,300
Dining bench no back	6" x 20"	1000					\$1,000
Taylor chair	19" x 23"	550					\$550
Swing	72" x 42"	4400	circle for front and back sw	clean up ropes.			\$4,400
AYA sofa	96" x 34"	3300					\$3,300
Ottoman	42" x 22"	850					\$850
Propane fire pit	72" x 24"	4200	1728 sq. inches				\$4,200
Bravada Daybed	88" x 84"	4350	(with attached fly tables +460)				\$4,350
T-Table	13" x 30" x 16"	460					\$460
Fly Table	12" x 24"	460					\$460

Laptop Review, (Does not include mobile.)	Grammar	Intro	Outro	Resize Images	Rename Images	A/V Fade	Length	Notes
Jasmine Chanel				Resize	Rename			Hovering over images shows the names and the names are inconsistent. I suggest renaming every photo the collection it is with the color/fabric selection.
Brooklyn Ocean				image b20 is blurry Resize	Rename Rename			this description has more of a spec feel and is inconsistent with other collections
Bravado				Resize	Rename			include yacht photos since it's in the description.
Rewrite every description for the entire site in proper English and using proper grammar.								Rewrite the entire site for proper grammar and consistent messaging.
Replace "lines" with collections. It is a higher value terminology.								Replace "lines" with collections. It is a higher value terminology.
<b>Projects Tab</b> (Featured project videos were duplicates)								
<b>Residential</b>								Residential Section- Grammar
Tony and Dennis OLEN Maria				Resize				Duplicate angles, Add collection references.
Tavits								
Jesse Shamon				Resize	Rename			Add collection references. Add collection references.
CJ				Blurry Images Resize				Add collection references.
Tavits					Rename			Big Ass Fan photos
AYA								Add collection references.
Photo				First photo distorted				Add collection references. Add scrolling image player with thumbnails
Needs-large players								
<b>Commercial</b>								Commercial Collection
Not all commercial projects have clickable links with folders.								Not all commercial projects have clickable links with folders.
Villages								Description location needs to be moved.
Hotel Valley Ho	Grammar							
Mountain shadows needs proper grammar.	Grammar							



	Grammar	Intro	Outro	Resize Images	Rename Images	A/V Fade	Length	Notes	
Laptop Review, (Does not include mobile.) Every photo needs references of collections and material colors	Grammar				Rename			Add collection references.	
<b>Featured projects</b>								Featured Projects	
#1								Preconstruction good but missing follow through	
#2								The description says "recommend" needs to say "specialize in building"	
#3								No Before & After, looks empty.	
#4								No Before & After, First photo is bad, too many shadows.	
#5								Shadows	
#6								No Before & After, 2021 and looks crammed together. We need to name each project. The descriptions are too repetitive and they seem copy and paste.	
All of the future projects were posted on January 6									
<b>Service tab</b>	Grammar							Provide examples of products to use. Or sell as added revenue stream, affiliate partner.	
<b>About us tab</b>	Grammar							123, The font and logo have to many differences	
<b>Locations tab</b>								Remove videos, add map and singular photo of showroom.	
<b>Footer</b>	Grammar							Inconsistent, not shown on every page, incorrect hours, it mentions addresses but does not include La Jolla, Contact consultation at bottom of page is repetitive, rewrite.	