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## Anne Arundel

<http://www.arundelhabitat.org/restore/index.php>

- \* **Tagline** - Quality Recycled Building Materials  
Tells the consumer right away what the site is about
- \* Featured Items listed with prices and images
- \* Detailed list of items categorized by lighting, hardware, etc.
- \* Sign up for coupons and specials (link to mailing list)
- \* Info on to schedule a pick up
- \* Address form to get directions
- \* A link to their eBay site
  - o May be 3rd Party
- \* ReStore is within Habitat site
- \* Slide show of items found at store
  - o How often is this updated?
- \* **Design** - Use of Habitat color palette, curved corners, menu on side and top, banner images

## NoVa

<http://www.habitatnova.org/restore/>

- \* Quotes
- \* Volunteer FAQ pdf
- \* ReStore is within Habitat site
- \* Detailed list of items categorized by lighting, hardware, etc.
- \* **Design** - Use of Habitat color palette, curved corners, menu on side and top, banner images

## Charlottesville

<http://www.cvillehabitatstore.org>

- \* Banner image at bottom – “Cars for Homes”
- \* Current Sales button in main menu
- \* Deconstruction button in main menu – details a service they offer to deconstruct homes while preserving as much as possible.
- \* Our Staff – Bio and image of employees
- \* **Design** - Orange and green, inconsistent with HH.

## Manassas

<http://www.habitatpwc.org>

- \* Link to article on store
- \* **Design** - Grey green, blue and green, inconsistent with HH.

## A. Home

1. Current event
2. Upcoming event
3. Locations
4. About ReStoreMetro.org
5. Current specials
6. Featured partner

## B. About

1. About ReStore
2. Mission
3. About ReStoreMetro.org
4. About website
5. Partners

## C. Events

1. Cinco de Mayo
2. ASID

## D. Specials

## E. Locations

1. Map to all metro ReStores
  - a. [Alexandria](#)
    1. Hours
    2. Address
    3. Directions
    4. Map
    5. Payment accepted
  - b. [Montgomery County](#)
    1. Hours
    2. Address
    3. Directions
    4. Map
    5. Payment accepted
  - c. [Manassas](#)
    1. Hours
    2. Address
    3. Directions
    4. Map
    5. Payment accepted
  - d. [Prince George's County](#)
    1. Hours
    2. Address
    3. Directions
    4. Map
    5. Payment accepted
  - e. [Winchester](#)
    1. Hours
    2. Address
    3. Directions
    4. Map
    5. Payment accepted

## F. Donations

1. Accepted
2. Not accepted
3. Drop-off
4. Pick-up

## G. Volunteer

1. Opportunities
2. Volunteer form

## H. Contact

1. Alexandria
2. Gaithersburg
3. Manassas
4. Prince George's County
5. Winchester
6. Inquiries
7. Scheduling pick-up

## I. Press

1. News
2. Press releases

### Project Name:

RestoreMetro.org

### Site URL:

<http://www.restoremetro.org>

### Mission:

Restore Metro is an umbrella website providing information on the D.C. Metro area ReStores to cost-conscious customers and residential and corporate donors who want easy access to the ReStores. United, the individual ReStores increase their brand identity, exposure, and interest within the D.C. area.

### Goals:

- increase and unite brand identity for all ReStores in the D.C Metro Area
- increase exposure and interest
- getting users to take an active role in the donation aspect of the ReStore
- inform users about the regional ReStores and what they can expect from them

### Features:

- Information on special events
  - Capital Home & Garden Expo
  - Cinco de Mayo event
  - ASID event
- Links to associations (partnerships)
- Press room
  - News articles
  - Press releases
- Explanation on ReStore
- Info on area ReStores
  - Locations
  - Directions/map
  - Hours
  - Volunteer opportunities
  - Donations accepted/not accepted
  - Events
  - Payment methods accepted
- Photos of the ReStore and its volunteers
- Coupons valid at any ReStore
- List of acceptable and unacceptable donations
- Contact information for inquires

### Audience:

- cost-conscious consumers
- homeowners / renters
- contractors
- builders
- interior designers
- potential donors
- living in the DC metro region
- looking for something unique
- looking for a good deal

### Steve McFoley

( Primary User )

<b>Age:</b>	32
<b>Gender:</b>	Male
<b>Location:</b>	Falls Church, Virginia
<b>Occupation:</b>	Electrician
<b>Marital Status:</b>	Single
<b>Annual Income:</b>	\$61,000



### Scenario

Steve works for 'Citicorp'; a local construction company that specializes in the rehabilitation of old or abandoned buildings for new residents. It is Steve's job to make sure the electrical wiring is appropriate for the light fixtures needed for a particular project. This time around the company has been asked to do a full restoration project rather than create a completely new interior. The lighting required for the project is at least a few years old so Steve doubted his ability to find it in the local hardware stores. His search brought him to the internet, and then to Metro Restore. Having found that they take donations several years old he phones around each ReStore in hopes of finding a match. Fortunately he found adequate lightning at the Montgomery County ReStore. The final arrangements are made over the phone; he can pick up the packaged lighting fixtures in the morning.

**Sharon Hanson**

*( Secondary User )*

<b>Age:</b>	46
<b>Gender:</b>	Female
<b>Location:</b>	NW Washington D.C.
<b>Occupation:</b>	Human Resources Manager
<b>Marital Status:</b>	Married
<b>Annual Income:</b>	\$78,000



**Scenario**

Making a comfortable salary in her career has not stopped Sharon's old habits. Her parents, who made a moderate living, taught her to make the best of what she could afford rather than pin her hopes on things she can't. Such philosophies lead her to browse local Thrift Stores throughout childhood; a habit that continued through her adult years. Sharon now has a collection of interesting, unique, and downright unusual items on display in her home. From the decorations on the walls to the furniture that frames the room she makes her selections partially on impulse. In recent years it has become hard to find a stable flea market in D.C. Her search gradually brought her away from the city and into the surrounding suburban shopping districts. Sharon found the ReStore on a hunch after visiting the Metro Restore website through an online search engine. Intrigued, Sharon made the trek to the Alexandria Restore to see what treasures she could bring home.



**Logo**

Blue: #005596   
 Green: #51b948 




**Menu Bar**

Lime Green: #6fb847 




**Menu**

White: #ffffff   
 Dark Grey: #676868 




**Headers**

Sky Blue: #187aa8   
 Green: #51b948   
 Grey: #a9a9a9 




**Sub Headers**

Dark Blue: #0d4a79   
 Dark Grey: #666666   
 Dark Grey: #757575 

**Green Container**

White: #ffffff   
 Pastel Green: #f2fbd9   
 Lime Green: #bde925 

**Links**

Sky Blue: #187aa8   
 Light Blue: #509abd   
 Green: #51b948 

**Body Text**

Medium Grey: #666666 

**Footer Bar**

Light Grey: #e7e7e7 

**Background**

Off White: #f8f8f8 

**White Container**

White: #ffffff   
 Light Grey: #e3e0e0 

### Menu

Trebuchet MS, 12px, bold

### Headers (H1)

Century Gothic, 18px

### Sub Headers

Trebuchet MS, 12px, bold

### Body

Trebuchet MS, 12px

### Footer Caption

Trebuchet MS, 10px

height -- pixels

Habitat for Humanity  
ReStore

Flash Banner - 786 by 193 pixels

HOME ABOUT EVENTS SPECIALS LOCATIONS DONATIONS VOLUNTEER CONTACT PRESS

**What is ReStore?**

**Upcoming Events**

**Press Room**

**Our Sustaining Business Partners**

**Special**

HOME ABOUT EVENTS SPECIALS LOCATIONS DONATIONS VOLUNTEER CONTACT PRESS

height -- pixels

Habitat for Humanity  
ReStore

HOME ABOUT EVENTS SPECIALS LOCATIONS DONATIONS VOLUNTEER CONTACT PRESS

**Header**

**Header**

HOME ABOUT EVENTS SPECIALS LOCATIONS DONATIONS VOLUNTEER CONTACT PRESS

Feature	Importance: 1 = least important. 5 = most important				
	1	2	3	4	5
Information on special events			X		
Links to associations (partnerships)				X	
Press Room : news articles & press releases		X			
Explanation of the ReStore					X
Info on area Restores: <ul style="list-style-type: none"> <li>• locations</li> <li>• hours</li> <li>• volunteer opportunities</li> <li>• donations accepted/not accepted</li> <li>• events</li> <li>• payment methods accepted</li> </ul>					X
Photos of the ReStore and its volunteers					X
A coupon, valid at any Metro ReStore					X
An animated masthead (flash) featuring volunteers / materials				X	
Cinco de Mayo promo					X
A list of acceptable and unacceptable donations				X	
Contact information for inquires not addressed on our web site					X

### Project Description:

Currently [www.metrorestore.org](http://www.metrorestore.org) website is operating but has not been promoted on materials at the ReStores or special events.

The website needs to be re-designed in order to have a better "impact" on the viewers and attract them to our business. Currently, the site serves simply as an umbrella, linking viewers to the separate sites, most of which link to the main Habitat affiliate site and not specifically to the ReStore. The PG County affiliate does not even have a website.

The goal for this project is to create a new look, utilizing the same Habitat colors and brand on the [metrorestore.org](http://metrorestore.org) site creating several new features that include but are not limited to:

- Location, hours and links to each Metro DC ReStore
- A special events column
- A link to a coupon that can be used at any ReStore
- A logo with the Habitat for Humanity ReStore truck to re-iterate that the ReStores pick up donations
- A list of major companies that partner with the ReStores providing links to their websites
- Photos of ReStores with volunteers
- Press Room link
- Randy the ReStore Ruler logo
- A feature that "moves" photos and draws in viewers
- List of Metro DC Habitat websites and a small blurb about the overall work of Habitat for Humanity in Metro DC area highlighting the major projects that are being worked on, explaining the way the ReStores and affiliates work together toward the same mission.

### ReStore Description:

The Habitat for Humanity of Northern Virginia ReStore is located in south Alexandria off of Richmond Highway. ReStore is a resale business that sells new and used building materials and home improvement items to the general public. All materials are donated by local retail businesses, building contractors, suppliers and individuals, and are made available for sale to the public at 50% to 90% below retail prices.

There are currently five Metro DC area ReStores: Alexandria, Montgomery County, Manassas, PG County and Winchester. Although each store operates independently they share the same mission, to sell donated home improvement products to the general public in order to generate revenue for their affiliate. Habitat for Humanity's ultimate mission is to eliminate poverty housing and homelessness from the world, and to make decent shelter a matter of conscience and action. Habitat allows low income families the opportunity to own their own home who otherwise would not have this opportunity.

### Objectives:

- To improve the branding of Metro DC Habitat ReStores
- To decrease the cost of advertising by sharing the same site
- To better promote the work of each ReStore in its region
- To increase visitation to the site
- To increase sales!

### OTHER SPECIFICS:

This project should utilize the Habitat for Humanity ReStore logo. Besides the Randy mascot and ReStore truck logo (to be created) no other logos should be utilized. We hope to have the beginning, revised "umbrella" site, [www.restoremetro.org](http://www.restoremetro.org) up and running by the end of January 2008 and then work together during the spring of 2008 to complete the entire site.

The overall look and feel of [www.restoremetro.org](http://www.restoremetro.org) should be one of a pick-up truck or box truck. It should have a clean, crisp look, not too flashy but provide momentum and space for exploration.

### Kati Patrick

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