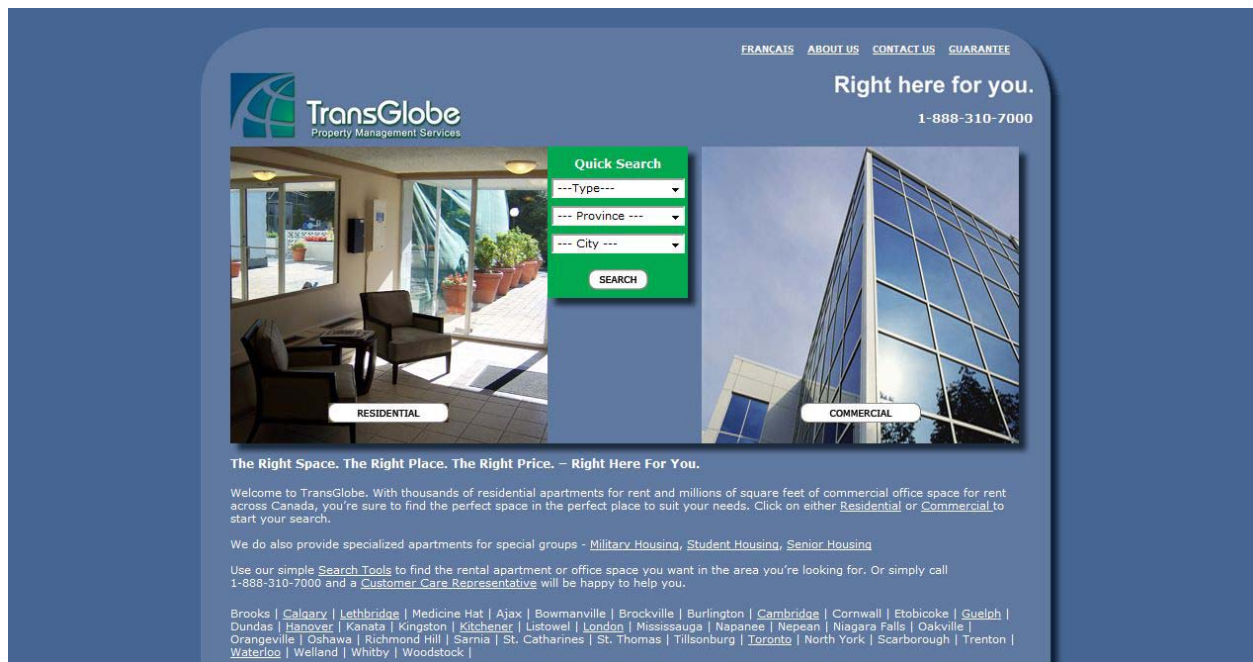


Corporate Web Design & Digital Project Management  
for  
TransGlobe Property Management



By  
Margaret Khomenko, 2009

Responsible for design of corporate website, design of animation using Flash ActionScript 2.0 and 3.0, project management of site build, digital marketing initiatives, and design of the following microsites:

**Horizon Apartments** - <http://www.tapestry-design.com/1212despins/index.html>

**Ocean Towers** - <http://www.tapestry-design.com/oceantowers/>

**TG Student Lounge** - <http://www.tapestry-design.com/tgstudentlounge.pdf>

## Customer Call Centre web page

The screenshot shows the 'Customer Call Centre' section of the TransGlobe website. At the top right, there are navigation links for 'FRANÇAIS', 'ABOUT US', 'CONTACT US', and 'GUARANTEE'. The TransGlobe logo and 'Property Management Services' are on the left. A navigation bar includes 'RESIDENTIAL', 'STUDENTS', 'SENIORS', 'MILITARY', 'NEW CANADIANS', 'TESTIMONIALS', and 'COMMERCIAL'. A green 'Quick Search' box contains dropdown menus for 'Province' and 'City', and buttons for 'Show All Unit Types', 'Show All Price Range', and 'SEARCH'. The main content area features three horizontal banners: 'Whatever you need' with an image of a bedroom, 'Whenever you need it' with an image of a family, and 'We are right here for you' with an image of a man. To the right, text describes the Customer Care Centre's role and provides contact information: '1-888-310-7000' and 'info@GOTransGlobe.com'. Below this are four buttons: 'RENTERSNEWS.CA', 'VIEWIT.CA', 'GOTTARENT.COM', and '247APARTMENTS.COM'.

## About Us web page

The screenshot shows the 'About Us' section of the TransGlobe website. It features the same header and navigation as the previous page. On the left, there is a vertical menu with links for 'BIOS', 'LINKS', 'NEWS', and 'CAREERS'. The main content area is titled 'ABOUT US' and contains the following text:

**About Us**  
TransGlobe has been providing Canadians with Genuine Customer Care, quality rental apartments and first-rate places of business for over 15 years.

Today, TransGlobe is one of the country's most dynamic companies, with a staff of many dedicated employees and a portfolio consisting of thousands of quality rental apartments and millions of square feet of prime commercial space from coast to coast.

We support this portfolio by always being **Right Here For You** – whatever you may need and whenever you may need it. Whether you are our resident, business partner or employee, we act as a rock-solid, reliable, safe, secure, honest, committed and dedicated foundation you can count on.

**Our Vision**  
With the support of our people, we strive to be consistently regarded as the leading Canadian property management company – right here for you, where you work and live.

**Our Values**  
Genuine Customer Care – We care for our customers and anticipate their needs with thoughtful, expedient and courteous attention. They experience service with a personal touch that allows them to feel they come first. We also ensure that our rental properties meet our highest safety and aesthetic standards, and respond to any service requests immediately.

**Our Team** – We are committed to our people and provide them with the best possible work experience. We ensure that they take pride in a workplace that is safe, clean and fulfilling, and assist with their personal development.

# June 2009 Online Project Management Report

## TransGlobe Corporate Website – Percentage complete 70%

### Project Description:

Summary: Creation of a new look for the TransGlobe corporate website with search functionality and online application/approval functionality. Web analytics put into place as a measuring tool.

### Milestones/Deliverables:

Confirmation of agreement with VP Marketing, Sr. VP of Residential and CEO		Complete
Meeting with IT Director and VP Marketing to introduce personnel		Complete
Determine deliverables in external kick-off with VPs and CEO		Complete
Book internal kick-off with IT and design personnel		Complete
Timeline and functional specification to be created		Complete
Weekly internal meetings with IT and design personnel		Complete
Functional spec with timeline to be agreed upon with VPs and CEO		Complete

### Achieved:

- Design skin of new website complete
- Flash headers on all main segment pages complete
- Search functionality complete on all pages
- Online application design skin complete
- Google Analytics put into place – monthly report and analysis being provided to senior mgmt

### Outstanding:

- Programming of online application

### Pending:

- Completion of the online application program has changed the timeline. New completion date to be determined with IT

### Potential Risks:

- There are SEO issues with the website being written in aspx. CEO has suggested that an offshore programmer be found to address this.

June 2009 Online Project Management Report

**Ocean Towers website** – Percentage complete 100%

Project Description:

Summary: Creation of a newly designed and written micro-site targeting the mid-income, student and army population in Halifax to drive more prospective tenants to the three apartment hi-rises known as Ocean Towers. Web analytics put into place as a measuring tool.

Milestones/Deliverables:

Confirmation of agreement with Director of Marketing		Complete
Meeting with designer and writer		Complete
Approval of writing content		Complete
Approval of design content		Complete
Advertising put into place		Complete
Google Analytics put into place		Complete
Online ads and SEM strategy created		Complete

Achieved:

- Design of new flash website complete
- Writing of content complete
- Given to IT for uploading to www.oceantowers.ca
- Online ad and SEM plan strategy complete
- Google Analytics put into place – monthly report and analysis being provided to senior mgmt

Outstanding:

- Budget approval for online ad spend

Pending:

- Budget issues

Potential Risks:

- The hi-rises are next to a bad neighbourhood and the issue of bed bugs has been addressed in the website content: TO BE MONITORED