



Prelaunch Website Design

Jan 2017
Confidential

1. Create a Web Design for the following 4/5 pages adopting the guidance set out in slide 3 to 7.

No	Page	Objective	Content Headings
1	Homepage	Bring to life Smart's proposition, its benefits and generate leads.	a) Big Shout, b) Services, c) Why Smart, d) Smart Bundles e) Mobile App, f) Register Now
2	About us	Communicate Smart's vision	a) Vision b) Social Good
3	Leadership Team	Inspire confidence in the leadership team which will deliver the Smart's vision	Profiles
4	Careers	Generate candidate's applications to work for Smart.	Help us, Young Company, Current Vacancies , Contact us
5	Contact us	Make it easy for potential investors and business partners to contact Smart.	Contact form, Find us, Follow us

2. Provide layout in PSD, jpeg, png and PDF.
3. Provide full code depending on the platform (i.e. Wordpress, HTML/CSS/Bootstrap etc.).
4. The existing site has text content for each page. We can tweak to meet specific designs if needed. "Leadership Team" and "Careers" could potentially be merged in one page.
5. Web design to focus on UX to achieve the objectives set out above.
6. Embrace the five colours used in the logo as well as black and white.
7. Feel free to adopt any of the above colours for the header and footer



Ambition

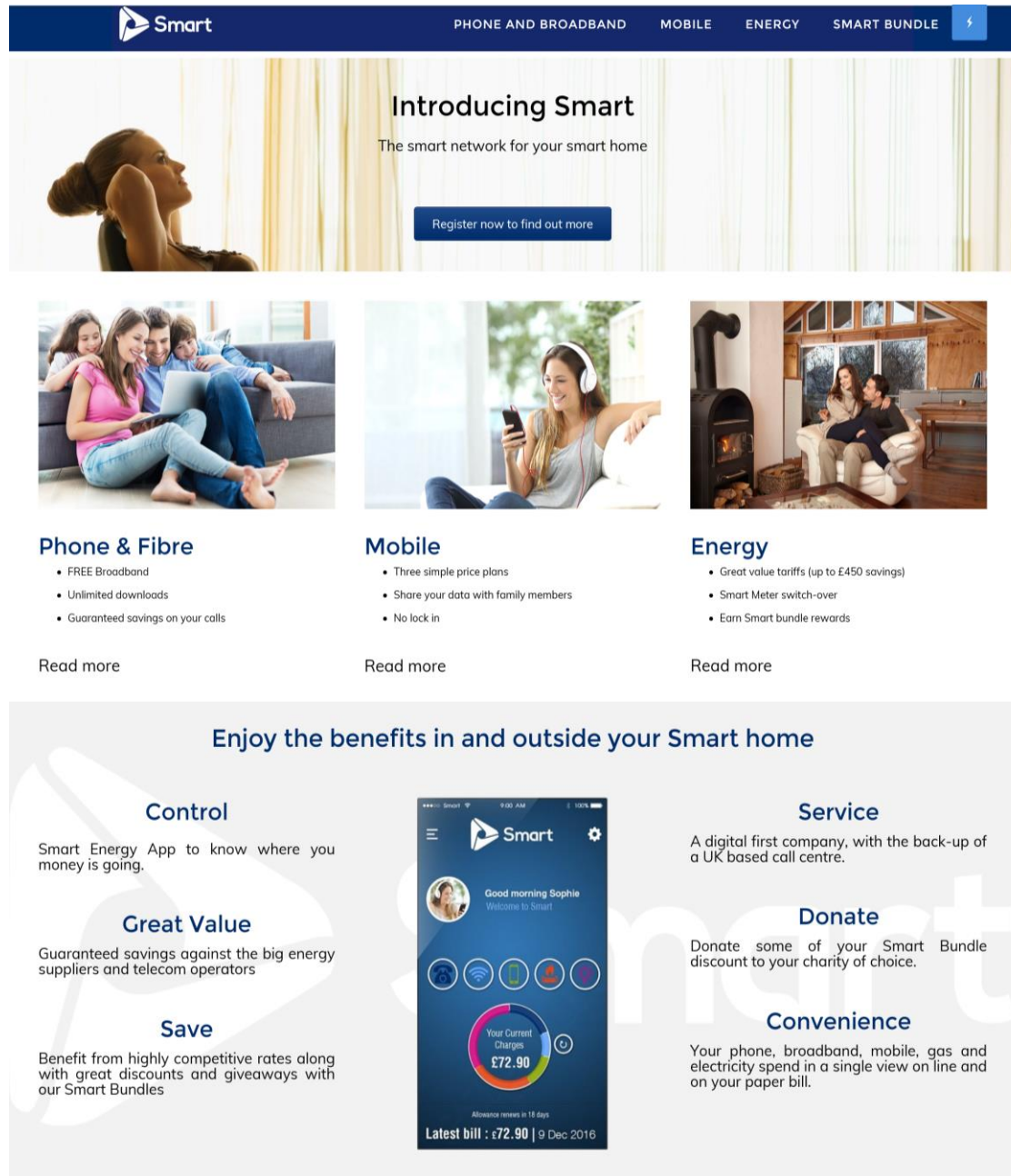
- Smart's ambition is to be the leading multi-play challenger offering smart energy, fixed and mobile communication services to consumers.
- But above all, it is its digital mindset that enables Smart to stand out from the crowd, by both the way we enable customers to manage and control their spend, through to the outstanding service.

Target Segment

- Think and feel young.
- Age range from 18 to 45+.
- More urban than rural.
- More affluent than average.
- They are single (28,5%), couples with no kids (36%) or households with children (22,5%).
- Mid to high class.
- Connected, informed, tech savvy and more active on social media.
- Decision makers are more males than females.

Brand Values

- **Smart Disruption**
We love to outsmart the competition. Challenging the status quo we sidestep predictable thinking to punch above our weight.
- **Trustworthy**
We love to get recommended. Always deliver transparent pricing and amazing customer service.
- **Delightfully Surprising**
We like to surprise and make people smile. We want to defy expectations, coming up with fresh ways of doing things.
- **Empowering**
We love make people feel in control with simple and useful solutions to their needs




Smart PHONE AND BROADBAND MOBILE ENERGY SMART BUNDLE

Introducing Smart

The smart network for your smart home


Register now to find out more



Phone & Fibre

- FREE Broadband
- Unlimited downloads
- Guaranteed savings on your calls


Read more



Mobile

- Three simple price plans
- Share your data with family members
- No lock in

Read more



Energy

- Great value tariffs (up to £450 savings)
- Smart Meter switch-over
- Earn Smart bundle rewards

Read more

Enjoy the benefits in and outside your Smart home

Control


Smart Energy App to know where you money is going.

Great Value

Guaranteed savings against the big energy suppliers and telecom operators

Save

Benefit from highly competitive rates along with great discounts and giveaways with our Smart Bundles



Smart Energy App interface showing user profile (Sophie), service icons, current charges (£72.90), and latest bill information.

Service

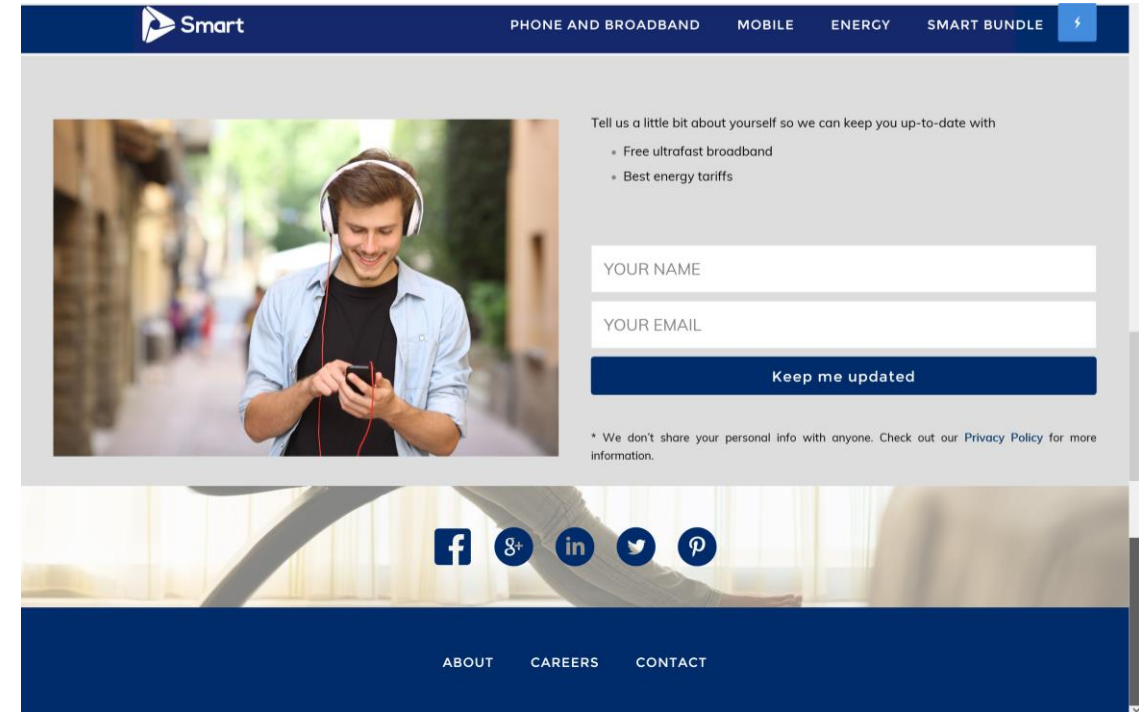
A digital first company, with the back-up of a UK based call centre.

Donate


Donate some of your Smart Bundle discount to your charity of choice.

Convenience

Your phone, broadband, mobile, gas and electricity spend in a single view on line and on your paper bill.



Smart PHONE AND BROADBAND MOBILE ENERGY SMART BUNDLE



Tell us a little bit about yourself so we can keep you up-to-date with

- Free ultrafast broadband
- Best energy tariffs

YOUR NAME

YOUR EMAIL

Keep me updated

* We don't share your personal info with anyone. Check out our Privacy Policy for more information.

f g+ in t p

ABOUT CAREERS CONTACT

Site we liked for inspiration:

- 1) <https://www.sky.com/>
- 2) <http://www.virginmedia.com/>
- 3) <http://home.bt.com/>



PHONE AND BROADBAND MOBILE ENERGY SMART BUNDLE

About Us

Smart is to be the leading multi-play challenger offering smart energy, fixed and mobile communication services to consumers. We have been operating in the Italian energy market since 2009 and will be entering the UK market soon.

Our Vision

With millions of people switching their energy, telephony, broadband and mobile suppliers every year, we see more and more of us searching for that best deal to suits our budget and needs. Faced with an overwhelming choice of suppliers and tariff options, Smart believes there is a simpler way for customers to manage and enjoy these essential, everyday services. We remove the hassle of managing and renewing multiple suppliers. Through placing trust in us, our customers always benefit from significant savings and rewards.

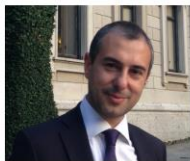
But above all, it is its digital mindset that enables Smart to stand out from the crowd, by both the way we enable customers to manage and control their spend, through to the outstanding service. From resolving simple queries to ensuring customers are on the best tariff, our easy to use app addresses many of the frustrations that we see in the market today.

Our ambition is clear: to be the leading multi-play challenger offering smart energy, fixed and mobile communication services to consumers. We have been operating in the Italian energy market since 2009 and will be entering the UK market soon. Whether starting your Smart journey with one or all of our services, our goal is to change the status quo and this is how:

- Convenience – easy sign-up process, one bill and one point of contact
- Great value – be rewarded for taking multiple services
- Peace of mind – guaranteed through our Smart Price Promise
- Control – empowering you with one app with real-time visibility over usage and spend
- Community – enabling you to give back to your local community or charity of choice Through harnessing the power of innovative technology, driven by incredible people, we are setting the pace in this crowded space.

Here is our Executive Committee

Find out about their roles at Smartplay and previous career experience.




Claudio Dolce
Chief Executive Officer

Claudio Dolce is Group Chief Executive of SmartPlay following the integration of Smart Italia and Smart UK in 2016. He has extensive experience in the telecom and energy sectors. Prior to joining Smartplay, Claudio held senior leadership roles at Vodafone, BT and TalkTalk. He was the Director of Telecoms at SSE driving growth through bundling mobile, home phone, broadband and energy services. Prior to SSE he was Commercial Director of Lycamobile where he expanded the business in eight European countries.




Mike Greening
Chief Operating Officer

Mike Greening joined Smartplay as Chief Operating Officer, UK and Italy, in June 2016. He is responsible for overseeing SmartPlay Group operations ensuring an exceptional customer experience. Mike has 18 years of commercial and operating experience in challenging high growth tech and consumer businesses. He was Vice President at Cartesian and a Partner at Analysys Mason where is led commercial development and operational improvement strategies for BT, Vodafone, EE, Lebara, Truphone and Nespresso.

PHONE AND BROADBAND MOBILE ENERGY SMART BUNDLE



Serge Stec
Director Sales & Marketing

Serge Stec was appointed Director of Sales and Marketing in 2016. He is responsible for establishing and delivering the Smartplay Group sales targets and industry leading commercials. Serge has 22 years of international business development experience and launched several awarded MVNO in different countries. He was CEO Mobile & Convergence at Trace/MTG, MD of Lebara France, Director of Bertelsmann and CEO Asia-Pacific at BIC.

ABOUT CAREERS CONTACT

Site we liked for inspiration:

- 1) <https://corporate.sky.com/about-sky/our-management/executive-team>
- 2) <http://www.virginmedia.com/corporate/about-us/management-team.html>

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Make amazing happen

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Send CV



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London

[Read more](#)

Head of Retail

Chiswick Park - London

[Read more](#)

Digital Architect

Chiswick Park - London

[Read more](#)

Designer

Chiswick Park - London

[Read more](#)

Business Analyst

London

[Read more](#)

Test manager

Chiswick Park - London

[Read more](#)

Web developer

Chiswick Park - London

[Read more](#)

Operations Manager

Chiswick Park - London

[Read more](#)



Our Services

Home Phone & Broadband
Mobile
TV
Smart Energy

[Read more](#)



Why Work With Us

Smart is set to change the way the people enjoy their everyday services. We stand out from the crowd for our digital mindset and the way we enable customers to manage their spend.

[Read more](#)



Our Values

Smart Disruption
Trustworthy
Delightfully Surprising
Empowering

[Read more](#)

Site we liked for inspiration:

- 1) <http://www.btplc.com/Careercentre/>

Contact us

For all enquiries please write to us at the following address:

Building 3, Chiswick Park
566 Chiswick High Road
London, W4 5YA
T: 020 7...

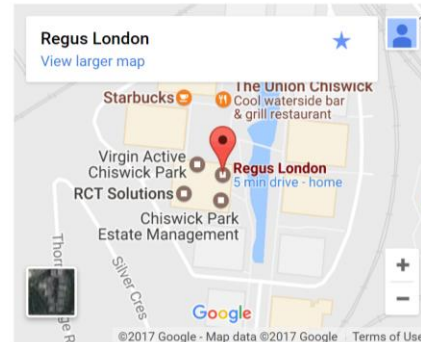
✉ Send a Message

Name

Email

Your Message

📍 On the Road



👥 Socially

Contact Us page

Site we liked for inspiration:

- 1) <https://corporate.sky.com/contact-us>
- 2) <https://www.utilitywarehouse.co.uk/contact/new>