

Design Brief - Homepage Mockup

MiCasa Property Group

1. Project Overview

We are seeking homepage mockup designs for MiCasa Property Group, an Australian property services business. MiCasa is not a traditional real estate agency - it is a full-service property group offering buying, selling, investing, building, finance and property management under one roof.

The homepage design should feel like a premium property advisory platform, not a typical real estate agency website. Think clean, modern and conversion-focused rather than the standard listing-heavy agency template.

2. What We Need From You

- **Desktop homepage mockup only** - full page design (approx. 1920px wide artboard). No mobile version is required at this stage.
- Static visual designs only - no coding required. We will build the site ourselves.
- Final files must be supplied as layered, editable source files (Figma, XD, PSD or AI) plus flattened JPG/PNG previews.
- Use free/commercially licensed fonts and note the font names used. Only use fonts supported by Google Fonts
- Any images/photos used must be included and not watermarked

3. Design Direction

The client's own words: "I want it stylish, modern, and simple to navigate... not scrolling for years on end."

- **Clean and uncluttered.** Generous white space, clear visual hierarchy, no long walls of text.
- **Compact page length.** The client specifically dislikes very long scrolling homepages. Keep the page tight - every section must earn its place.
- **Premium advisory feel.** Should feel closer to a boutique advisory / finance platform than a franchise real estate agency.
- **Tile/card-driven navigation.** Users should be able to self-select their journey (Buy / Sell / Invest / Build / Finance / Manage) within the first screen or two.
- **Strong, frequent CTAs.** A clear call to action every 2-3 sections. No dead ends.
- **Mobile-friendly structure.** We only need the desktop mockup, but the layout should be one that will adapt cleanly to mobile when we build it.

4. Reference Websites

Primary reference (most liked): <https://www.dipettabusinesssales.com.au/>

The client loves this site because it is clear and easy to navigate with minimal scrolling. Note in particular: the bold single-message hero, the four image tiles directly under the hero that route visitors to key journeys, short punchy content blocks, and a clean testimonial section. We are not asking you to copy it - use it as the benchmark for clarity and page length.

Secondary references (liked, but less than Di Petta):

- <https://insightprop.com.au/services>

- <https://www.huntergather.com.au/>
- <https://www.charmanproperty.com.au/>
- <https://www.pmcproperty.com.au/>

5. Homepage Structure (Required Sections, In Order)

Please include the following sections. You have creative freedom in how each is executed, but all must appear and the overall page should remain compact.

- **1. Header / Navigation:** Logo left. Menu: Buy | Sell | Invest | Build | Finance | More (More contains Property Management, Business Sales, Buyers Agent, About, Contact). Include a prominent contact/booking button in the header.
- **2. Hero:** Headline: "MiCasa Property Group. Every Solution You Need." Subheading: "Buy, Sell, Invest, Build, Finance, Manage." Two buttons: [Book Strategy Call] (primary) and [Explore Properties] (secondary).
- **3. Six service tiles:** Buy, Sell, Manage, Finance, Build, Business Sales. Image or icon tiles that act as the main navigation into each service - this is the hero feature of the page, similar in role to the Di Petta tiles.
- **4. Quick intent pathway strip:** A slim band of intent buttons: I WANT TO BUY | SELL | INVEST | BUILD | FINANCE. (If you feel this duplicates the tiles, you may merge it into the tile section - show us your approach.)
- **5. Featured listings:** Three property cards: image, price, suburb, property type, enquiry CTA.
- **6. Build and affordable housing block:** "Granny Flats | Prefab Homes | Low-Cost Builds" with a [Design Your Build] CTA.
- **7. Finance preview block:** Borrowing power and lending options teaser with a [Check Finance Options] CTA. Could visually hint at a calculator tool.
- **8. Property management block:** "Stress-free rental management" with a [Switch Management] CTA.
- **9. Final CTA banner:** "Start Your Property Strategy" with a [Book Consultation] button.
- **10. Footer:** Links, contact details, legal, social icons.

Sections 6, 7 and 8 can be treated as compact alternating blocks or a combined band - they should not each consume a full screen. Remember: short page, high impact.

6. Branding and Assets

- Business name: MiCasa Property Group.
- Logo and brand colours supplied.
- Tone: professional, confident, approachable. Australian market.
- All copy above is placeholder-safe - you may lightly adjust wording for visual balance, but keep the headline and section intent intact.

7. What To Avoid

- Cluttered, listing-heavy 'franchise agency' layouts.
- Very long pages requiring excessive scrolling.
- Generic corporate stock feel (suits shaking hands, skyline cliches).
- Dark, heavy designs - lean light, clean and modern (though a sophisticated dark accent section is fine).

- Sections without a call to action.

8. Deliverables Checklist

- Desktop homepage design (full page)
- Layered source file (Figma / XD / PSD / AI)
- JPG or PNG previews
- Font list