

# Re: Web Design Intake Form - Michele King

From Michele King <mking@ocluxerentals.com>

Date Mon 6/2/2025 5:00 PM

To Rebecca Branton <becky@teamwinn.org>

3 attachments (92 KB)

OC\_Luxe\_Yard\_Cards\_Cancellation\_and\_Refund\_Policy\_Revised.docx; OC\_Luxe\_Yard\_Cards\_Pricing\_Structure.docx; OC\_Luxe\_Yard\_Cards\_Updated\_FAQ\_Final.docx;

Okay, hopefully this helps. Here is the updated pricing, FAQ, and cancellation policy. Let me know if you need additional information.

Best,

Michele King Chief Party Officer (949) 652-6224 mking@ocluxerentals.com www.ocluxerentals.com



From: Rebecca Branton <becky@teamwinn.org>

Sent: Monday, June 2, 2025 12:31 PM

To: Michele King < mking@ocluxerentals.com>

Subject: Re: Web Design Intake Form - Michele King

## HI Michele,

Thanks for sending over the documents. I just want to clarify a few things before I start organizing everything on the site:

- I'm having a bit of trouble matching up which kits go with which prices since the item list and the pricing were sent as two separate documents.
- For the letter sets is there a base set included in every sign, or are all letters considered addons?
- And are certain fonts (like glitter or sequin) considered premium or special pricing?

If you could either combine the item list with the pricing or just walk me through a couple of examples (like what a "Barbie Birthday" would cost, including letters), that would help a ton.

Once I have that info, I can get everything set up correctly. This is the time consuming portion, as there looks to be quite a few cards:)

Let me know if you have any questions,

# Becky

Marketing Strategist Becky Branton-Griemann WINN

www.winnbiz.org

608-535-9466

#### **Office Hours**

Monday-Thursday: 9:00 AM - 4:00 PM CST

Friday: 9:00 AM – 12:00 PM CST Closed on U.S. federal holidays

On Mon, Jun 2, 2025 at 1:25 AM Michele King < <a href="mking@ocluxerentals.com">mking@ocluxerentals.com</a>> wrote:

| I suppose attaching the documents will help.

Michele King Chief Party Officer (949) 652-6224 <u>mking@ocluxerentals.com</u> <u>www.ocluxerentals.com</u>



From: Michele King < mking@ocluxerentals.com >

**Sent:** Sunday, June 1, 2025 7:38:51 PM

**To:** Rebecca Branton < <u>becky@teamwinn.org</u>>

Subject: Re: Web Design Intake Form - Michele King

Hi Becky,

Here are the documents you requested. I left my laptop at the shop so, they're not in great shape. Is your need clarification on anything, don't hesitate to reach out.

Have a great night!

Michele King Chief Party Officer (949) 652-6224 <u>mking@ocluxerentals.com</u>



From: Rebecca Branton < becky@teamwinn.org>

Sent: Sunday, June 1, 2025 4:35:29 PM

**To:** Michele King < <a href="mking@ocluxerentals.com">mking@ocluxerentals.com</a>>

Subject: Re: Web Design Intake Form - Michele King

Next, I have begun designing the Yard Card order form.

I do need prices and specifics. If you can take a look at the form, and provide feedback that would be great.

https://www.ocluxerentals.com/yard-card-order-form

That and the FAQ section, ,

Thanks again,

Becky
Marketing Strategist
Becky Branton-Griemann
WINN

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### **Office Hours**

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On Sun, Jun 1, 2025 at 4:54 PM Rebecca Branton < <a href="mailto:becky@teamwinn.org">becky@teamwinn.org</a>> wrote:

I am so glad you like it! I am guessing you look at the mobile version and I have not even formatted that yet. LOL

As for the gold buttons, I am using the translation gold color that my app indicated. If you have the exact color gold like you had for the mauve, I would be happy to change it.

I will move forward with the design.

Do you have those specific FAQ's ready? Or did we cover them on the FAQ page?

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On Sun, Jun 1, 2025 at 4:29 PM Michele King < <a href="mking@ocluxerentals.com">mking@ocluxerentals.com</a>> wrote:

Love this! A couple of things, there a big black long section on the home page. Can you get the buttons more gold colored to match the logo? It says Yard Signs, but they're Yard cards. Everything else is super extra and really pops!

Yay!!!!!

Best,

Michele King Chief Party Officer (949) 652-6224 <u>mking@ocluxerentals.com</u> www.ocluxerentals.com



From: Rebecca Branton < becky@teamwinn.org>

Sent: Sunday, June 1, 2025 2:21:30 PM

**To:** Michele King < <a href="mking@ocluxerentals.com">mking@ocluxerentals.com</a>>

Subject: Re: Web Design Intake Form - Michele King

Michele,

Take 5.

This is my 5th design, All colors reflect your logo and can be changed within the design points, just say the word.

Do you like the flow?

let me know what you think

## Site preview

Becky Marketing Strategist Becky Branton-Griemann WINN

www.winnbiz.org

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On Sun, Jun 1, 2025 at 12:04 PM Rebecca Branton < <a href="mailto:becky@teamwinn.org">becky@teamwinn.org</a>> wrote: Michele,

I have begun designing a new clean elegant design for your site.

Peruse through the pages and see the ease of use and clean experience the visitor sees.

Please let me know if you like what you see so far and then I can begin plugging in your store products and creating the process for yard card orders.

# **Preview Site**

Look forward to seeing your response,

Becky

Thank you

Becky Marketing Strategist Becky Branton-Griemann WINN

www.winnbiz.org

608-535-9466

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On Sat, May 31, 2025 at 9:50 PM Michele King < <a href="mailto:noreply@jotform.com">noreply@jotform.com</a>> wrote:

# Web Design Intake Form

Name Michele King

Address Street Address: 23332 Madero

Street Address Line 2: Ste B

City: Mission Viejo State / Province: CA Postal / Zip Code: 92691

Email mking@ocluxerentals.com

Phone Number (949) 6526224

Best way to contact

you

Text

Name of Business OC Luxe Party Rentals

Website www.ocluxerentals.com

Type of Business Party Equipment Rentals

Does your business

have a logo?

Yes

Do you have photos

along with

copyrights (photos you have taken or have had designed) that you would like on the website?

Yes

Choose 3 colors that represent your business & website

best.

Yellow Pink

Black

Describe your **Business: What** you offer?

OC Luxe Party Rentals & Yard Cards is a dualservice event business offering premium party products/services do rental equipment and creative yard card displays for celebrations of all sizes. We provide event rentals such as tables, chairs (including Chiavari), tents, photo booths, dance floors, heaters, concession machines, and delivery, setup, and

breakdown services.

Under our OC Luxe Yard Cards division, we offer customizable, oversized lawn signs to celebrate

birthdays, graduations, retirements, anniversaries, and other special occasions. Clients can choose from a wide range of letter colors, themes, critters, and accessories, and we also offer next-day pickup and school installations.

Our brand focuses on high-quality presentation, timely service, and a mix of luxury and fun. The slogan for party rentals is "From Backyard to Ballroom—The Magic Starts Here." For yard cards, the slogan is "Why Send a Card When You Can Make the Whole Block Smile?"

What are 3
Keywords that best describe your business?

Yard cards, party Equipment Rentals, event rentals

Do you want to sell services/products directly from your website?

Yes

What is the best way to contact you? (How would you like customers to contact you?)

Phone Email

What do you like about your current website?

The colors, my whole brand is going to hinge on the pink, hex #CB9A9A.

What do you strongly dislike about your current website?

It doesn't flow nicely throughout the website. It's not user-friendly, and Twice Rentals is just all wrong.

What do you want your website to accomplish as it relates to your business?

Customers should be able to go to the website, easily find everything they need, and check out. Our products and services are completely transparent. Plus, it should look pretty.

Do you have a specific need you would like your website to fulfill?

Letting customers go on and find everything they need, a one stop shop, if you will.

Who is your target audience? (Your Ideal Client)

Anyone celebrating anything!!