

CASE STUDY: WELLS FARGO PLACE

Wells Fargo Place is a premier Class A building in St. Paul, Minnesota, that is home to a number of high-end tenants.



SERVICES PROVIDED

- Competitive Audit
- Site Mapping/Content Structure
- Visual Design
- Map & Icon Graphics
- Wordpress Development

OPPORTUNITY

Unilev Property Management wanted to update the website for Wells Fargo Place to match the building's prestige as a key landmark and the largest building in St. Paul.

Top goals included:

- Properly representing Wells Fargo Place as a premiere location in St. Paul
- Establishing it as a central location in St. Paul
- Photography that highlighted the building's prominence in the skyline and placement in the city

SOLUTION: SOULO

Discovery & Analysis

SOULO started by identifying what steps were needed to deliver a website that matched the sophistication of Wells Fargo Place. The old, static HTML page was out of date and the images and design didn't match the premiere accommodations offered by Wells Fargo Place.

SOULO's discovery process identified the target audience for the Wells Fargo Place site and included a competitive analysis of other buildings in St. Paul. The discovery drove our strategic direction for the website.

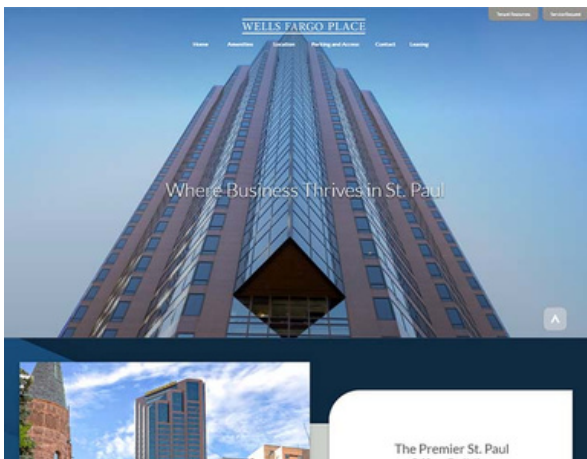
Design

The website had to stand out from the competition, showcasing Wells Fargo Place as something unique. We chose a shade of blue derived from the sky's reflection in the building's windows. It also helped contrast with the interior of Wells Fargo Place, and made sure the new photography would pop and command attention. The layered geometric patterns were inspired by the building itself; Wells Fargo Place's angular wedge is reflected visually in the site.

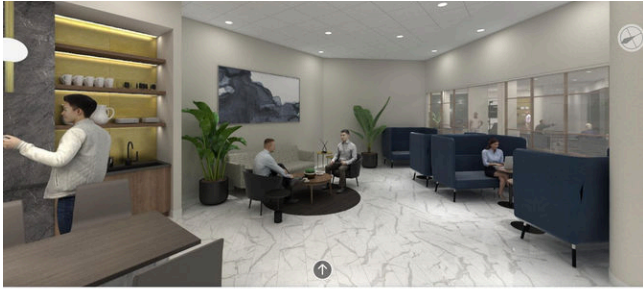
One of the goals of the site's content was to provide more information about the building's amenities and how building management was adapting to upcoming remodels. Working with the architecture firm Nelson, we were able to embed their 3D tours into the web experience. We also created icons for the fitness center and parking amenities.



Website Before



Website After



TENANT LOUNGE

Made with WFP tenants in mind, this lounge provides a space to relax, regroup, or connect with others in a less formal environment.

[TAKE THE 3D TOUR](#)

3D Tour of the Tenant Lounge



Icons Created for Building Amenities



Map of Local Landmarks

The location page was responsible for both selling Wells Fargo Place as a premiere central location and establishing Saint Paul as a great place to work. On this page, we highlighted the important landmarks, entertainment venues, hotels, and transportation routes surrounding Wells Fargo Place.

RESULTS

From build to development to launch, WellsFargoPlace.com was built to match the building's high-end amenities with a modern, dynamic website that offered a luxurious user experience across platforms and browsers.

Wells Fargo Place now has an eye-catching website that elevates the building and promotes it as a high-end, desirable location for companies that want to make an impression and have a great location to attract employees. It establishes Wells Fargo Place as an industry-leading real estate property.



Map of Building Access and Parking