Atlas Mod · Website direction

A home for the next chapter.

A clear company story today.
A foundation for commerce tomorrow.



The brief

A company website.
Built to become more.

Now

Introduce the company, explain the system, present the homes and create relevant conversations.

English and Turkish. Designed for future buyers and investors.

Later

A validated product catalogue, configuration, site qualification and eventually ordering.

Today’s website must not promise a transactional experience that is not ready.

The design decision

Keep the character.
Make the story clearer.

Keep

The amber accent, architectural imagery, readable typography and generous space.

Develop

A more direct promise, stronger image scale, distinct page purposes and honest launch status.

Assessment is based on the local HTML prototype. Figma frames and tokens still need a separate review.

Two audiences

Different questions.
A shared first impression.

Future buyers

What kind of home is this? Which model fits? How can it change? Where and when can I buy?

Homes →

Investors

What is the system? Who is building it? What has been developed? What comes next?

Investors →

The structure

Each page earns its place.

Home

The idea, made clear

Homes

CUBE / CODE / CORE

The system

How it works and evolves

About

Founder, approach, progress

Investors

Business and next milestones

Contact

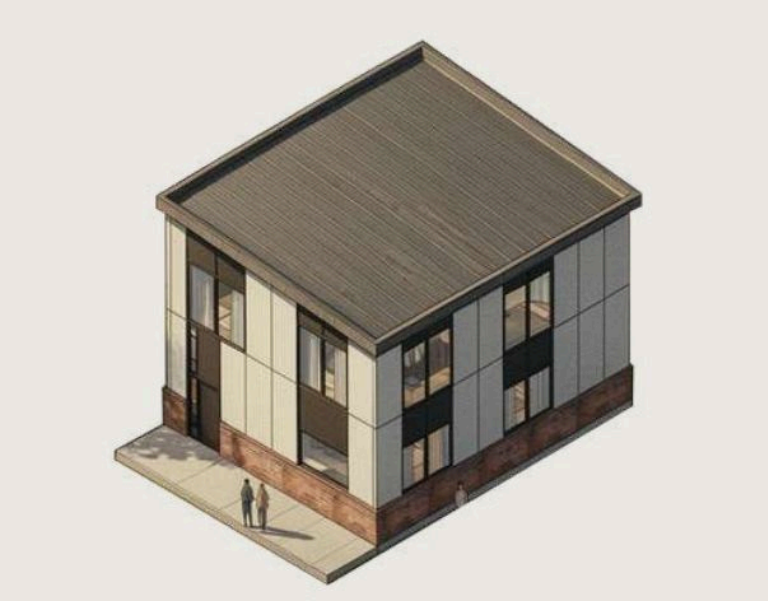
A relevant conversation

The memorable moment

Show what “adaptable” means.

Architectural imagery gives an emotional first impression. A simple interactive growth explanation makes the system tangible.

The interface stays familiar: clear navigation, visible choices and readable content.



Explore the system →

A practical sequence

Launch the story.
Then build the transaction.

01

Inform

Company, homes, system, investors and enquiries in EN/TR.

02

Configure

Verified options, plot assessment, estimates and saved selections.

03

Order

Commercial rules, regional availability, payments and fulfilment.

What we need to agree

A clear next step for the first release.

Direction

- Primary audience and success measure
- First-release page scope and timing
- Approval of the visual direction

Evidence and content

- Company details, founder biography and contact
- Current stage, plans and product specifications
- Approved visuals and EN/TR copy review

Walk through the website →