

WEBSITE DESIGN BRIEF



Project Title: Pepres Creations Website Development

Client: Pepres Creations

Tagline: "Innovation And Creativity Everyday"

Overview:

Pepres Creations is a learning platform dedicated to teaching beadmaking and jewellery crafting. The platform caters to individuals interested in learning these skills either as a hobby or with the intention of making a living. Their offerings include tutorials and resources for creating a variety of aesthetically beautiful artifacts such as beaded bags and purses, necklaces, slippers and sandals, fascinators and headbands, as well as other jewellery and accessories.

KEY FEATURES:

Homepage:

- Introduction to Pepres Creations and its mission.
- Featured products and recent creations.
- Highlighted tutorials and resources.
- Testimonials from satisfied customers.

About:

Highlight the mission and vision of Pepres Creations

Courses and Tutorials:

- Categorized courses for different skill levels (beginner, intermediate, advanced).
- Detailed tutorials with step-by-step instructions and visual aids.

Materials and Tools:

Comprehensive list of materials and tools required for beadmaking and jewelry crafting.
Recommendations for sourcing quality materials.
Links to purchase materials directly from Pepres Creations or affiliate partners.

Gallery:

Showcase of finished products created by Pepres Creations and its community members.

Contact:

- Contact form for inquiries, feedback.
- FAQ section addressing common questions and concerns.

Project Goals:

- Develop a user-friendly website that reflects Pepres Creations' brand identity and tagline.
- Create a platform where users can easily access tutorials, resources, and materials related to beadmaking and jewellery crafting.
- Provide a seamless learning experience for both hobbyists and aspiring professionals.
- Showcase Pepres Creations' expertise, creativity, and dedication to innovation in beadmaking and jewellery crafting.

Target Audience:

- Hobbyists interested in learning beadmaking and jewellery crafting as a creative outlet.
- Aspiring artisans looking to develop their skills and potentially turn their passion into a source of income.
- Individuals seeking unique handmade accessories and jewellery.

Design Considerations:

- Clean and visually appealing design that reflects Pepres Creations' brand identity.
- Mobile responsiveness for seamless browsing on various devices.
- Intuitive navigation with clear categorization of content.
- High-quality images and videos showcasing products and tutorials.
- Accessibility features to accommodate users with disabilities.
- Integration of social media buttons for easy sharing and community engagement.

Timeline:

Design Phase: 2 weeks

Development Phase: 6 weeks

Testing and Refinement: 2 weeks

Budget:

The budget for this project will be determined based on the scope of work and required features. Pepres Creations is open to discussing budgetary constraints and finding a solution that meets their needs.

Deliverables:

- Fully functional website with all specified features implemented.
 - High quality promotional video that sums up what Pepres Creations does
 - Documentation outlining website maintenance procedures and backend functionalities.
 - Training sessions for Pepres Creations' team on managing and updating the website content.
- Ongoing support and maintenance options post-launch.