



SMASH DESIGNS

- Creative Designs
- Fast Execution
- Satisfaction Guaranteed

WEBSITE DESIGN BRIEF





SMASH DESIGNS

PROJECT INFO

Website Project for SMASH DESIGNS.

Date

27th March, 2023

Project title

SMASH DESIGNS Website

Company name

SMASH DESIGNS

Project lead

Enstiwah Kofi Gyateh, CEO

Head of Design & Development, SMASH DESIGNS

Content type

Web Project

Project due date

28th April, 2023

Creative Brief

Website Design and Development

Project title: SMASH DESIGNS Responsive Website

Overview of SMASH DESIGNS

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SMASH DESIGNS approach is to help with the promotion and the Branding of every company, organisation and individuals. It is based in Ghana and was built by a young entrepreneur who is a Graphic Designer and with 4+ years of experience in the designing field.

Started in 2020, the company has evolved strategically bridging the gap between organisations and its publicity through branding and digital market place. Throughout the years, We have ensured that the drive to work to give creative designs, fast execution and satisfaction guaranteed has been our passion.

In every field of work comes with its Obstacles and challenges.

Creative inspiration does come with its own obstacles and challenges! But every creative person finds solutions in overcoming these obstacles and challenges which adds to the fact of the company being unique and best in its game.

Our mission

Is to promote and provide design solutions to organisations and individuals Give them the corporate and professional look they deserve. We are here to offer the greatest designs for Ghanaian based companies to meet the worldwide market and to other organisations outside Ghana who need our services.

Core Values

- Creative Designs
- Fast Execution
- Satisfaction Guaranteed

Projects Background

Website Design and Development

Project title: SMASH DESIGNS Responsive Website

Overview

With the increase in daily users over the internet, the world has become a smaller place. Lots of information is easily available and accessible. Internet community is amazing and it continues to transform our lives, the way we communicate, the way we receive and share information. Lots of individuals, companies or organization spend most of the time over the internet by working or marketing or engaging customers and getting feedback etc. With the amount of time being spent on the internet, business owners have realized the importance of being online and have started moving their businesses and services online. Living in the digital world, having a website is very crucial for any business as it serves as a corporate face of the company and gives it the professionalism it needs. A business website helps in accomplishing a number of digital marketing strategies that can help a business grow. Web advertising has a wide reach and is one of the most effective forms of advertising.

Project Objective

This web project seeks to give SMASH DESIGNS:

Brand Awareness

A website helps create brand awareness and showcasing your brand to prospective customers. It helps to establish your image by letting the audience know who you are and what you are. A website provides reliable information to the consumers, which helps in setting your business apart from the competitors.

Generating Leads, Increasing Sales

One of the most fascinating reasons to have a website for your business is that it can help generate more leads and increase sales. When people search online and find your business they try to gather more information about your products or services and the company as a whole. A website is one of the effective ways a consumer can gain access to information about a business. They can get the contact details of the business from the website, giving you a growth opportunity and a chance to increase your sales.

Improve Customer Experience

prospective or existing customers sometimes call to find out what the company does and to enquire about new services incorporated by the company. Having a website can reduce and improve the productivity of the employees as the time used to give detailed enquiries about a service or a job has already been obtained on the website hence normally call to execute transaction and seek our services.

Target Audience

- Sector professionals and intermediaries
- Social entrepreneurs.
- companies, institutions and individual.

Project Description

The website project for SMASH DESIGNS should consist of the following as prescribed by the company:

- Website should include five (5) pages
(Required: About Me page, Services page, Portfolio, Contact page)

About Me Page

The about me page should contain an Image of the CEO and a brief background about the CEO.

Services Page

The services pages should contain the services we give, that is

- Web Designing
- App Development
- General Designs.

with added info to each service to give the customers a fair idea what the service is about.

Portfolio Page

The portfolio page should also contain the sections of works we have been able to execute which is Photography section, App development section, logo section, website design section, 3D Modeling Section and poster Design Section. No need to follow in this order.

A promotional video

Embed a promotional Video from our youtube channel into the website. Do well to add a little info about the video. any corrections will be done during the designing process

Contact Page

The contact page should contain the contact address, telephone number, email address and a container where comments can be sent to the IT team.

Key messages

Convey the above ideas and produce a responsive website, the website should be delivered in simple, clear, resonant language and evocative footage with regard to the video also.

Existing materials or assets that should be used:

Brand manual of the company which include the typography , colour codes, work samples and links will be attached

Project Access

Domain will be created and hosted on the web. Ongoing project will be monitored online till the end of the construction together with Back end development to maintain and control and to also change certain things when needed after the website has been hosted