

Brief for Pesik Creatives

A Graphic Design and Branding Agency

Product/Service

Graphic Designing and Branding — A reputable Branding agency specialized in bringing brands to life.

The Goal of the Website

- Showcase executed brands projects
- Connect with clients and help them bring their ideas to life.

Target Audience

- Small businesses
- Established businesses looking for a push

Key Features & Functionalities

- Beautiful landing page with full-screen visuals.
- "About Us" page highlighting brand story.
- Services Page listing the services rendered by the agency.
- Portfolio page showcasing executed projects and clients testimonies
- Contact Section

Content Requirements

- Professional photography of products and behind-the-scenes shots.
- Compelling brand storytelling content.
- Style guides and lookbooks.
- Videos showcasing the weaving process.

Budget Considerations

Estimated moderate-to-high budget:

- Web design & development
- E-commerce setup with security features
- Product photography & videos
- SEO optimization
- Monthly site maintenance and updates

Project Timeline

Phase	Duration
Research & Discovery	1 week
Wireframing & Design	2 weeks
Content Creation	2 weeks (parallel)
Development & Testing	3 weeks
Soft Launch & Review	1 week
Final Launch	Week 9