Name: Mr. Rien Stierman

Email: info@dekbedden.com

Website brief – dekbedden.com

**• Our company**

We are a small online retail company in the Netherlands, selling duvets and pillows online. We are in this business since 2007 and we are expanding to other European countries now.

**• The products we sell**

We sell (mainly) down duvets, aiming on the higher income classes.

**• The old website**

We are fairly content about our website. After two years of existence, it is time though to put some new insights in it, and to renew the various elements in one single design direction (unity).

• **What do we think is needed**

Re-design of elements and pages in oder to refresh the site and make it more consistent.

* Keywords about design
  + Modern
  + Clear
  + Readable
  + Good usability
  + Converting
* New colour scheme

**• Do we need HTML?**

Not for now

**• Budget**

Design: 500 euro

**• Examples**

Take a look at a site that is a better version of dekbedden.com

* Donzendekbed.com (our sister web site)

Other sites we like (but maybe this is confusing because they have different style)

* <http://www.shopsanctuaryt.com/>
* http://www.pfister.ch/de/inspiration?1

**• Elements to be designed**

1 Header bar 1

2 Header bar 2

3 Header bar 3

4 Left menu

5 Email adress bar

6 Big footer

7 Small footer

**• Pages to be designed**

1 Home page

2 Content page

3 Product page

4 Category page

5 Shopping card

**• Other things to be designed**

* All buttons

**Files to deliver:**

* .PSD file,
* Every Page and Elements must be in separate layers.