**Overview**

The scope of work is:

* Website template research and selection
* Homepage design and population of template
* Image and graphic creation
* Project management for development and direct client liaison

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| **Website Name** | Castellani |
| **Domain** | [www.castellani.com.au](http://www.castellani.com.au) |
| **Background** | Castellani provides luxury jewellery exclusively via online auction website. For the first time, Castellani wants to establish their own website to build their brand, tell their story, showcase and sell an auction piece of jewellery from their own website. |
| **Business objectives** | * Build a large, loyal and passionate customer base who understand and endorse the Castellani brand * Shift customer focus from price to style and beauty |
| **Project objectives** | * Launch a fully functioning website by mid August |
| **Purpose of website** | * Primary purpose: communicate brand story/experience and showcase jewellery * Secondary purpose: sell a single ‘auction’ piece |
| **Wireframe** | Attached |
| **Mandatory features** | * Responsive design for multiple devices * Blog to be a feature piece of the website * Social media integration (Facebook, Pinterest, YouTube) and ‘like’ counter * Countdown ‘deal’ functionality for one feature product * Newsletter sign up with Mail Chimp * Google analytics tracking (there is an existing account) |

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| **Creative direction** | * See Brand Blueprint document * A visually led brand experience style website, rather than a information/menu driven website * Simple, clean, classy, visually driven, modern design * Leaning towards a white background but open to suggestions * Jewellery pieces should provide the colour and focus * Investigate illustrative design elements e.g. sketched rings |
| **Background information** | See strategic document for:   * Brand background information * Communication points * Competitors and category examples * Target audience segmentation |
| **Reference sites** | Jewellery brands:  [www.verdura.com](http://www.verdura.com)  [www.linneys.com](http://www.linneys.com)  Online shops:  <http://www.esther.com.au>  <http://www.moovculture.com>  <http://www.lacorza.com>  <http://vantage-shopify-theme.myshopify.com>  <http://rutherford-romaguera2611.myshopify.com>  <http://barrel-jewelry.myshopify.com>  <http://shop.diazlabel.com> |
| **Images** | * Product images: provided by Castellani * Brand images (lifestyle/product): 3-5 images to be sourced/purchased and designed (costs TBC) * Educational images: to be recreated based on existing content |
| **Product descriptions** | Provided by client |
| **Website copy** | Provided by client |
| **Logo** | Provided by client |
| **Social platforms** | www.facebook.com/pages/Castellani/333651403393829  [www.pinterest.com/castellanijewel](http://www.pinterest.com/castellanijewel)  www.youtube.com/user/CastellaniJewellery |
| **Domain/hosting details** | Provided by client |