**Project**

We’d like to get a new Wordpress theme or childtheme to refresh our beloved website: womenasentrepreneurs.com.au which is a customized version of theme ‘Fancy’ that we now find a bit “childish” “chaotic” “unprofessional looking”. We are after a more clear and refined, more professionally looking site.

We’d like to use our current plugins, somebody just needs to redesign the frontpage to give us a new and awesome outlook. We can install and finetune all the necessary plugins.

We know exactly what elements we want to see on the website, see detailed Design requirements. Please also feel free to use any images from <http://womenasentrepreneurs.com.au/category/Gallery/> or other stock images.

**What we like:**

We’d like to have a more professional look, we like ‘news sites’ that**: feminine, intelligent, exclusive, smart, elegant, confident aiming towards the higher end of the female entrepreneur market.** Websites like:

http://www.womansday.com/

http://www.instyle.com/instyle/

http://theknot.ninemsn.com.au/

<http://sassyhongkong.com/>

**Target Market:**

Australian national community of like-minded aspiring and accomplished female entrepreneurs. Age women in their 30’s and 40’s – typically confident and established powerful and driven, passionate women.

**Detailed Design Requirements**

Read together with “Women as Entrepreneurs website screenshot with numbers.jpg”:

1. Logo: New Logo provided + we need the tagline with nice characters
2. Social Media Buttons should be in the Footer: Twitter, Facebook, Pinterest, LinkedIn, Feed
3. Drop down Menu (Multi level) JOIN menu highlighted
4. Picture slideshow where we can put our photos, adds, event pictures, happy women faces etc.
5. Search with Search button
6. Space which is easy to edit and where we can quickly write news, or important information
7. Widget: News Letter Signup (Should be highlighted and well visible)
8. Widget: Login with standard Facebook login button (One-all plugin) this can be at top row header
9. Widget: Question of the week, Online poll
10. Widget: Upcoming events, Eventbrite widget
11. Featured Video Display: 2 videos which are in the “featured videos” category, (photo + excerpt)
12. Featured Blog Display: Displaying blog entries which are in the “featured blogs” category (photo + excerpt)
13. Widgets Standard Wordpress widgets to show recent activities (can be different)
14. Same as 13.
15. Same as 13.
16. Same as 13.
17. Facebook News Feed
18. Footer: Social media buttons see no.2., + credit, etc..  
    .

+ New features we need:

1. Featured members (displaying Level2 users from S2 Members Plugin)
2. Promo Youtube Video: fix space on the top somewhere, picture provided.
3. Place for advertisements

**Other requirements:**

* Speed: Please don’t create huge background images, current Frontpage is ~600KB.
* Security: no hidden codes, no well known vulnerabilities.
* Compatibility: please use standard Wordpress features. Later on we want to add more features like: Webshop, Buddypress
* Resizable: When we change window size, or see it on mobile, it rearranges itself.

**Final product**

Theme files

Fonts used

**CURRENT PLUGINS we use:**

"amr events calendar or lists with ical files" list [meetup.com](http://meetup.com/) events on website

"Business Directory Plugin" - Business directory, customised plugin

"Newsletter Sign-Up" - captures email and name only connected to mailchimp

"NextGEN Gallery" - Event gallery

"NextGEN Gallery Optimizer" - Event gallery faster display

"s2Member® Framework" - paid membership

"Site Layout Customizer" - displays different content on homepage etc.

"Social Login" - Facebook login to

"Tweet, Like, Google +1 and Share" social sharing of content, currently turned off because it was slow

"Twitter Widget" Display twitter messages on the website

"WP-Polls" Poll questions on front page

"WP Super Cache" - Cache

"WP Super Popup" - Pop up message

"WP YouTube Lyte" - Displays youtube videos faster