

**Website Name:** Emakhadi - <https://emakhadi.com/>

Examples of Sites I like:

1. <http://myleafy.co/>
  - a. Good amount of scroll time to the bottom.
  - b. Clean.
  - c. Elegant?
  - d. Good header image (I'd like small arrows to show scroll left or right. Maybe include copy over image overlay)
  - e. Don't like the font size - seems small once the header image isn't there
  - f. I like the scroll-product (we can showcase the different card boxes and covers).
2. <https://k9dentist.com/>
  - a. I like the dog and background by the footer - maybe we can use the shield there with accents of swaziland flag elements, or the national bird
3. <https://plantsinabox.com.au/>
  - a. It just flows well!

Competitors

1. <https://www.zazzle.com/c/playing+cards?rf=238504527311617528>
  - a. A competitor - but too much focus on the product, not on the story. My product should be visible on the home page, but not be the only thing we talk about.
2. [https://playingcarddecks.com/?gclid=CjwKCAjwrcH3BRApEiwAxjdPTUDCfPIOywcLEtA\\_jbZD1aXnSsgUIQX0yS9TVvkgdSZiyolw5hW5mxoCd3QQAvD\\_BwE](https://playingcarddecks.com/?gclid=CjwKCAjwrcH3BRApEiwAxjdPTUDCfPIOywcLEtA_jbZD1aXnSsgUIQX0yS9TVvkgdSZiyolw5hW5mxoCd3QQAvD_BwE)
  - a. Another "competitor", but same issues as Zazzle above - product heavy
3. <https://www.proteaplayingcards.com/>
  - a. I like this website a lot, actually. but each "block" feels a bit narrow. Their about page is bad.
  - b. Maybe Apple.com and store.google.com can also be inspiration sites?

Copy and Imagery:

- Text to be supplied by me (feel free to use Lorem Ipsum for now)
- Mixture of Stock imagery (for design phase) and then real imagery
- Please make sure font which is used is web-ready and available on Wordpress

Sitemap: Home, About, Shop, Contact (special feature is sort by country)

On home page - protea cards site above is good template for copy, but prefer the layout of myleafy.co

Special Functionality:

We should be able to sort by county (Flag + Name) on the navigation bar - eventually each nation will have its national cards story. We shall start with Eswatini.

Contact details (visible in narrow footer) to be  
Corporate Office (WhatsApp icon): +268 76428432  
International Branch (WhatsApp icon) +1 (860) 977-1572  
[info@emakhadi.com](mailto:info@emakhadi.com) as the email

Footer

I like the information and layout in the footer here: <https://www.palmersdarien.com/> - it's also narrow.

I like the home page site layout here: <https://myleafy.co/> -

We will use the woocommerce payment platform (but no need for woocommerce logo to be on the website)

Links to social to include Facebook, Twitter, LinkedIn and Instagram

I don't like the footer here (too tall): <http://www.residentialresq.com/>

I took this questionnaire from online - please feel free to ask me any others!

1. Why do you want to have a new website, or have your current site redesigned?

Right now I have the idea and the partners, but not the time nor the design skills to bring this to life.

3. Please describe your organization in a few sentences.

EmaKhadi KaNgwane celebrates cultural heritage and local artistic talent through playing cards. We're spreading sustainable practices and happy games worldwide, one card at a time.

4. What is there about you and your background that sets you apart for a special (niche) group of potential customers?

Playing cards are a popular pastime. Eswatini (our first market and home-base) has a formidably high playing card consumption per capita. Currently, no other manufacturers exist locally, and online solutions are international, expensive, and of poor quality (cards are not durable). The need to celebrate national heritage and uplift local talent is now.

5. What problems do your prospects have that your business solves?

All playing cards must be imported. Quality is poor. Cards are expensive.

7. Why do you believe site visitors should do business with you rather than with a competitor?

We're environmentally sustainable, philanthropic, and doing this for the good of the country we're operating in. It's about celebrating our heritage, whilst celebrating our diversity.

8. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

We're uplifting local talent and spreading fun worldwide, one card at a time.

17. Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website?

Content is still under development. It will be created and maintained in-house, used managed Wordpress CMS.

18. Do you have a logo?

Kind of! It should be uploaded already - a shield before the word EmaKhadi.

19. Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?

Yes. Eventually one can purchase a high quality deck of cards made locally in every country in the world.