



**<DIV>CRETA<sup>®</sup>**  
**</THE CREATIVE TAG>**

## WEBSITE DESIGN BRIEF

## PROJECT INFO

Website Project to promote and advertising the services of DivCreta. Co.



**Date:** 20<sup>th</sup> June, 2022

**Project title:** DivCreta Responsive Website

**Company name:** DivCreta Web & Design Consult

### Project lead:

Agyemfra Kwabena Ampofo, **CEO**

Head of Design & Development, DivCreta

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**Content type:** Web Project

**Project due date:** 13<sup>th</sup> July, 2022

## Creative Brief

Website Design and Development

**Project title:** DivCreta Responsive Website



### Overview of DivCreta Web & Design Consult

*DivCreta.co (The Creative Tag)*

DivCreta creative approach to visibility and the promotion of every company, organisation and individual is our priority. We are based in Ghana and was built by a young entrepreneur who tackled computer aided design issues in a creative way.

Started in 2018, the company has evolved strategically bridging gap between organisations and its publicity through branding and digital market place.

Throughout our career as a DivCreta Team, We have always tried to ensure that the passion and enthusiasm for our work has shone through. With all successes, it is through a team that as made us to achieved the greatest potentials.

Our team have learnt that having a platform to question and develop ideas harnesses greater creativity - although realising creative inspiration does not come without its obstacles! Time management and working to tight deadlines are important in our industry, but the foundations and biggest challenges of design lie in communication.

In all our work, we have relished these challenges and used them to fuel our ambition and maintain high standards.

### Our mission

Is to promote and provide design solutions to organisations and individuals who maximise their brands into professionalism. We are here to offer the greatest designs for Ghanaian based companies to meet the worldwide market and to other organisations outside Ghana who need our services.

### Core Values

- Teamwork
- Creativity
- Excellence
- Innovative

## Projects Background

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### Overview

Today with the advent of the internet, the world has become a smaller place. Any kind of information is easily available and at our fingertips. The world of the internet is amazing and it continues to transform our lives, the way we communicate, the way we receive and share information and live a quality life. Many people are spending most of their time over the internet, it could be either for purchasing products or reading news or watching a movie or using a service etc.

With the amount of time being spent on the internet, business owners have realized the importance of being online and have started moving their businesses and services online. Living in the digital world, having a website is very crucial for any business. If a business does not have a website, it is missing several business opportunities and potential customers.

A business website helps in accomplishing a number of digital marketing strategies that can help a business grow. Web advertising has a wide reach and is one of the most effective forms of advertising.

### Project Objective

This web project seeks to:

#### Brand Awareness

A website helps create brand awareness and showcasing your brand to prospective customers. It helps to establish your image by letting the audience know who you are and what you represent. A website provides reliable information to the consumers, which helps in setting your business apart from the competitors.

#### Generating Leads, Increasing Sales

One of the most fascinating reasons to have a website for your business is that it can help generate more leads and increase sales. When people search online and can find your business they try to gather more information about your products or services and the company as a whole.

A website is the best way for a consumer to gather information about a business. They can get the contact details of the business from the website, giving you a growth opportunity and a chance to increase your sales.

### **Attract Organic Traffic**

Effective website using various search engine optimization techniques, there are very high chances your website will rank well in the Google search results. Ranking high in the search results will ensure that when people search online for a product or service similar to yours, they will be able to view your website and will visit it to get more information. This will give you an opportunity to increase your customer base.

### **Improve Customer Experience**

Businesses frequently receive calls from prospective or existing customers to inquire about simple questions like the address or hours of operation etc. Having a website can reduce the number of calls received and also improve the productivity of the employees. A well-designed website can help customers to find useful information easily without calling. Easy access to information can boost customer experience.

### **Target Audience**

- Made adequate to companies, institutions and individual who need design and web solutions within Ghana and beyond
- Sector professionals and intermediaries
- Social entrepreneurs.



## Project Description

The website project for DivCreta.Co should consist of the following as prescribed by the company:

- Website should not less than five (5) pages  
(Required: About us page, Services page, Team page, Appointment page)
- A promotional video of the company embed into the website from YouTube.

### Key messages

This key message is associated to promotional video to be uploaded to the website. The convey of the following ideas, delivered in simple, clear, resonant language and evocative footage.

### Competitive Landscape

DivCreta Co. motive is to create web and design solutions to companies, institutions and individuals who need design services. DivCreta has established a good reputation with regards to designing and web development. We have a competition with other web and designing firms but our output greatly departs us from them.

### Creative Strategy

- Having good interaction with clients to understand their needs.
- Execution of designs best suites the execution of the project.
- Draw up concepts that will be discussed by the team.
- Typography consideration
- Creative Responsive vision and explicit design style, dynamic look
- The tone the content should express analytically
- The motif that will create in the minds of audiences who visit the website to professional
- Primary audience: demographics and interests should be both for brand owners and our clients

### Existing materials or assets that should be used:

Brand manual of the company which include the typography , colour codes, work samples and links.

### Project Access

Domain will be created and hosted on the web. Ongoing project will be monitored online till the end of the construction.