

# KAZI WEBSITE BUILD BRIEF FOR DEVELOPER

## 1. Company basics

**Company name**

**Kazi**

**Meaning and story**

Kazi means “work” in Swahili.

Kazi connects skilled East African freelancers with clients in Europe.

Kazi focuses on fast delivery, clear communication, and fair prices.

**Positioning**

You sell “done for you” digital services with a managed, curated team.

You are not a random marketplace. You are a quality-controlled bridge.

**Primary audience**

Clients in Europe, starting with Spain.

**Primary value props**

Lower cost than typical EU freelancers.

Quality control and project management handled by Kazi.

Clear process, timelines, revisions, and delivery rules.

One place to request work across multiple services.

**Tone and vibe**

Clean, premium, simple, trustworthy.

Short copy, clear CTAs, minimal clutter.

## 2. Core business rules to reflect in the site

**Communication rule**

All client communication goes through Kazi.

No direct client to freelancer contact details on either side.

### **Anonymity rule**

Freelancers do not see client identity details beyond what is needed to do the job.

Clients do not see freelancer personal details by default.

### **Off-platform rule**

Terms must forbid moving communication or payment off the platform.

Add a short warning on request forms like “To protect quality and support, keep communication inside Kazi.”

### **Delivery rule**

Deliverables release in stages.

Show watermarked previews where relevant (video, design).

Release final files after final payment.

## **3. Services to include**

### **Important compliance note**

Do not market ghostwriting for student assignments, exams, or graded submissions.

Offer “Academic support”like editing, doing the assignment but with a bit of student input later, proofreading, formatting, referencing help, clarity improvement, plagiarism checking guidance, presentation polish, and coaching. (Mention that final work to be presented will have little to no A.I presence/detectability.)

### **Service list and labels (homepage and services menu)**

- A) Video Editing
- B) Photo Editing
- C) Web Design and Web Development
- D) Graphic Design
- E) AI Services (define as practical business use, not shady stuff)
- F) Academic Support (editing, proofreading, formatting, coaching)

### **Each service must have its own detail page with**

What you get

Typical turnaround ranges

What you need from the client

#### Process steps

Revisions policy

Examples and portfolio items

A “Request a Quote” button

## 4. Site map and pages

Page 1. Home

Goal: explain Kazi fast, build trust, push requests.

#### Home sections in order

##### 1. Hero section

Headline example: “Work delivered, without the freelance hassle.”

Subheadline: “Kazi connects Europe to vetted East African talent, managed end to end.”

Primary CTA button: Request a Quote

Secondary CTA button: View Services

##### 2. Service tiles

Six tiles, one for each service.

Each tile links to its service page.

##### 3. How it works (simple 4-step)

Step 1: You request what you need

Step 2: We confirm scope, timeline, price

Step 3: You receive a preview or first milestone

Step 4: Final delivery after approval

##### 4. Proof section

Testimonials slider (start with placeholders).

Or “Recent work” mini gallery that links to the Portfolio page.

##### 5. Trust and policies snapshot

24-hour response promise.

Clear revision policy.

6. Secure payment.
7. Confidential handling.

## 5. Footer with links

Services, Pricing, Portfolio, FAQ, Contact, Work with Us, Privacy, Cookies, Terms

Page 2. Services hub

A page that lists all services with short summaries and links.

Pages 3 to 8. Individual service pages (one per service)

Service page layout

1. Service hero

Name, one-liner, CTA.

2. What we deliver

Bullet list of deliverables.

3. Portfolio and examples

A grid of examples.

Each example opens a detail modal or detail page with:

Project type, goal, short explanation, tools used, time to deliver, result.

For websites, include live links and screenshots.

For design, include images.

For video, include embedded clips or thumbnails.

4. Process

A clear step-by-step.

5. Revisions

Define revision rounds and what counts as a revision.

6. What we need from you

Inputs checklist.

## 7. CTA

Request a Quote.

## 8. Portfolio

Filter by service type.

Cards with thumbnails.

Detail view per portfolio item.

## **6. Portfolio content types**

Websites: link out, show screenshots, list features.

Graphic design: show before and after if possible.

Video: short showreel style clips.

Academic support: show anonymized before and after editing samples, no full essays, no university names, no identifiable student work.

## **7. Pricing**

Simple and transparent.

Include “starting from” plus “time and complexity” note.

Academic support pricing tiers (fixed prices)

Tier 1, 1 to 3 hours: 40 EUR

Tier 2, 3 to 6 hours: 70 EUR

Tier 3, 6 to 12 hours: 110 EUR

Academic support scope examples under each tier

Tier 1 examples

Proofread and edit up to a short report section.

Fix grammar, clarity, structure suggestions.

Format references in a chosen style if references are provided.

Tier 2 examples

Edit and restructure a medium report.

Improve argument flow, headings, citations formatting.

Create an outline and coaching notes.

Tier 3 examples

**Deep edit longer reports.**

Consistency checks, referencing cleanup, formatting, and coaching notes.

Optional slide deck polish add-on if client provides slides.

**Add a clear statement on the pricing page**

“Kazi provides editing, proofreading, formatting, and coaching. Kazi does write student submissions on a client’s behalf as long as client agrees that any repercussion does not fall on us and it is mandatory to review their work.”

**Optional add-ons for all services**

Fast delivery surcharge.

Extra revision rounds.

Source files delivery where relevant.

Monthly retainer packages for businesses.

## **8. FAQ**

**Must answer these**

What is Kazi

How long does it take

How revisions work

How payments work

Can I talk to the freelancer directly (answer: no, Kazi manages delivery)

Do you offer refunds (define policy)

How do you protect confidentiality

What info do you need to start

What happens if I disappear mid-project (Ask praise what to write here)

## **9. Contact**

Contact form fields :

Full name

Email

Phone  
Country  
Service category dropdown  
Budget range dropdown  
Deadline date  
Project description text area  
File upload (optional)  
Consent checkbox for privacy policy

Contact page promises  
Reply within 24 hours.  
Business hours listed.

### **Request a Quote (can be same as Contact but optimized)**

This is the main conversion form.  
Make it more detailed than Contact.

### **Quote form fields**

Service type  
Short project title  
What you need, long description  
Desired style links (optional)  
Deadline: As per the hours estimated, also offer a 10% discount if by any chance deadline is not met due to freelancer shortcoming.  
Budget range  
Upload files  
Preferred contact method (email or WhatsApp)  
Consent checkbox

### **After submit**

Show thank you page.  
Send confirmation email to client.  
Send notification email to admin.

## **10. Work with Us (freelancer application)**

Goal: recruit talent.

Application form fields

Full name

Email

Phone

Country, city

Primary skill dropdown (video, web, design, academic support editing)

Years of experience

Tools used

Portfolio links

Availability hours per week

Expected pay range (optional)

Upload CV (PDF)

Upload cover letter (PDF)

Consent checkbox

### **After submit**

Thank you screen.

Auto email to applicant.

Notification to admin.

## **11. Client dashboard and admin panel**

### **Phase 1 approach**

Admin panel is mandatory.

Client dashboard is optional but recommended.

### **Client dashboard (optional, if included)**

Client can create an account or get a magic link.

Client sees:

Submitted requests

Status per request (Received, In Review, Quoted, In Progress, Preview Sent, Revisions, Delivered, Closed)

Messages thread with Kazi

Uploaded files

Invoices or payment links

Delivered files download area

#### ***Admin panel (mandatory)***

Admin login only.

Admin features

View all requests.

Filter by status, service, date.

Open request detail view.

Send email reply to client from admin panel.

#### ***Change request status.***

Upload deliverables to the request.

Internal notes field visible only to admin.

Export requests to CSV.

## **12. Payments and workflow**

Payment model to show on the website

Milestone payments.

#### ***Suggested workflow to publish on FAQ and Pricing***

Step 1: Client submits request.

Step 2: Kazi sends quote and timeline.

Step 3: Client pays initial deposit to start.

Step 4: Kazi sends preview or milestone.

Step 5: Client pays remaining balance.

Step 6: Kazi releases final deliverables.

Payment methods to support on the site text

Spain clients: Bizum, bank transfer, card payments later or Apple/Google pay.

Add a payments note

“Payment instructions are provided after we confirm your quote.”

## **13. Communication tools**

### **WhatsApp button**

Floating WhatsApp icon on all pages.

Opens chat to the Kazi business number.

### **AI assistant**

Floating chat assistant on all pages.

If real AI integration is not ready, implement a “Help chat” widget that captures questions and sends them to email, with an AI label as a placeholder.

If real AI is implemented, keep it limited to:

Service explanations

### **Pricing guidance**

How to submit requests

Status lookup via client dashboard

No sensitive data collection in chat

## **14. Design requirements**

### **Style**

Modern, minimal, premium.

Strong whitespace.

Rounded cards.

Smooth micro-animations.

### **Typography**

Use one strong, readable font for headings.

Use a clean sans-serif for body.

Keep it consistent.

Developer can suggest options, but keep it professional and modern.

### Colors

Neutral base with one accent color.

Accent color used for CTAs, links, highlights.

### Mobile responsiveness

Must be fully responsive.

Forms must be easy on mobile.

Buttons must be large enough.

## 15. SEO and analytics

### SEO basics

Unique meta titles and descriptions per page.

OpenGraph tags for sharing.

Schema markup for Organization and Services.

### Analytics

Add Google Analytics or alternative.

Add event tracking for

Quote form submits

Contact submits

WhatsApp clicks

Work with Us submits

## 16. Legal and compliance pages

### Mandatory pages

Privacy Policy

Cookies Policy

Terms of Service

## **Cookie banner**

Consent banner with options.

Accept all, reject non-essential, manage preferences.

## **Key terms points to include in Terms of Service**

No off-platform payments or contact attempts.

Confidentiality expectations.

Revision limits and what counts as a revision.

Refund policy rules. (Free refund up to 5 days after completion of service if it's due to freelance error)

Delivery rules and timelines.

IP ownership transfer to client after final payment.

Academic support limitation, no ghostwriting for graded work.

## **17. Technical requirements**

### **Recommended stack**

Any modern stack is fine, as long as it is stable.

Examples: Next.js, React, Node, or a simple CMS if needed.

### **Database**

Store requests, users, messages, files, portfolio items, testimonials, FAQ entries, newsletter subscribers.

### **Email delivery**

Use a reliable email service.

All form submissions must email admin and confirm client.

### **File uploads**

Support PDF, DOCX, JPG, PNG, MP4.

Set max file size and show it on the form.

Store securely.

### **Security**

HTTPS everywhere.

Input validation.

Spam protection on forms (captcha).

Rate limiting.

Admin access security

Strong password policy.

Optional 2FA.

## 18. Content that developer needs

Logo (To be provided by Chris) as well as brand accent color preference.

WhatsApp business number: +34 669 171 216

Admin email address to receive form notifications (to be provided later)

Service descriptions: use the text above.

Portfolio items, links, screenshots, sample images and videos. (Include as we recruit, include Chris's as well as Harry's in development as well as any recruit).

Testimonials, even if placeholders to start.

Legal policy drafts( Ask praise about this when you get to that point)

Analytics setup if possible:

Spam protection on forms