

# PRODUCT REQUIREMENTS DOCUMENT

*Hota – Creative Growth Agency Website*

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## 1. Project Overview

- Brand: Hota – Creative Growth Agency
- Theme: Dark, Creative, Trendy
- Target Segment: Mid & Premium Clients
- Purpose: Showcase packages, portfolio and redirect to WhatsApp / Instagram

## 2. Business Objective

- Attract mid and premium clients
- Generate direct inquiries
- Present clear package structure
- Improve brand credibility

## 3. Target Audience

- Startups
- E-commerce brands
- Personal brands
- Scaling local businesses
- Budget Level: ■50K – ■3L+ monthly clients

## 4. Core Positioning

- "We Don't Post. We Position."
- Focus: Content Creation + Full Digital Growth + Brand Positioning

## **5. Website Structure**

- Home Page: Hero, About, Services, Portfolio Preview, Packages Preview, CTA
- Packages Page: Ignite / Elevate / Dominate
- Portfolio Page: Social creatives, videos, branding work
- Contact Page: Contact form, WhatsApp button, Instagram redirect

## **6. Free Audit Lead Form (New Addition)**

- Add a dedicated form for business owners
- Form collects: Name, Business Name, Industry, Monthly Revenue Range, Social Media Links, Website Link, Contact Details
- After submission, offer a Free Digital Audit Report of their brand
- Audit includes: Content review, brand positioning review, growth suggestions
- Form acts as a lead magnet to attract serious business owners
- CTA example: 'Get Your Free Brand Growth Audit'

## **7. Design Requirements**

- Dark theme (Black / Dark Grey)
- Single bold accent color
- Large typography
- Clean layout with strong spacing
- Smooth minimal animations
- Mobile-first design

## **8. Core Features**

- Responsive design
- Pricing page

- Portfolio section
- Floating WhatsApp button
- Instagram redirect
- Contact form connected to email
- Free Audit form connected to email or CRM
- Fast loading speed

## **9. User Flow**

- Visitor lands on homepage
- Understands brand positioning
- Views packages or portfolio
- Option 1: Clicks WhatsApp / Instagram
- Option 2: Fills Free Audit Form
- Starts conversation after receiving audit

## **10. Success Criteria**

- Attract mid & premium clients
- Increase direct inquiries
- Generate qualified leads via audit form
- Improve closing rate