



## **Project Requirements Document**

Client: Mr. Anoob and Dr. Jaya Mahesh

Project: Zoe Diamonds Landing Page Development

Project Type: Website Development

Date:

### **Introduction**

This document outlines the initial project requirements gathered from our client for the development of a single landing page for Zoe Diamonds. The purpose of this landing page is to provide product catalogue comprehensive product catalog information and facilitate free trial requests. Additionally, the page serves as a platform to offer essential information and functionalities before the official launch of the E-Commerce site.

### **Project Scope**

The scope of this project includes the following features and functionalities as requested by the client:

#### **1. Video Presentation**

A video about Lab-grown diamonds will be created and prominently displayed on the landing page. The video aims to provide visitors with an overview of Lab-grown diamonds and their uniqueness.

#### **2. Product Catalogue**

A Product Catalogue section will be featured on the landing page, allowing customers to view and select their desired products. The catalog should include detailed product descriptions and images.

#### **3. Trial Request**

Customers should have the option to request a trial of selected products. Upon selecting products from the catalog, they should be able to opt for a trial. The selected items and trial request details will be sent to the client via WhatsApp. This service is available to customers in and around Coimbatore.

#### **4. Contact Options**

The website will provide multiple contact options for visitors:



Video Call: Visitors can initiate a video call for inquiries or assistance.

Book an Appointment: Visitors can schedule an appointment for an in-person visit.

WhatsApp Chat: A direct WhatsApp chat option will be available for instant communication.

#### 5. Exclusive Showroom Banner

A prominent banner stating "Exclusive showroom will be coming shortly in Coimbatore" will be displayed on the landing page to generate anticipation and awareness among visitors.

#### 6. E-Commerce Link

The landing page will include a link that redirects visitors to the E-Commerce website.

### **Domain and Hosting**

Domain: The domain "zoediamonds.com" is already available for this project.

Hosting: The website hosting will be handled by Pinesphere.

### **Expected Client Input**

During the project, we anticipate requiring the following input and collaboration from the client:

- Detailed content, images, and branding materials for the landing page.
- Specific preferences regarding the design and layout of the landing page.
- Approval and feedback on the Lab-grown diamond video content.
- Coordination for setting up video call and appointment scheduling systems.

### **Conclusion**

This document serves as an initial agreement outlining the project's scope and requirements. We will work closely with the client to ensure that the Zoe Diamonds landing page meets their expectations and objectives. Any additional requirements or changes will be discussed and documented as the project progresses.