Logo

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**CLIENT DESIGN BRIEF**

**Website Pages Creation for "StrideSneaks"**

**Design Brief for StrideSneaks Website**

**1. Project Overview**  
StrideSneaks is a dynamic sneaker brand focused on style, comfort, and innovation. This project involves designing a simple, user-friendly 3-page website to showcase the brand's offerings and engage its target audience.

**2. Objectives**

* Establish an online presence for StrideSneaks.
* Highlight key products and their unique features.
* Encourage customer engagement and direct them to purchase options.

**3. Target Audience**

* Sneaker enthusiasts aged 18–35.
* Style-conscious individuals looking for comfort and trendiness.

**4. Website Structure**  
**Page 1: Home**

* Brief introduction to StrideSneaks.
* Hero image with a featured product or promotion.
* Navigation menu linking to all pages.

**Page 2: Products**

* Showcase top sneaker collections.
* Images, descriptions, and prices.
* Call-to-action buttons linking to purchase platforms.

**Page 3: About Us**

* StrideSneaks’ mission, vision, and story.
* Highlight commitment to quality and innovation.
* Contact form for inquiries.

**5. Design Style**

* Clean, modern aesthetic with bold typography.
* Colour palette: Neutral tones with pops of vibrant colours.
* High-quality images emphasising sneakers in action.

**6. Technical Requirements**

* Responsive design for seamless mobile and desktop experiences.
* Integration of social media links.
* SEO-friendly structure.

**7. Timeline**

* Initial concept: 1 week.
* Finalised design: 2 weeks.
* Website launch: 1 month from project start.

**8. Deliverables**

* Fully functional 3-page website.
* Documentation for future updates.