

A **modified Agile SDLC** approach will be used to build the website. This model allows flexibility, fast iteration, and regular feedback, which fits a creative clothing brand where visuals, layout, and messaging may evolve during development.

Timeline & Phases (6–8 weeks total):

- **Week 1 – Planning & Discovery:** Define goals, target audience, site structure, and required features. Client feedback emphasized simplicity, strong visuals, and mobile-first design.
- **Week 2 – Content & Wireframing:** Create wireframes for key pages (Home, Shop, About). Review layout and navigation with the client before design begins.
- **Weeks 3–4 – Design & Branding:** Apply brand colors, typography, logo, and imagery. Client feedback at this stage focuses on tone, visuals, and overall feel.
- **Weeks 5–6 – Development:** Build the site, integrate e-commerce features, optimize for mobile, and connect social media and email signup.
- **Week 7 – Testing & Revisions:** Test usability, links, checkout flow, and responsiveness. Adjust based on client feedback.
- **Week 8 – Launch & Review:** Final approval, site launch, and post-launch review with notes for future updates.

Visual Timeline (Flow-style):

Planning → Wireframes → Design → Development → Testing → Launch