

TimeWise Status Report

Synopsis

TimeWise is a modern watch brand focused on blending *style, functionality, and personal identity*. Our goal is to offer timepieces that match diverse lifestyles – from professionals and students to trendsetters and adventurers.

This project includes digital marketing, product design, and platform integration to create a complete brand ecosystem.

Product Description – TimeWise Watches

TimeWise watches are crafted to deliver:

- Bold and trendy aesthetics
- High-quality performance
- Durable materials
- Collections for different customer segments
- A unified digital experience through web, mobile, and social platforms

**Progress Details **

1. Created website for the brand to serve as a one-stop destination to browse products, place orders, and contact the team.
2. Designed multiple product collections (Deluxe Edition, Kids Play, Smart Edition, Office Series, Elegance Series, etc.).
3. Created catchy and humorous taglines that align with the brand's attitude.
4. Assigned roles and clear objectives to all team members for smoother workflow.
5. Official Email ID created: official.timewise.co@gmail.com

**Team Members & Roles **

Website Development

- Prashant
- Varun

Product (Watch) Designing

- Anurag Yadav
- Gokul

Taglines & Content Writing

- Rehan
- Anurag Sharma

Data Collection & Analysis

- Shreya
- Suheb

Platform Management (WhatsApp, Emails, etc.)

- Pradeep
- Darain

HR

- Gokul

Advocate

- Anurag Y

Unassigned

- Sahil

Upcoming Tasks

- Create branded **email address** (DONE)
 - Create promotional posts
 - Modify website visuals & mobile responsiveness
 - Implement **SEO**, analytics, and search visibility improvements
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