# 📝 Website Requirements Form (Extended Version)

## Client Information

Client Name: \_\_Shahid Hassan\_\_\_\_\_\_\_\_\_

Company/Brand Name (if any): \_\_FIDAQ SPORTS\_\_\_\_\_\_\_\_\_\_\_

Email: [fidaq@fidaqsports.com](mailto:fidaq@fidaqsports.com); fidaqsports@gmail.com

Phone: \_+923340022920\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Preferred Communication Method (Email/Phone/Other): \_Email & WhatsApp\_\_\_\_\_\_\_

## 1. 📌 Project Overview

What is the main purpose of the website? (e.g., informational, sales, marketing, booking, community):

To build a **professional, globally recognized brand image** for FIDAQ SPORTS. The site will be used for **marketing, sales, and brand promotion**, while allowing **e-commerce functionality** for both **B2C and B2B clients**.

We **do not want a basic online shop** look. Instead, the site should feel like a **premium brand platform** similar to Nike, Puma, or Adidas — with bold visuals, product storytelling, and trust-building content.

What goals do you want to achieve with this website?

Position FIDAQ SPORTS as a **leading sportswear and equipment manufacturer**

Present our **product lines** (balls, uniforms, gloves, gear) in a branded, professional format

Attract **international buyers, clubs, academies, and distributors**

Generate **sales inquiries and orders** through a smooth e-commerce flow

Support **brand loyalty** and increase **engagement** through a clean and modern user experience

Any challenges or problems the website should solve?

Eliminate unprofessional or cheap-looking perception

Build trust with **new international clients**

Provide a clear product structure (categories, collections)

Handle **both retail and bulk B2B requests**

Be **responsive, fast, and secure** on all devices

## 2. 🎯 Target Audience

Who are your primary users? (e.g., age group, profession, region):

**Age Group:** 14–Maximum

**Profession:** Athletes, Coaches, Club Managers, Buyers, Distributors

**Region:** Europepean Union, (France, Germany, Italy, Spain, Netherlands, Portugal etc,), Middle East, USA, Africa, Asia, North America, South America

What actions should users take on your website? (e.g., purchase, contact, subscribe):

Browse product collections

Contact us for customization

Follow social channels

View our products and technologies

Send product inquiries or quote requests

Submit distributor or bulk order forms

Contact us via WhatsApp or contact form

## 3. 📃 Pages/Sections Needed

✅ Home

✅ About Us

✅ Services / Products (Category-wise layout)

✅ Contact Us

✅ Blog (for sports and product-related articles)

✅ FAQs

✅ Testimonials

✅ Team

✅ Privacy Policy

✅ Terms of Service

✅ Login/Register

✅ User Dashboard

✅ Admin Panel

✅ Custom Page:

Why FIDAQ (Brand story, quality promise, vision)

Become a Distributor

Technology & Innovation (Our features, materials, ball/glove tech)

## 4. 🎨 Design & Branding

Preferred design style (modern, corporate, minimal, artistic, etc.):

Clean, Light, Premium, International Look (like Adidas, Puma, Uhlsport)

Do you have a brand guideline or existing style to follow? (e.g., fonts, color codes):

White and light grey base

Primary Colors: Black, Red (#d90429), Dark Grey, subtle gradients

Modern Sans-serif font (similar to Montserrat or Open Sans)

Do you need a new logo or branding assets?

[ ] Yes, I need design support

## [No], we will provide all assets.

## 5. ⚙️ Features & Functionalities

[ ] Responsive Design (Mobile / Tablet / TVs / Desktop----if you need for a specific screen size only mention screen size)

☑ Responsive Design (mobile, tablet, desktop)

☑ Contact Form

☑ Live Chat (WhatsApp integration preferred)

☑ Search Function

☑ User Login/Register (only for B2B clients)

☑ Admin Dashboard (for us to manage site and products)

☑ No purchasing/cart system (NO e-commerce checkout)

☑ Newsletter Signup (optional)

☑ Social Media Integration (Meta, LinkedIn, Facebook, Instagram)

☑ Multi-language Support (start with English, Italian, French, Polish, Spanish, Portuguese etc,)

☑ Analytics/Tracking (Google Analytics, Meta Pixel)

☑ File Upload (for logos, bulk order requests)

☑ Video Support (for product demos)

☑ Third-party Integration: Google Maps, WhatsApp

**Custom Features:**

☑ Bulk Inquiry Form (for teams, schools, clubs)

☑ Technology Icons & Product Feature Highlights

☑ Distributor Application Form

☑ Currency Switcher (optional, only for display — no cart)

## 6. 🗃️ Content

Who will provide the content (text, images, videos)?

We will provide product data, images, and brand content

Do you need support for copywriting or translation?

Yes (For polishing product descriptions, slogans, and blog content)

## 9. 🔄 Maintenance & Updates

Would you require ongoing maintenance or support?

Yes — monthly updates and support for future changes

## 10. 🔗 Reference Sites & Final Notes

List any websites you like and what you like about them:

**1.** <https://www.uhlsport.com> – Clean layout, product focus, brand strength

**2.** <https://www.puma.com> – Light theme, powerful design, modern fonts

**3.** <https://www.rinat.com> – Branding focused, professional product sections

Any other comments, expectations, or special notes:

**Final Notes:**

* The website must look like a premium European brand.
* Should reflect quality, trust, and technology — not a local store.
* Block access to all Pakistan IPs — website should only be visible internationally.
* No price tags, no cart, no "add to cart" — this is for **branding and global inquiries only**.