SHOUTDREAM

DESIGN BRIEF

BP ATHLETIC

BP ATHLETIC OVERVIEW

Overview:

✓ **NEW DESIGN on site with wordpress already installed**

✓ URL: bpathletic.com

✓ CMS: Wordpress

❑ Logo: not yet, client is providing soon

✓ Demographic: 17-30 Male+Females, USA | College Students

✓ Industry: Health & Fitness

✓ Ecommerce Function? YES, only 6 products to add

✓ FTP Credentials? YES

❑ Wordpress Credentials? not yet

Core Parts of the site:

1. COMPANY INFO
2. ECOMMERCE/APPAREL (~6 Products to start)
3. "Nutrition and Information Products and Programming" [to be explained later]

Sites client wants ours to look like, but BETTER:

1. http://www.physiqapparel.com/
2. http://alphaleteathletics.com/

BP ATHLETIC TIMELINE

Timeline & Deliverables:

- Days 0-3: PSD #1 worked on
- Day 3: PSD #1 shown to Timmy
- Days 4-6: Revisions to PSD (if needed)
- **Day 6: changed PSD done and approved by Timmy**
- Days 7-11: Wordpress theme installation, design implemented, logo added, content added, products added, all theme customizations (if necessary), site is complete for first draft
- Day 11: Site shown to Timmy
- Days 12-13: Revisions to site (if needed)
- Day 13: Revisions done and approved by TC
- **Day #14: Project Complete**

Milestones:

1. Day 6
2. Day 14