

## Project Overview

Business Name	PixelVerse Solutions
Client Name	Jasmine Carter
Social Security Number (SSN)	473-22-9917
Project Category	Website Development
Client Status	Lead
Social Media Platform	Instagram
Social Media Username	jascarter_pv
Password	PVsite2024!

## Client Brief

PixelVerse Solutions requires a brand-new responsive website to showcase its unique approach to digital storytelling and innovative branding for startups and established clients. The site must include interactive portfolios, an easy-to-navigate services section, and an engaging contact form to streamline client inquiries. Jasmine Carter, the client, emphasizes a need for dynamic design elements that reflect PixelVerse's cutting-edge identity, with smooth transitions and high-quality visual assets. The design should remain consistent with existing branding, utilizing the company's color palette of deep purples and vibrant blues, and must be optimized for both desktop and mobile experiences. Integrations are needed for their Instagram feed and newsletter signups, ensuring visitors can remain engaged post-visit. Page load speed and SEO are also major concerns, so the site should use compressed images and clean code. The client prefers a WordPress backend for easy content management by non-technical staff. Lastly, Jasmine requests staged reviews throughout development to ensure all goals are met and revisions can be made efficiently before launch.