

Project Overview

Business Name	WidgetWave Solutions
Client Name	Ava Martinez
Social Security Number (SSN)	421-66-3825
Project Category	Website Development
Client Status	Lead
Social Media Platform	Instagram
Social Media Username	ava.widgetwave
Password	WgTw2024!@

Client Brief

WidgetWave Solutions is seeking a comprehensive website redesign to support their rapid business growth in the tech accessory industry. The client requires a modern, responsive site that engages both retail and B2B customers and showcases their range of innovative widgets and smart device peripherals. Key project objectives include streamlining online ordering for end-users and wholesale clients, integrating a secure payment gateway, and providing a user-friendly content management system for their in-house marketing team. WidgetWave also wants robust analytics to track visitor behavior and sales conversion, as well as SEO optimization to increase organic reach. The preferred aesthetic is clean, professional, and tech-forward, with interactive product galleries and a seamless mobile experience. In addition to e-commerce capability, the website will feature a resource hub with downloadable product manuals, troubleshooting guides, and a newsletter signup to support ongoing customer engagement. The client emphasizes the importance of quick load times, accessibility compliance, and easy scalability for future product expansion. WidgetWave requests that their Instagram feed be embedded directly onto the homepage to foster community engagement and leverage user-generated content.

Collaboration between their design lead and our UI/UX specialists will be critical to ensure that the final website not only reflects WidgetWave's brand identity but also provides a frictionless experience for all visitors.