

Project Overview

Business Name	PixelVista Agency
Client Name	Jenna Carson
Social Security Number (SSN)	468-52-1913
Project Category	Website Development
Client Status	Active
Social Media Platform	LinkedIn
Social Media Username	jenna.carson_fw
Password	PX9!kD#v4Yp

Client Brief

Jenna Carson, representing Freshworks, seeks a comprehensive website overhaul to enhance digital presence, support lead generation, and showcase innovative SaaS solutions. The project's primary objective is to create a user-centric, responsive site reflecting Freshworks' brand ethos and product portfolio. Key deliverables include a modern visual design aligned with the brand's color palette, intuitive navigation, and seamless integration with their CRM and marketing automation tools. PixelVista Agency is entrusted to ensure secure handling of data, accessibility compliance (WCAG 2.1), and optimal page load times. The website must feature modular landing pages tailored for different buyer personas, robust resource and blog sections for thought leadership, and clear CTAs to capture and nurture high-quality leads. In addition, integration with social proof elements (case studies, testimonials), embedded chatbots, and dynamic FAQ sections are required to engage visitors and bolster conversion rates. Ongoing site analytics and A/B testing readiness will empower Freshworks' team to make data-driven decisions post-launch. Collaboration with Freshworks' marketing and IT departments will be essential throughout the project, necessitating transparent communication and

scheduled check-ins. PixelVista's strategy involves delivering high-impact visuals and scalable architecture using the latest web technologies, ensuring Freshworks achieves its strategic goals and stands out in an evolving digital marketplace.