

Project Overview

Business Name	ClearFrame Creative Solutions
Client Name	Jessica Turner
Social Security Number (SSN)	564-33-7896
Project Category	Website Development
Client Status	Active
Social Media Platform	Instagram
Social Media Username	clearframe_creative
Password	Wz7!nV2#xF5pQz

Client Brief

ClearFrame Creative Solutions has engaged our agency for the redevelopment of their primary website. As a boutique consultancy focusing on interior design and architectural planning for modern workspaces, ClearFrame requires a digital presence that encapsulates their sophisticated brand identity and showcases both their portfolio and case studies. The new website should be elegant, minimalistic, and intuitive, balancing clean lines and ample whitespace to echo the 'ClearFrame' ethos. Key objectives include creating seamless navigation, integrating client testimonials, and supporting an interactive gallery of past projects. The site must be fully responsive for optimal mobile experience and built on a CMS that allows their in-house team to update content easily. We are to incorporate prominent calls-to-action for consultation bookings, an embedded Instagram feed for real-time updates, and a blog section to boost SEO and highlight industry expertise. ClearFrame's leadership team places significant value on accessibility, so WCAG 2.1 compliance is mandatory. User privacy and data security are also top priorities, given that the company works with Fortune 500 clients. Our team will research competitor websites to ensure differentiation, striving for visual clarity and calm professionalism.

throughout. Biweekly check-ins with Jessica Turner, Creative Director, will help us align visual concepts, messaging, and functional requirements, aiming for a full site launch within twelve weeks.