

Dhayjosh Photos

Project Plan & Client Prep Sheet

1. Client Meeting Question Sheet

A. Brand & Identity

- What's your brand voice; artistic, luxury, or everyday-friendly?
- Do you already have a logo, color palette, and brand typography?
- Which 3 words best describe the feeling you want the website to convey?
- Do you prefer dark, minimalist, or vibrant design themes?

B. Business Goals

- What are your top 3 goals for the website?
- Who are your main client segments: weddings, portraits, or studio renters?
- What is your desired monthly booking volume through the website?

C. Functionality & Features

- Should clients book directly online or inquire first via form/WhatsApp?
- Do you want automated invoices and receipts after booking?
- Should the studio rental include hourly calendar bookings?
- Do you want a client login area for private galleries and downloads?
- Do you want a blog for SEO or storytelling?
- Should AI chatbot features (like booking assistant) be integrated immediately or later?

D. Content & Media

- Do you already have organized folders for photos, videos, testimonials, and texts?
- Which photography categories will you showcase?
- Should we integrate your Instagram feed automatically?

E. Technical & Business Setup

- Do you have a business Paystack or Flutterwave account?
- Do you want a custom domain?
- Do you have email hosting for contact?
- Do you want analytics reports on website performance?

F. Growth & Maintenance

- Who will manage content updates after launch?
- What's your preferred post-launch support duration?
- Do you plan to run ad campaigns or SEO optimization post-launch?

2. Full Project Plan

Phase 1: Ideation & Discovery (Weeks 1–2)

Goals: Clarify vision, goals, and scope.

Tasks: Brand audit, competitor analysis, UX flow, project roadmap.

Phase 2: Design & Prototyping (Weeks 3–5)

Tools: Figma, Canva Pro.

Tasks: Wireframes, design system, mobile mockups, review.

Phase 3: Frontend Development (Weeks 6–9)

Stack: Next.js 14, React, TypeScript, TailwindCSS, Framer Motion.

Tasks: Responsive layouts, portfolio gallery, animations.

Phase 4: Backend & CMS Integration (Weeks 10–12)

Stack: Node.js/Strapi or Sanity CMS, PostgreSQL, Cloudinary.

Tasks: API, booking, Paystack integration, admin dashboard.

Phase 5: AI & Analytics Integration (Weeks 13–15)

Tools: TensorFlow.js, Google Analytics 4.

Tasks: Recommendations, tagging, analytics dashboard.

Phase 6: Testing & Deployment (Weeks 16–17)

Tasks: QA, performance optimization, SSL, domain setup.

Phase 7: Launch & Maintenance (Weeks 18–20)

Tasks: SEO, training, social launch, performance review.

3. Feature Breakdown

Homepage – Video/Carousel hero, featured works, testimonials.

Services – Weddings, portraits, corporate, events.

Studio Rental – Booking calendar, 360° view, pricing.

Portfolio – Filterable galleries, lightbox viewer.

Pricing – Transparent packages, interactive calculator.

Booking – Real-time calendar, Paystack integration.

Blog – SEO, wedding tips, behind-the-scenes.

Client Portal – Private galleries, downloads.

Chatbot – Booking assistant, FAQs.

Dashboard – Analytics, bookings, revenue tracking.

4. Budget Estimate (2025)

Domain + Hosting – 60,000/year

Design & Branding – 150,000

Frontend Dev – 350,000

Backend + CMS – 250,000

Payment Integration – 100,000

AI/Analytics – 250,000

Testing & Deployment – 100,000

SEO & Launch Campaign – 80,000

Maintenance (3 months) – 150,000

Total Estimated Budget: 1.49 million