

WEBSITE PROJECT BRIEF

Website Design and Management

Course ID: GVCC 812

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Introduction

Yeanoyie is a start-up design firm based in Accra - Ghana. It operates primarily in the design, print, and advertising space.

The name 'Yeanoyie' was coined from an Akan phrase which translates "Do It well". This is the philosophy that underpins the activities of the firm. It guides our decision-making all through our service delivery.

Although it has been in operation for a few years, the firm has no corporate web presence. That is what this project aims to address.

It is our believe that a corporate website will add to our visibility in the market place.

The Project

We want a portfolio website that will introduce us to our potential clients.

Target Audience

Our doors are open to anyone and everyone with a design need. Businesses, Individuals, Religious organisations etc.

Website Objectives

The website should have five sections, namely:

- Home : This should have the onboarding elements or means by which the site visitor can start to interact with the website.
- About Us : Here, we want a summary of the business.
- Portfolio : Under this section, we will like to show some of our works.
- Services : A summary of our services should be presented.
- Contact : A means and info with which potential clients can get in touch. This should include our social media handles.

