



## Design Objective:

The Best Home website is to embrace a modern, minimalist aesthetic with a focus on high-quality imagery and intuitive navigation. The design should seamlessly blend the company's dual focus on residential home development and interior furniture services. Design will reflect the company's motto, "Building Dreams, Furnishing Realities," by blending elements of homebuilding and interior décor seamlessly.

## Color Scheme:

- Primary Colors: Green: representing eco-friendly, sustainability and growth.  
Blue: representing trust and professionalism  
White: Representing cleanliness and simplicity.

- Secondary or Accent Colors: Soft greys and metallics for a modern touch.

### OR

Warm neutrals (beige, taupe) for a homey feel

Typography:

- **Headings:** A modern sans serif font to convey elegance (e.g Montserrat)

- **Body Text:** A clean, readable serif font for body text (e.g Merriweather)

Imagery:

- High-quality images and videos of residential projects and interior designs.
- Virtual tours and 360-degree views of model homes and showrooms.

## Milestones and Payment:

week	Expected Job Completion	Milestone	Payment
	All necessary documents/Organisation Profile received as well as all needed items required for the website content development and design innovation and creativity based on specifications by Best Homes Interior Furniture for project kick off.	Milestone 1	o 40% payment upfront: N80,000
	Home Page: Header: • Logo: Top left, showcasing the company's brand. • Navigation Menu: Horizontal menu with links to Home, About Us, Services, Projects, Blog, Contact, and Shop. • Call to Action (CTA) Buttons: Prominent buttons for scheduling a consultation and viewing the latest projects. Hero Section: Objective: Immediately engage visitors and convey the brand's identity. • A full-width slider with captivating	Milestone 2	o 20% payment upon completion: N24,000



	<p>images of beautiful homes and stylish interiors.</p> <ul style="list-style-type: none"> <li>• Overlay text highlighting the company's motto and key services.</li> <li>• Call-to-Action (CTA): Prominent buttons such as "Explore Our Homes," "View Our Furniture," and "Get in Touch."</li> <li>• Featured Sections: <ul style="list-style-type: none"> <li>• About Us: A brief introduction with a link to the full About Us page.</li> <li>• Services: Highlighting key services with icons and brief descriptions.</li> <li>• Projects: Showcasing recent projects with images and links to detailed case studies.</li> <li>• Testimonials: Rotating quotes from satisfied customers with their photos.</li> <li>• Blog Preview: Latest articles with images and short excerpts.</li> </ul> </li> <li>Footer: <ul style="list-style-type: none"> <li>• Contact Information: Address, phone number, email, and a contact form.</li> <li>• Social Media Links: Icons linking to the company's social media profiles.</li> <li>• Newsletter Signup: Field for visitors to subscribe to updates.</li> <li>• Quick Links: Additional navigation links for easy access.</li> </ul> </li> </ul> <p>Rationale: The hero section creates an immediate visual impact, while the sticky navigation ensures ease of access to different sections of the website.</p> <p>3. About Us Page: Sections:</p> <ul style="list-style-type: none"> <li>• Company History: Timeline of key milestones and achievements.</li> <li>• Mission &amp; Vision: Statements reflecting the company's goals and values.</li> <li>• Management Team: Photos, names, and brief bios of the management team, advisory board, and project team.</li> </ul> <p>4. Services Page: Objective: Provide information about all services offered. Subsections:</p> <ul style="list-style-type: none"> <li>• Residential Home Development: Details on homebuilding services, including custom builds, renovations, and</li> </ul>		
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	<p>real estate listings.</p> <ul style="list-style-type: none"> <li>• Interior Furniture Decor: Descriptions of interior design services, furniture offerings, and decor consultations.</li> <li>• Project Portfolio: Case studies of completed projects with before-and-after images, client testimonials, and project details.</li> <li>• FAQs: Common questions and answers to provide immediate information.</li> <li>• Inquiry Form: A form for potential buyers to request more information or schedule a visit.</li> </ul> <p>Rationale: Clear and detailed service listings help visitors understand the full range of offerings.</p>		
	<p>5. Projects Page: Interactive Portfolio:</p> <ul style="list-style-type: none"> <li>• Filterable Gallery: Allow users to filter projects by type, style, and location.</li> <li>• Detailed Project Pages: Each project should have its own page with a comprehensive description, high-quality images, videos, client testimonials, and a list of services provided.</li> </ul> <p>6. Blog Page: Objective: Share insights, updates, and engage with the audience. Content:</p> <ul style="list-style-type: none"> <li>• Articles: Regularly updated articles on home building, interior design tips, industry trends, and company news.</li> <li>• Categories: Organized by themes such as Home Improvement, Design Inspiration, and Company News.</li> <li>• Search Function: Allow users to search for specific topics or keywords.</li> <li>• Comment Section: Enable comments to foster engagement and discussions.</li> </ul> <p>Rationale: A blog establishes the company as an industry thought leader and drives organic traffic to the website.</p>	Milestone 3	o 20% payment upon completion: N20,000
	<p>. E-Commerce Integration: Shop Page:</p> <ul style="list-style-type: none"> <li>• Product Categories: Furniture, decor items, and home accessories.</li> </ul>	Milestone 4	20% payment upon completion: N76,000



	<ul style="list-style-type: none"> <li>• Product Listings: High-quality images, detailed descriptions, and prices.</li> <li>• Customer Reviews: Section for customer feedback on products.</li> <li>• Seamless integration with popular e-commerce platforms for home and furniture sales (Nigeria Property Centre, Jumia Property, etc.)</li> </ul> <p>9. Social Media Integration: Objective: Leverage e-commerce platforms for marketing and sales. Features:</p> <ul style="list-style-type: none"> <li>• Social Media Feeds: Live feeds from Instagram, Facebook, Tiktok, X (formerly Twitter), Snapchat and Pinterest showcasing recent posts. It should be embedded on the homepage, showcasing user-generated content.</li> <li>• Share Buttons: Easy sharing of content and products to social media platforms.</li> <li>• Follow Buttons: Prominent icons encouraging visitors to follow the company's profiles.</li> </ul> <p>. Performance Optimization:</p> <ul style="list-style-type: none"> <li>• Lazy loading of images and content for faster page loads.</li> <li>• Content Delivery Network (CDN) for global accessibility.</li> <li>• Caching mechanisms to improve speed for returning visitors.</li> </ul> <p>12. Additional Innovative Features:</p> <ul style="list-style-type: none"> <li>• Virtual Design Consultations: Scheduling tool for virtual consultations with interior designers.</li> <li>• Project Visualizer: An AI-powered tool that allows users to upload a photo of their space and receive customized design suggestions using Best Home and Interior Furniture's products.</li> <li>• Sustainability Calculator: Interactive feature showing the environmental impact of different home designs and furniture choices, encouraging eco-friendly decisions.</li> </ul> <ul style="list-style-type: none"> <li>• Virtual Design Assistant: AI-powered tool that helps users create mood</li> </ul>		
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	<p>boards and suggests furniture pieces based on their preferences and space constraints.</p> <ul style="list-style-type: none"> <li>• Seasonal Collections: Curated, limited-time furniture and home design packages that change with the seasons, creating a sense of urgency and exclusivity.</li> <li>• Interactive Design Tools: Tools for users to create mood boards or design plans and dream homes.</li> <li>• Customer Portal: Secure login for clients to track project progress, make payments, and communicate with the project team.</li> </ul> <p>UI/UX Considerations: The website should be fully responsive, with a mobile-first approach ensuring a seamless experience across all devices. The mobile version should feature:</p> <ul style="list-style-type: none"> <li>• Responsive Design: Ensure the website looks and functions well on all devices, including desktops, tablets, and smartphones.</li> <li>• Intuitive and simplified Navigation with a Hamburger Menu: Clear, easy-to-use menus and buttons for seamless navigation.</li> <li>• Fast Loading Times: Optimize images and code for quick loading to enhance user experience. It should also have a swipe-friendly galleries and product pages.</li> <li>• Contact Options: One-touch contact options( call, email, directions, Whatsapp).</li> <li>• Analytics Integration: Track user behavior and engagement to continually improve the site’s performance.</li> <li>• A/B testing capabilities for continuous improvement of the user experience.</li> <li>• SSL certificate for secure browsing and transactions.</li> </ul>		
	<b>Total</b>		<b>N200,000</b>



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