

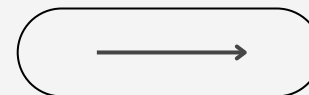
PPWP

DATE

05/29/2024

PRISMA PROVIDER WEBSITE PROJECT

This is a creative brief for Prima's website project, which will include clients information, project overview and goals



PRISMA PROVIDER

Rodrigo Cazuza

PROJECT OVERVIEW

02

OVERVIEW

Project Name: Prisma Provider
Website Development
Project Deadline: June 15th

03

WEBSITE GOALS

Main Purpose:

- Informational
- Sell services
- Language: English/Spanish/PT

04

KEY OBJECTIVES:

- Establish the business name and reputation
- Integrate all business components in a single platform

05

TARGET AUDIENCE

Primary Audience:

- Brazilians and Latin Americans, primarily aged: late 20s/30/40
- Immigrants seeking legalization services

06

CONTENT REQUIREMENTS

Types of Content Included:

- Text
- Images
- Videos
- Illustrations provided by the client

07

PACKAGES AND OFFERS:

Details to be provided during a discovery call after completing forms

08

DESIGN PREFERENCES

Preferred Design Styles/Themes:

- Modern
- Minimalist

Color Scheme:

- Shades of gray
- Navy blue

Preferred Fonts:

- Poppins Bold (three sizes)
- Anton
- Citadel Script

Website Likes/Dislikes:

- Likes: Boundless Immigration



Integrations Required

- Social media (Instagram, WhatsApp)
- Email marketing
- Google Reviews
- Calendly



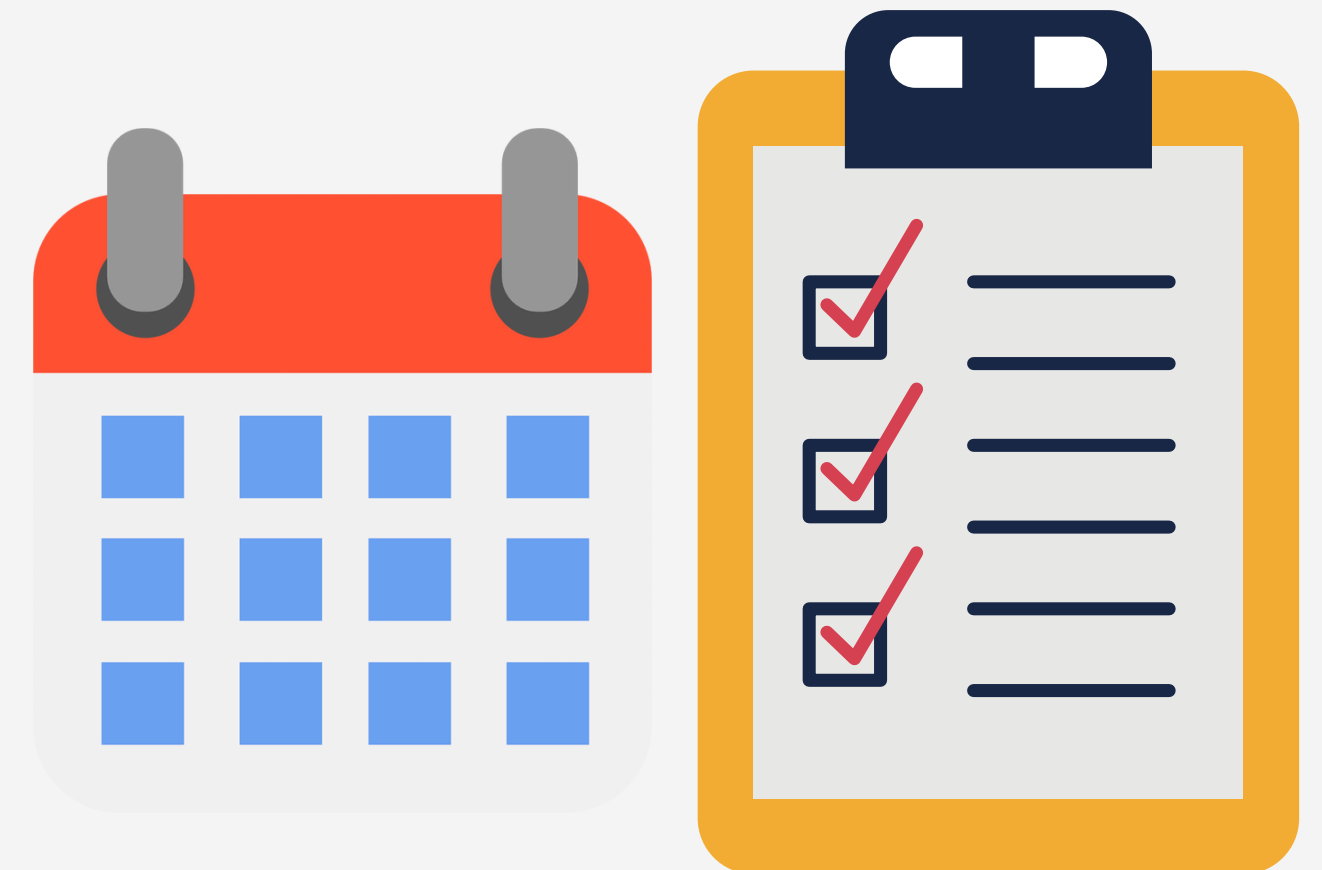
FUNCTIONALITY REQUIREMENTS



Specific Features:

Contact forms integrating with **Calendly**

- Form fields to include:
 - Location
 - Full name
 - Phone number
 - Email
 - Referral source
 - Type of service sought (prefilled options: marriage, green card, asylum, domestic violence, citizenship, pending process, others)



PAGES

1.HERO/HEADER

2. VISION & MISSION

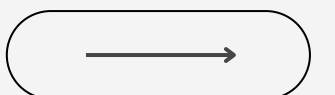
3.SERVICES

4.REFERENCES

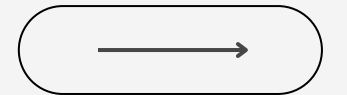
5.FORM /CONTACT US

6. CALENDLY

7. FOOTER



SAMPLE PAGE:



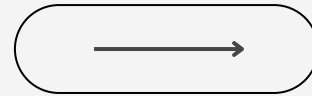
VISION

At Prisma, our vision is to revolutionize the immigration process by making it swift, affordable, and accessible for everyone. We aim to be the leading provider in the industry, ensuring every client experiences a seamless journey to legalization.

MISSION

Prisma is a premier Immigration Provider dedicated to streamlining your path to legalization. Our priority is to save you time and money while delivering exceptional service quality. With the fastest execution in the market and easy access to our team via webchat, we are committed to making your immigration process as smooth and efficient as possible.

SAMPLE PAGE:



EX:OUR TEAM

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



MARKETING SPECIALIST

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



DESIGNER

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

MOOD BOARD

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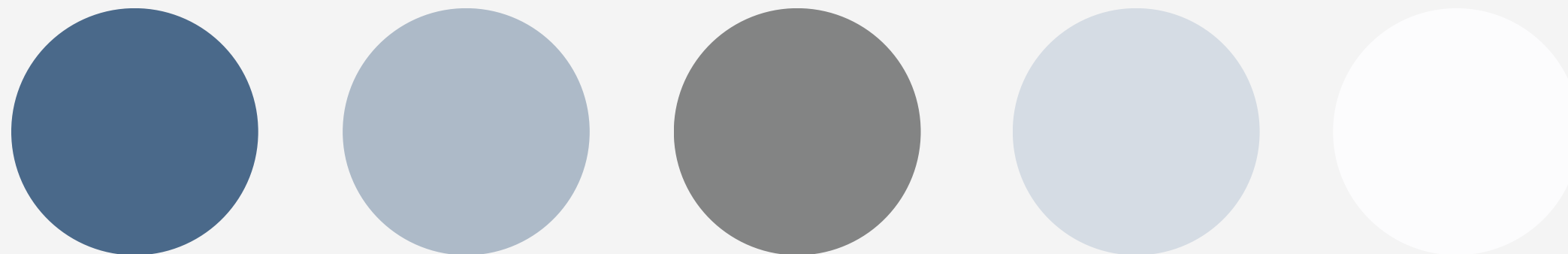
- Poppins Bold (three sizes)
- Anton
- Citadel Script

Website Likes/Dislikes:

- Likes: [Boundless Immigration](#)



POPPINS BOLD
ANTON Libra Serif Modern



PROJECT PRICES

02

WEBSITE HOST

Hostinger: Precos e beneficios

1. Single Web Hosting:

- Price: \$1.99/month (renews at \$3.99/month)
- Features: 1 website, 50 GB SSD storage, 100 GB bandwidth, free SSL, weekly backups, and Cloudflare protected nameservers.

1. Premium Web Hosting:

- Price: \$2.99/month (renews at \$6.99/month)
- Features: Up to 100 websites, 100 GB SSD storage, unlimited bandwidth, free domain for the first year, free SSL, weekly backups, and 24/7 customer support.

1. Business Web Hosting (most popular):

- Price: \$3.99/month (renews at \$8.99/month)
- Features: Up to 100 websites, 200 GB SSD storage, unlimited bandwidth, daily backups, free SSL, free domain for the first year, and enhanced security features.

1. Cloud Hosting:

- Startup Plan:
 - Price: \$9.99/month (renews at \$19.99/month)
 - Features: Up to 300 websites, 200 GB SSD storage, 3 GB RAM, 2 CPU cores, free SSL, daily backups, free domain for the first year, and priority support.
- Professional Plan:
 - Price: \$14.99/month (renews at \$29.99/month)
 - Features: Enhanced resources compared to the Startup Plan, including more storage and processing power.

All plans come with a 30-day money-back guarantee, 99.9% uptime guarantee, and access to a global network of data centers, which ensures low latency and fast loading times for your website. Additionally, Hostinger provides an intuitive control panel (hPanel), free website migration, and various security features such as DDoS protection and daily backups ([GrabOn](#)) ([Hostinger](#)) ([Hostinger](#)).

03

DOMAIN

Private domain
Existing one

04

WEBDESIGNER

- One simple page with linked to multiple sections, integrations to forms and cleanly: 300\$

PROJECT PRICES

02

WEBSITE HOST

Hostinger: Precos e beneficios

1.ADVISE:

Business Web Hosting (most popular):

- Price: \$3.99/month (renews at \$8.99/month)
- Features: Up to 100 websites, 200 GB SSD storage, unlimited bandwidth, daily backups, free SSL, free domain for the first year, and enhanced security features.

03

DOMAIN

Private domain
Existing one

04

WEBDESIGNER

- One simple page with linked to multiple sections, integrations to forms and cleanly: 300\$

Agora voce paga: \$191.52
Billed every 4 years

Renwal price: \$431.52 (Em 4 anos)

ASSETS & MEDIA

THINGS I NEED FROM THE CLIENT TO COMPOSE THE WEBSITE

Text/content (shorty no more than 4 sentences)

- Company Value
- Company Vision
- about the company
- team members: Short introduction of departments and professional background
- quotes from three recent clients
- services - type of services, what they include, how they are done and for what kind of people.

I already have:

- LOGO
- COLORS
- FONTS
- EMAIL

Preferred Fonts:

- Images - related to the company
- Images of the employees
- Images of the clients (if possible)

- video - introductory or informational

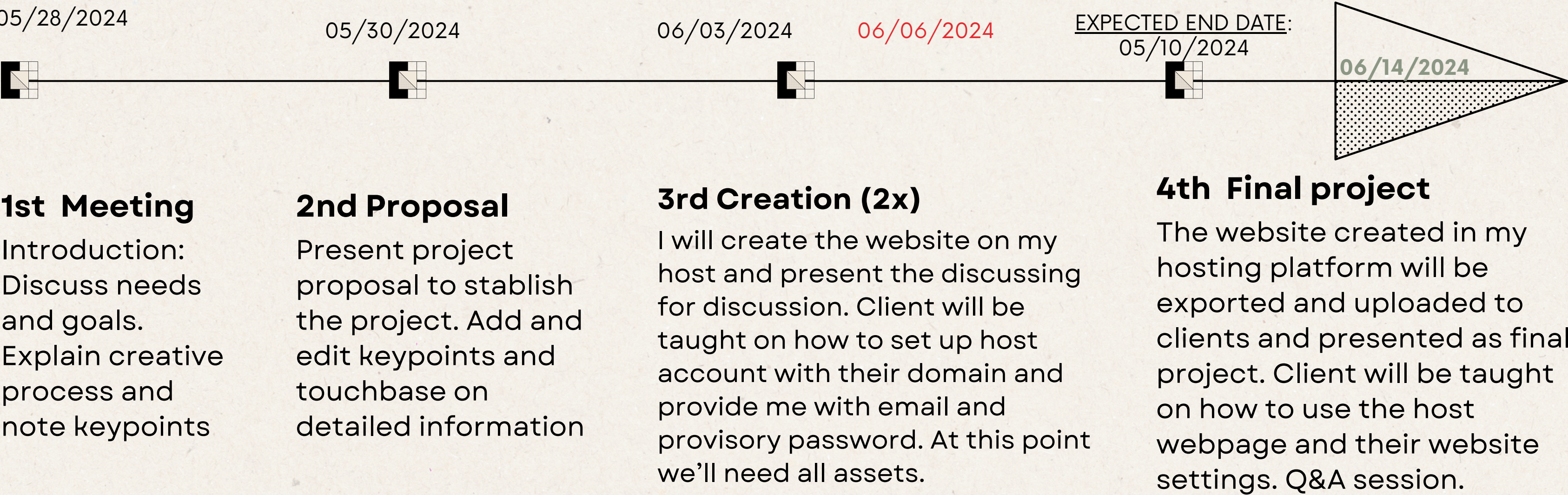
company's domain: REQUIRED

company's calendly information: Required

Timeline

DATE
05/29/2024

Briefly discuss the key dates for the project. The times below are simply a prospect and can be adjusted according to client’s needs.





Thank you for trusting my services!
Please respond to this email, upon review of this file so we can confirm our next meeting