

CLIENT/ORGANIZATION: PANGIE GUARD

PROJECT TITLE: PANGIE GUARD WEBSITE DEVELOPMENT

1. PROJECT OVERVIEW

Pangie Guard is an organization dedicated to providing cutting-edge security solutions and services. To strengthen its digital presence and enhance client engagement, Pang Guard seeks the development of a professional, modern, and user-friendly website that effectively communicates its services, values, and expertise.

2. PROJECT OBJECTIVES

Establish a credible and authoritative online presence.

Clearly present Pang Guard's security services, solutions, and unique value proposition.

Generate leads and inquiries through contact forms and strategic calls-to-action (CTAs).

Provide clients and potential clients with resources and information.

Ensure accessibility, responsiveness, and high performance across all devices.

3. TARGET AUDIENCE

Corporate clients (banks, businesses, institutions)

Government agencies

Residential communities

Event organizers

Individuals seeking personal security services

4. KEY WEBSITE FEATURES

Home Page (highlight services, introduction, news, call-to-action)

About Us Page (mission, vision, team profiles)

Services Page (detailed description of service offerings)

Testimonials/Case Studies Page

Contact Us Page (contact form, map integration, phone/email/social media)

5. STYLE AND AESTHETIC

Tone: Professional, trustworthy, and modern

Visual Style: Clean layout, minimalistic design with bold, strong imagery

Color Palette: Dark gray and yellow

Typography: Clear, legible fonts that evoke professionalism and stability

Imagery: High-quality photos showing security operations, technology, and team at work

6. FUNCTIONAL REQUIREMENTS

Fully responsive design (desktop, tablet, mobile)

SEO-friendly structure and tags

Integration with social media (LinkedIn, Facebook, etc.)

Easy-to-use CMS (WordPress or similar) for content updates

Fast loading times

7. TECHNICAL REQUIREMENTS

Hosting and domain recommendations if needed

CMS training for Pang Guard team after launch

8. BUDGET

(GHS5000)

9. TIMELINE

Project Start: 28th Feb, 2025

First Draft Delivery: 28th April, 2025

Revisions & Testing: 27th April, 2025

Launch Deadline: 28th April, 2025