

Design Brief for Website Development of Lumina Jewellery Brand

1. Project Overview

This project involves the design and development of a responsive, multi-page website for Lumina Jewellery, a contemporary artisan jewellery brand founded in 2021 in Accra, Ghana. The website will serve as a digital showcase and customer engagement platform.

2. Project Objectives

We aim to; Promote jewellery collections and featured pieces, communicate brand heritage and craftsmanship, enable appointment booking and inquiries, enhance brand visibility online, and ensure responsive user experience.

3. Target Audience

Our central target of groups will be; Young professionals (25–45), couples seeking bridal or custom jewellery, luxury and ethical jewellery buyers, and fashion-conscious individuals.

4. Brand Identity & Design Direction

Brand Personality: Elegant, Minimalist, Sophisticated, Timeless

Visual Style: Clean layouts, high-quality imagery, neutral tones, gold accents

Typography: Sans-serif with serif headings

5. Website Structure

- Home Page
- Collections Page
- Our Story Page
- Craftsmanship Page
- Contact / Visit Us Page

6. Multimedia Requirement

A YouTube promotional video of our partner company will be embedded to enhance storytelling and engagement.

7. Functional Requirements

- Responsive design
- Navigation menu
- Image galleries
- Contact/appointment form
- Embedded video
- Downloadable design brief

8. Technical Requirements

- Built with HTML, CSS (and optional JavaScript)
- Total file size under 25MB
- Optimized images