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| Project Name  Name:  Lovely Lace  TA:  N/A  Scope:  Website, Store Front, Brochures, Business Cards | Client Contact Info  Name:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Phone:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Dates  Start:  \_\_\_\_\_\_\_\_\_\_\_\_  Finish:  \_\_\_\_\_\_\_\_\_\_\_\_ | Designer Contact info  Name:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Phone:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Target Audience Details:  N/A  Scope (Intranet, Extranet, Public website, Marketing materials):  Public website, Store Front, Brochures, Business Cards  Purpose of project:  Create a site to share details of inventory for sale and make others aware of the new store fronts.  Color Theme:    Typography:  Verdana, Arial, Times New Roman, Consolas  Layout Options:  Needs are as follows – share basic content as well as an active list of inventory that remains up to date for the ecommerce store front. Individual physical store will have a separate system for inventory. Online store will have specials that should be posted on the home page at all times. Search features will help shoppers find what they need in a quick manner. | | | |