

WEBSITE DESIGN · FOUR CONCEPTS · PREPARED FOR YOUR REVIEW

A considered digital home *for your studio.*

I've put together four visual directions to help you choose the look and feel for your interior-design website. This proposal outlines the design options, a suggested project scope, the information needed from you, and the steps from selection to handover.

Compare the design directions ↓

Review the handover plan ↓

About these concepts: The directions are visual starting points for discussion. The project examples, names, sample copy, and stock photographs are illustrative only; your selected direction can be refined around your brand, approved content, and real project images.

FOUR DESIGN DIRECTIONS

Choose the feeling *before the finish.*

Compare the four visual directions below. Options 2–4 open interactive previews showing a sample home page, services, project imagery, approach, and enquiry section. All names and website copy are placeholders to demonstrate the design; the chosen direction will be tailored with your approved business details and content.



OPTION 01 · WARM CONTEMPORARY

The Warm Contemporary

Warm neutrals, olive-and-clay accents, generous editorial spacing, and a softly animated hero treatment.



OPTION 02 · LIGHT EDITORIAL

The Ivory Atelier

Porcelain, soft stone, restrained copper, an arch-like image frame, and a calm magazine-inspired reading rhythm.

[Open Ivory Atelier ↗](#)



OPTION 03 · CINEMATIC

The Afterglow Residence

Deep evergreen, warm brass, dramatic contrast, and immersive photography for a more confident, atmospheric studio presence.

[Open Afterglow Residence ↗](#)



OPTION 04 · NATURE LED

The Earthline House

Earth pigments, garden connections, sculptural crops, and a contemporary Indian material story with an artful touch.

[Open Earthline House ↗](#)

Photographs in the previews are temporary Unsplash samples, clearly labelled on each concept page. They are not client work and should be replaced with approved project photography before launch.

AT A GLANCE

Same studio story.
Different first impression.

DIRECTION	VISUAL CHARACTER	BEST SUITED TO	MOTION & IMAGERY
01 · Warm Contemporary	Warm, contemporary, soft editorial	Balanced, welcoming, premium studio presentation	Soft motion, editorial spacing, and warm sample imagery

DIRECTION	VISUAL CHARACTER	BEST SUITED TO	MOTION & IMAGERY
02 · Ivory Atelier	Light, refined, magazine-like	Bright residential interiors, understated luxury, and a gentle first impression	Slow image drift; framed/arched crops; warm neutral stock samples
03 · Afterglow Residence	Moody, architectural, cinematic	Distinctive projects and strong image-led storytelling	Immersive imagery, dark surfaces, and brass details
04 · Earthline House	Grounded, tactile, nature-connected	Natural materials, garden-facing spaces, and an earthy visual language	Asymmetric crops, garden details, and earthy sample imagery

PROPOSED PHASE-ONE SCOPE

What the selected direction *can carry forward.*

The proposed first phase is a responsive five-page website—Home, About, Services, Projects, and Contact—styled around one selected direction. We'll confirm the final page content and required functionality together before development begins.

Included in the proposed scope • Home, About, Services, Projects, and Contact pages • One selected responsive visual direction, refined around your brand • Mobile navigation, gallery category filters, and working internal links • Phone, email, and WhatsApp link setup using details you provide • Up to 12 approved project images, resized/compressed and locally hosted • Page titles, meta descriptions, semantic structure, image alt text, favicon use, and social metadata basics • Keyboard/mobile checks, reduced-motion behavior for animation, broken-link/image checks, and production smoke test • Two consolidated visual revision rounds on the design and two consolidated refinement rounds during implementation • Deployment setup to your hosting account, launch checklist, source files, and 14 calendar days of post-handover defect fixes	Outside the proposed scope • Professional photography, video production/editing, copywriting, translation, new logo/brand identity, or font licensing • More than 12 supplied images, image retouching/compositing, or third-party stock imagery • Backend, database, enquiry storage, CMS, booking, analytics integrations, or third-party APIs • Custom domain, business email, hosting configuration, and ongoing maintenance • New pages, complex case studies, large content rewrites, new features, or revision rounds beyond those listed • Legal, compliance, or professional content advice
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PROJECT TIMELINE & REVIEWS

Clear checkpoints *for both sides.*

01 · BRIEF & CONTENT

Confirm the five-page scope, decision-makers, feedback dates, final copy, images, and contact details.

02 · DESIGN APPROVAL

Select one visual direction, review initial page layouts, and consolidate feedback before implementation.

03 · BUILD & REVIEW

Implement the agreed pages, then review the test version for content, imagery, links, and responsive behavior.

04 · TEST & HANDOVER

Complete acceptance checks, deploy to the client's account, and transfer source files and instructions.

Schedule and review assumptions. Delivery estimates shown for each direction are working days after receipt of complete approved content and assets. Client feedback is due as one consolidated response within 3 business days per review checkpoint; late content or feedback moves the target date. The included revisions are limited to the selected design and agreed brief—not a change in direction or new scope. Ask the client to approve page content and image rights in writing.

Defect support: 14 calendar days after handover for reproducible bugs where the delivered site fails the written agreed scope, on the supported browsers tested at launch. It does not cover new features, content changes, third-party service/browser changes, or issues caused by edits made after handover.

FUTURE CHANGES

Room to evolve *as the studio grows.*

If your needs change after selecting a direction, we can review new pages, features, content updates, or additional revisions together. Any agreed changes will be documented with an updated scope and timeline before work begins.

CLIENT DISCOVERY · PLEASE CONFIRM

The answers that turn *a concept into your site.*

Q01 Which visual direction feels closest to your brand? Are there elements you would like to combine?

Q03 What is your business story, founder introduction, team, and studio location?

Q05 Who is your ideal client or audience?

Q07 Which completed projects may be shown publicly, and what are their approved names/descriptions?

Q09 Which project photo should lead the hero: a living room, full home, villa, or another space?

Q11 Should the writing be English only? Are translations or regional-language content needed?

Q13 Who will supply and approve final copy, project captions, location details, and image credits?

Q15 Would you add or remove any pages or functionality from the proposed five-page scope?

Q02 Who is the final decision-maker, and who else must approve design and content?

Q04 Which services do you offer, where do you work, and what should the website avoid promising?

Q06 What are your preferred phone, email, WhatsApp, location, and contact hours?

Q08 Can you provide high-resolution, approved photos and written usage/photographer permissions?

Q10 Do you have an approved logo, brand colours, fonts, or usage guidelines?

Q12 What is the preferred enquiry action: phone, email, WhatsApp, or a later integrated form?

Q14 What is the desired review/launch timeline, and are there fixed presentation or launch dates?

PROJECT DELIVERY & HANDOVER

A tidy launch. *A confident handover.*

1. **Confirm the brief.** Select one visual direction, verify the five-page scope, identify decision-makers, agree feedback dates, and confirm who supplies final copy and images.
2. **Confirm the project brief.** Record the selected direction, approved scope, schedule, revision process, ownership, and responsibilities in writing.
3. **Collect and approve materials.** Gather logo/brand files, up to 12 final project images, image permissions/credits, your business story, verified services/locations, and contact details. You confirm all claims.
4. **Approve the visual direction.** Share the selected concept and initial page layouts. Obtain one consolidated decision and use included revision rounds; freeze the direction before full implementation.
5. **Build and review.** I'll implement the five pages, configure your supplied contact links, and share a test version. You can check the copy, image selection/rights, mobile layout, and links against the agreed scope.
6. **Complete acceptance testing.** Test desktop/tablet/mobile sizes, keyboard navigation, reduced-motion behavior, gallery filters, local images, metadata, broken links, and production deployment output. Record and resolve in-scope defects.
7. **Deploy to your account.** Set up the selected static host using an account you own. You retain account control and approve public release after confirming that the website works over HTTPS. No credentials are stored in source.
8. **Transfer the project.** Deliver the final source/repository access, project notes, image map, configuration checklist, and deployment instructions. Transfer only assets the client is entitled to use.

9. **Start support window.** Confirm the handover date and 14-day in-scope bug-fix window. Document any future maintenance or change requests separately.

Client acceptance checklist: ☐ Correct business name and story · ☐ Services and locations verified · ☐ Contact links tested · ☐ Every photo approved and credited · ☐ Mobile and desktop checked · ☐ Client owns hosting/domain accounts · ☐ Public URL approved · ☐ Source files and instructions received · ☐ Handover/support dates recorded.

AFTER THE PRESENTATION

One clear direction. *Then a considered build.*

Q01 Choose your preferred direction and note any details to combine from another option.

Q03 Provide approved project photography, image permissions, and final copy.

Q05 After the brief is approved, I'll apply the chosen direction to the website and test the complete experience.

Q02 Answer the discovery questions and share your confirmed business and contact details.

Q04 Confirm the page scope, revision process, ownership, schedule, and sign-off process.

Q06 Approve deployment to your hosting account and verify the public URL before launch.

CLIENT APPROVAL

A direction to make *your own.*

Choose the direction that best represents your studio. I'll use your feedback to refine the selected concept and confirm the final website scope before moving into development.

PREFERRED DIRECTION · 01 / 02 / 03 / 04

DETAILS TO REFINE OR COMBINE

YOUR NAME / APPROVAL

DATE