**WEBSITE BRIEF**

1. About the organization

*Please describe the organization’s background, its vision, mission and main message to its target audience.*

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| *Cothing Online (Male, Female)* |

1. Target Audience

*Please describe the target market segments.*

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| *Clothing* |

1. Website activities & objectives

*Please describe the major objectives for the site, as well as the activities you would like users to perform Informational. Contact aggregate.*

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1. Navigation Structure

*Please outline the website menu structure, divided into main menu and sub menu items. Where projects, albums, videos, people profiles and products are involved, please outline the number of items to be populated for launch.*

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1. Website Features

*Please outline the special features required for the site. Please include reference links where possible.*

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1. Competitor Websites

*Please outline reference websites and what you like / dislike about their sites*.

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1. Design

*Please provide a short brief on the design direction of the site. This will help us estimate photography and illustration needs for the site.*

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1. Other Requirements

*Please outline hosting requirements, as well as any security and accessibility standards that need to be met*

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