

# Strategic Website Blueprint

Pro-Serve.ai

PROJECT OVERVIEW	
Location:	Not specified (assumed North America, based on document language and context)
Target Audience:	Non-technical internal teams (onboarding, designers, QC, product managers)
Primary Goal:	Automate the generation of strategic website blueprints tailored to specific business needs

## BRAND COLORS

Color 1	Color 2	Color 3
#000000	#FFFFFF	#4285F4

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# Customer Overview

## ***BUSINESS TYPE***

Retail Ecommerce Website Blueprint & Quality Control SaaS

## ***LOCATION***

Not specified (assumed North America, based on document language and conventions)

## ***TARGET AUDIENCE***

Non-technical internal teams (onboarding, designers, QC, product managers) at ecommerce and retail organizations seeking to streamline website creation and validation; includes agencies and in-house digital teams focused on rapid, high-quality web deployment. Demographics: professionals aged 25-45, tech-savvy but not necessarily engineers. Psychographics: value efficiency, accuracy, and collaborative workflows.

## ***PRIMARY GOAL***

Automate the generation of strategic website blueprints tailored to specific businesses and audiences

# Page Structure & Recommendations

Page structure data not available in this blueprint format.

# Visual Direction

## ***Color Palette:***

#ffffff #000000 #ff6600

## ***TYPOGRAPHY:***

### ***Headers:***

**"WELCOME TO THE BRAND"**

### ***Body Text:***

"Modern design meets simplicity"

Main font: Helvetica; Accent font: Georgia

## ***DESIGN RATIONALE***

Professional design approach tailored to business needs and target audience psychology.

## **Strategic Recommendations**

Strategic recommendations not available in this blueprint format.