

# Strategic Website Blueprint

Chivac Interiors

PROJECT OVERVIEW	
Location:	New York City, NY, USA
Target Audience:	Urban professionals, homeowners, and small business owners in New York
Primary Goal:	Successfully onboard clients to digital service platforms (e.g., Bluehost)

## BRAND COLORS

Color 1	Color 2	Color 3
#1A1A1A	#FFFFFF	#C0A16B

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# Customer Overview

## ***BUSINESS TYPE***

Professional Services - Interior Design

## ***LOCATION***

New York City, NY, USA

## ***TARGET AUDIENCE***

Urban professionals, homeowners, and small business owners in New York City seeking modern, functional, and aesthetically pleasing interior design solutions. Demographics include adults aged 30-60, mid-to-high income, design-conscious, value efficiency and personalized service. Psychographics: appreciate quality, convenience, and expert guidance in transforming spaces.

## ***PRIMARY GOAL***

Successfully onboard clients to digital service platforms (e.g., Bluehost)

# 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.