

Website Design Brief

Uniq Retouch A Professional Image Retouching Company

We are Uniq Retouch, a photo retouching & editing company in the USA. We offer handmade, high-quality photo retouching services for eCommerce businesses, photographers, and studio owners.

We want our website to make customers feel trust & satisfaction, improved brand reputation and influences clients to take free trial action. Our design should be unique and memorable, so people can easily recognize and remember Uniq Retouch.

Section	Details
Company Name:	Uniq Retouch
Logo:	Will Be provide
Contact's Name:	Madhusudan Bhowmik
Contact's Position:	Director at UK Clipping Path
Contact Information:	1319404022
# Company Profile	Details
About Us	photo retouching & editing company in the USA. We offer handmade, high-quality photo retouching services for eCommerce businesses, photographers, and studio owners.
Values	We believe in honest work, careful attention, and keeping every edit true to the client's needs. Quality, trust, and reliability guide everything we do.
Mission	Our mission is to provide clean, high-quality photo retouching that supports eCommerce brands, photographers, and studios. We want every client to feel confident that their images are in good hands.
Vision	Our vision is to become a trusted name in photo retouching by keeping our work consistent, careful, and easy to recognize. We aim to give clients a simple, dependable experience they can come back to.
# Page List	Details

Services	All Service pages
Ecommerce Photo Editing	Background removal, shadow creation, color correction, and clipping path
Photo Retouching	High-end product, fashion, and model retouching
On Model Creation	Creating on-model visuals through AI-assisted compositing
Video Editing	Product and fashion video post-production services
Others Pages:	Details
	Show before-and-after results with filters to highlight our work quality. Add trust elements so clients feel confident and assured when choosing Uniq Retouch for their photo editing needs.
Portfolio	
Pricing	Transparent pricing table + request custom quote.
About Us	Company story, values, and behind-the-scenes look.
Blog	Educational posts, case studies, and industry news.
Contact	Contact form + email + phone.
Free Trial	Simple upload and contact form for lead generation.
Additional Information:	The website will include an “All Services” page and a “Single Service” page. Each Single Service page will follow the same layout and design as the others.
Total Pages	8
# Project Goals	Details
Generate qualified leads	Generate qualified leads through Free Trial and Contact pages.
Show Expertise	Position Uniq Retouch as an expert and reliable outsourcing partner in Europe and the USA.
Conversion Rate Optimization	Create a CRO-optimized, visually unique website that increases conversions.
Brand Identity	Provide a consistent brand identity across website and marketing.
# Target Audience	Details
Geo Location	United States and Europe
	<ul style="list-style-type: none"> - Ecommerce & Online Retail - Modeling & Fashion Brands - Photography Studios
Industries	<ul style="list-style-type: none"> - Ecommerce Business Owners / Founders - Studio Managers & Photographers - Creative Directors / Art Directors - Marketing Managers / Content Leads
Decision Maker	<ul style="list-style-type: none"> - Agency
Age	25 – 50 years old
Gender	All genders

Client Goals	<ul style="list-style-type: none"> - Improve image quality and brand presentation. - Increase sales with better visuals. - Find a reliable and fast editing partner.
Client Pain Points	<ul style="list-style-type: none"> - Inconsistent quality from freelancers. - Communication delays and trust issues with offshore teams. - Long turnaround times for large projects.
They Looking	<ul style="list-style-type: none"> - Trust (secure, reliable team) - Efficiency (fast delivery) - Quality (handmade perfection) - Simplicity (easy process & free trial) - Professional, consistent, and retouching support - Value quality and data privacy - Prefer simple communication and transparent pricing.
# Competitors & Design Inspiration	Details
Pixelz.com	Trust-focused with clear “before/after” showcase.
pathedits.com	Strong brand shapes, bold colors, great conversion design.
offshoreclipping.com	Clear CTA structure and simple service layout.
clippingpathstudio.com	Clean, modern UI and excellent service presentation.
# Design Requirements	Details
Layout	Create unique, clean, modern layouts
Consistency	Ensure visual consistency across all pages
Conversion Optimized (CRO)	CTA-focused layouts, clear hierarchy, testimonials, client logos, trust badges.
Expertise, Authoritativeness & Trustworthiness (E-A-T)	Display client testimonial, brand partnership, years of experience, and a professional About page.
Unique Shape	Develop a unique shape that will be used consistently across all branding, marketing and website UI elements.. Example offshoreclipping.com and pathedits.com
# Project Timeline	Details
Milestone 1	Brand Discovery & Logo Concept Approval – [Date]
Milestone 2	Brand Guideline Finalization – [Date]
Milestone 3	Website Wireframe (UX) Delivery – [Date]
Milestone 4	Website UI Design (Desktop + Mobile) – [Date]
Additional Information	We will reviewed and provide feedback at each stage
# Project Deliverables	Details

Design Files	Provide design figma files and recommendations for developers
Brand Guideline Documents	Typography, color palette, shape system, and usage rules for web and marketing