

CASE STUDY

in3Days

WEBSITES IN THREE WORKING DAYS

A brand system, copywriting, user experience design and three web applications for a rapid web studio selling websites, digital marketing and applied AI in four countries.

157+

BUSINESSES LIVE

11

WEBSITE PAGES

3

WEB APPLICATIONS

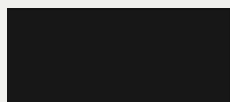


BLACK, BRASS AND ONE NUMERAL

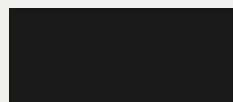
IN **3** DAYS



Black
#0C0C0C



Dark Mid
#171717



Ink
#1A1A1A



Brass
#B0894A



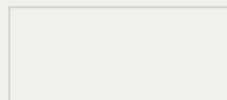
Brass Mid
#7E6031



Brass Rule
#4A3B21



Grey
#7A7A76



Ground
#F0F0ED

AA

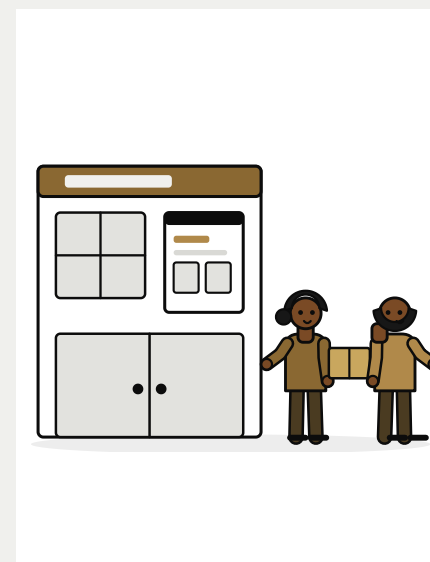
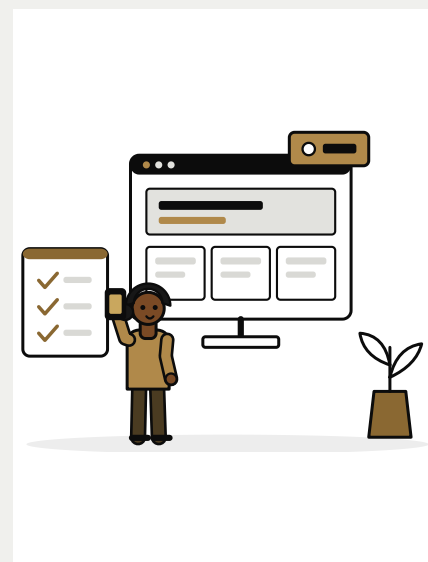
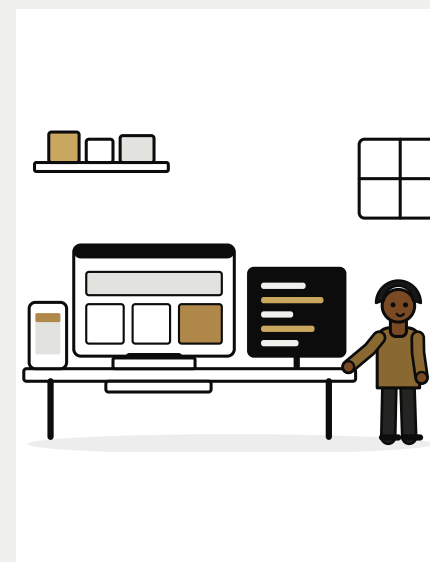
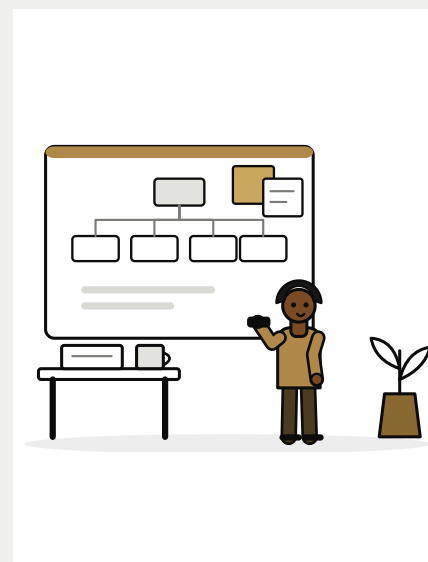
Barlow Condensed

Headlines, the wordmark and figures in condensed capitals, with the brass tile on the 3.

Aa

Barlow

Body copy, pricing tables and forms, set generous and plain.



THE CLOCK IS THE ARGUMENT

The copy sells speed as the product of decisions already made. Every page returns to the clock - three working days, one handing to the next - and backs it with receipts: live businesses, published prices and final terms. The voice is decisive, plain and concrete.

HERO HEADLINE

**YOUR WEBSITE DOES
NOT NEED SIX
WEEKS.**

SECTION HEADLINE

**THREE DOORS, ONE
CLOCK.**

BODY COPY

Nothing waits for a meeting to be scheduled. Each day hands to the next on the day it finishes, which is the only reason three days is enough.

INTERFACE COPY

Billed on the first, planned by the third, executed the rest of the month. From P1,979.

REASSURANCE

We never take a cut of your media budget.

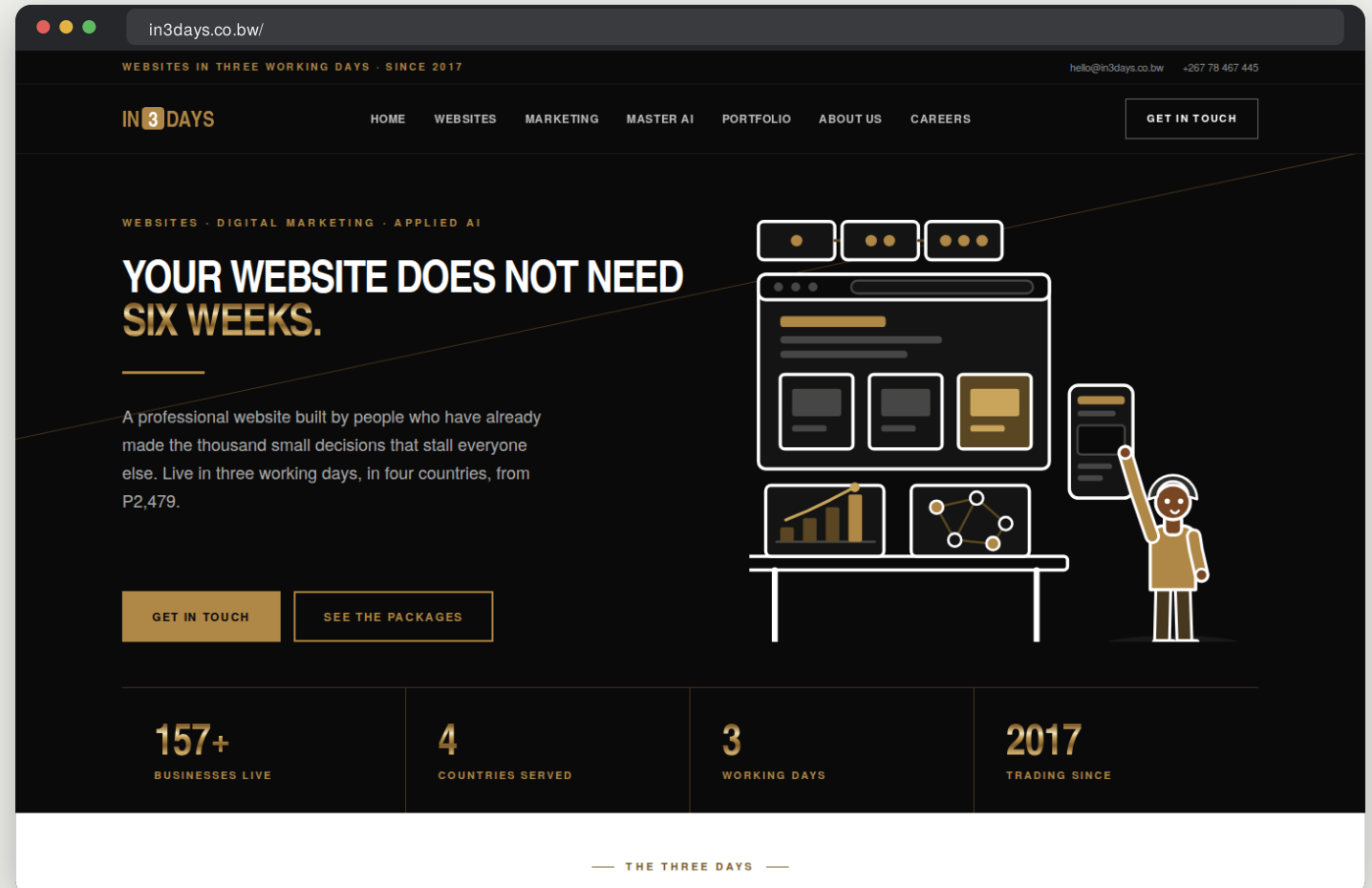
PRIMARY CALL TO ACTION

GET IN TOUCH

03 - USER EXPERIENCE DESIGN

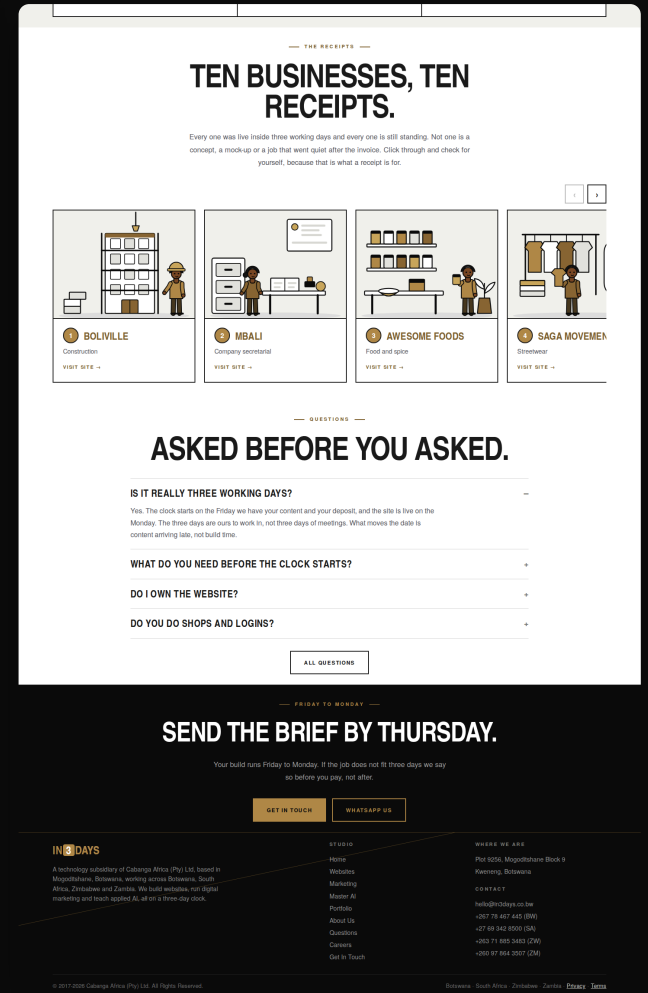
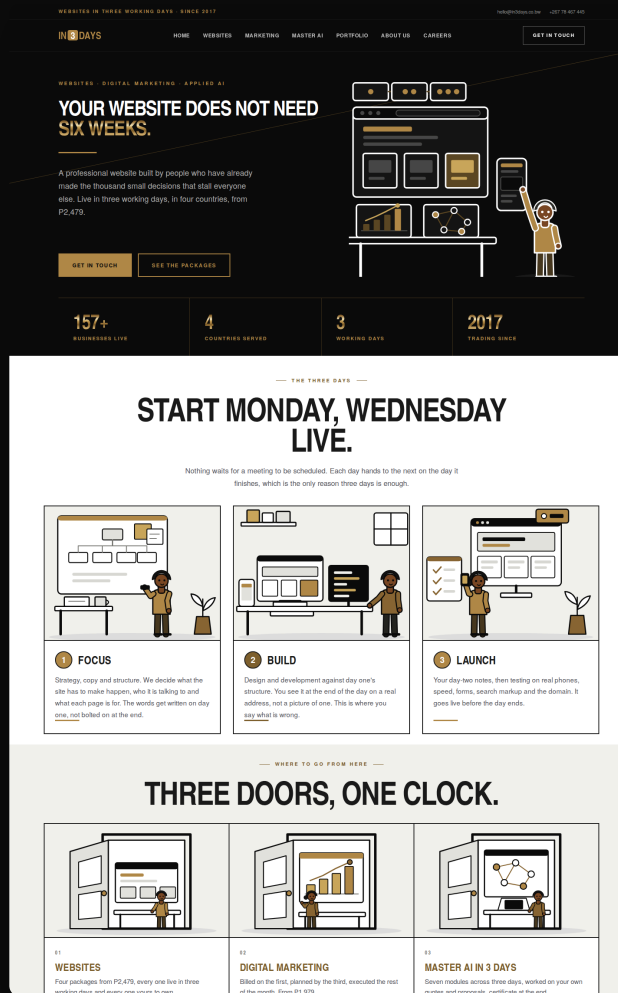
THE PROMISE AND THE PROOF

The homepage opens on black with the brass diagonal, the six-weeks headline and a drawn studio scene in its own column. The price floor is in the first paragraph and a stat strip - businesses live, countries served, working days, trading since - closes the screen.



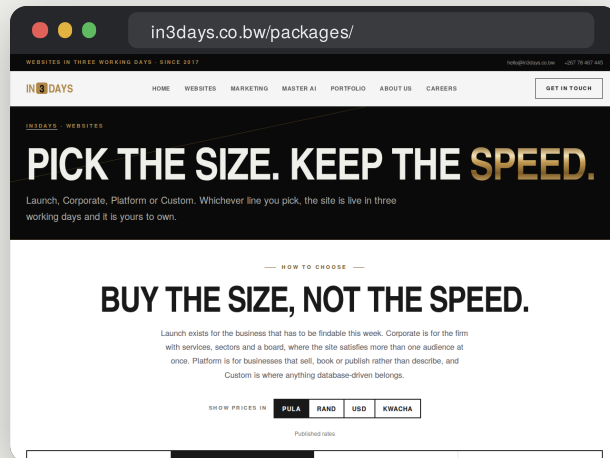
MONDAY TO LIVE

The journey follows the clock. Three days, each with its own scene - Focus, Build, Launch. Then three doors - Websites, Digital Marketing and Master AI. Then ten live businesses as receipts, the questions people ask, and the brief. The architecture carries eleven pages with clean folder addresses, a four-currency price switch and an install-as-app on every hero.



TOOLS THAT DO THE WORK

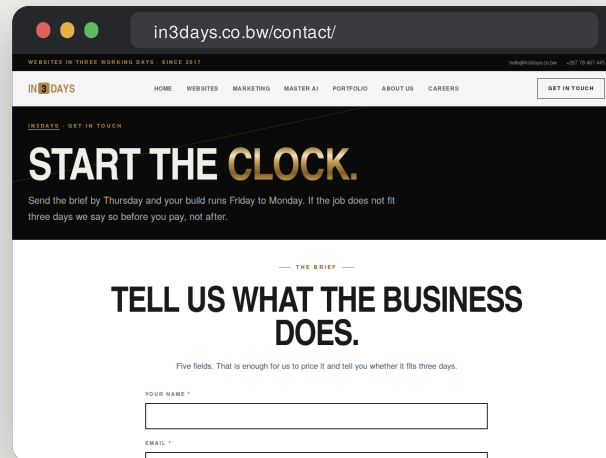
These are working applications, not brochures. A visitor picks a currency and the prices convert live, sends a brief that lands in the studio inbox, or applies to sell - the application handles it, and a person answers within a working day.



PACKAGES AND PRICING

PULA · RAND · USD · KWACHA

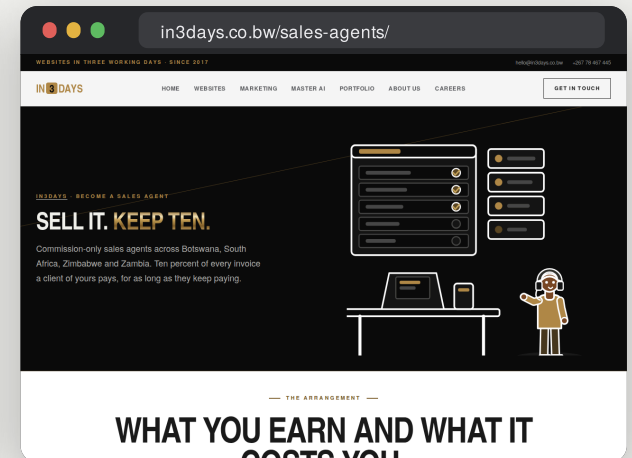
Four packages side by side, with every price converted live into the visitor's own currency.



THE BRIEF

START THE CLOCK

Five fields that are enough to price the job and say whether it fits three days.



SALES AGENT APPLICATION

SELL IT · KEEP TEN

An application for commission-only agents, earning ten percent of every invoice a client pays.

YOUR WEBSITE DOES NOT NEED SIX WEEKS.

A brand system, copywriting, user experience design and three web applications, built for in3Days and live on the web.

IN3DAYS.CO.BW