Purpose

1. Tell brand story
2. Sell Products
3. Share free content
4. Grow social, Patreon and newsletter audience

Audience

1. New Visitors: People who are learning about Brand for the first time
2. Shoppers: People who like our products
3. Fans: People who like our work and stories

User Persona (Target Audience)

1. Lorem Ipsom

Site Template

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Site Content

1. About Us
2. Online Shop
3. Blog
4. Studio Gallery (books, illustrations)
5. Free Downloads
6. Social Accounts
7. Newsletter Signup
8. Contact Form
9. FAQ
10. Privacy Policy

Site Outline

1.Home

1. Hero Illustration, Our Story
2. Shop Feature
3. Sections
4. Content Feature
5. Follow Us/ Join Patreon

2.Explore

a. Teahouse

i. Blog

ii. Featured Treats

iii. Patreon

b. Studio

i. Books

ii. Gallery

c. About Us.

i. Our Values

ii. Our Work

iii. Giving Back

iv. Shop

3.Shop

a. Books

b. Gift Sets

c. Prints

d. Accessories

e. Gift Cards

f. FAQ

4.Treats

a. Free Wallpapers

b. Free Download

5.Footer

a. Newsletter

b. About Us

c. Contact Us

d. Privacy Policy

e. Store FAQ

f. Stockists

Products & Categories