

MI 349

Pitch board and Preproduction

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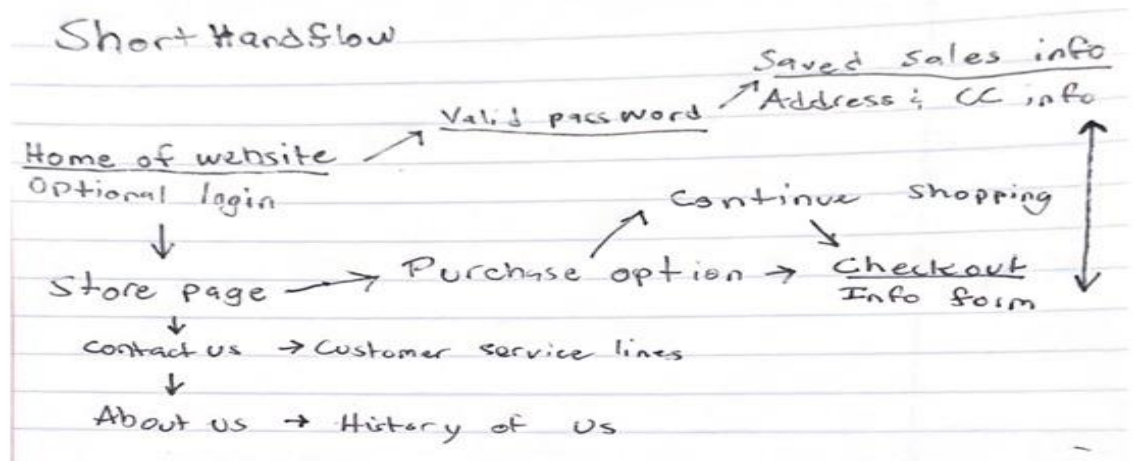
Elevator Pitch: The Woodsman's Craft is a website where all people can shop from our selection of woodwork furniture, tools, and appliances that can be used for outdoor and indoor tasks or décor.

Long Elevator Pitch: The Woodsman's Craft brings the beauty of woodwork traditional designs into almost every aspect of users' lives. From knives, hammers, benches, masonry, and appliances the possibilities are endless when regarding the multitude of products found at the Woodsman's Craft that can turn an empty cabin or even a comfy home into a rustic, aesthetically pleasing beauty. The minimalistic designs of our products provide the comfort of simplicity as they meet our dedication to sophistication. Every product tells a story that connects us to nature's warmth with timeless crafts that elevate your surroundings. Enrich your experience with us at the Woodsman's Craft

Personas: What will Tim do when he realizes that his oven won't provide the smokey flavor in his dish? (He will go to Woodman's Craft to obtain the traditional oven that allows for slow cook and roasting that will marinate his dish with a flavor of redwood. What would Alan do when his knives dull, and he struggles to cut the venison he hunted? What will Sarah do when her bench swing collapses? What would the Woodsman do when he needs a crafted object?

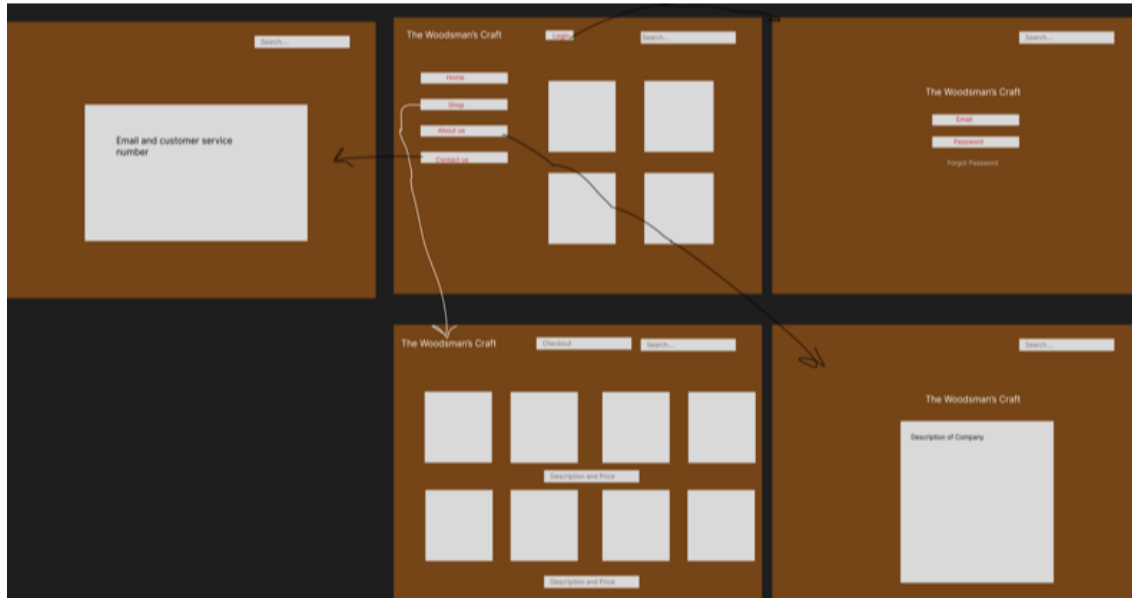
Competitive/Comparison Analysis: Bespokepost.com, Pinterest.com, Etsy.com

## Shorthand User Flow



In this shorthand, the ideal use of the website the user is to either log in and browse from our selection or simply browse as a guest and checkout while simultaneously being able to learn more about us, and or contact us if they need help with anything.

## Wire Frame



Comp:

