Logo/Business Values

Create a logo (central node)

What are the three words we would want our customers to use to describe us?
- Quirky
- Enlightening
- Connecting

If we could describe our brand in three words, what would they be?
- Local
- Educational
- Passionate

Why did we start this business?
- Education
  - To teach students about poetry in Galway
  - To give Galwegians into writing about their city
- Tourism
  - To give visitors info on the literary history of the city
  - To direct visitors to the poetry trail
- Revenue
  - To direct interest in poetry in local bookshops
  - To help newer poets from Galway sell their work
  - To sell merchandise based on poems about Galway

What are beliefs and values that are important to us as a company?
- The inherent value of literature
- Education about the cultural history of Galway city
- Teaching through example
- Connection with small businesses/the literary community

What do we do better than anyone else?
- We provide a granular education tool based on one city/county
- We include multiple options to access our educational information (accessibilty)
- We connect visitors directly to shops where they can access more literature

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Business Objectives

- Drive sales to local businesses that sell books/media
- Sell products based on Galway literature
- Enhance interest in the literary culture of the city for locals/tourists
- Collect poetry about Galway in one place
- Connect stakeholders with resources about poetry
- Educate site visitors with different accessibility requirements

Customer Needs

- Information on where to purchase books to learn more
- Information on how to get involved/stay involved with local literary community
- Place to purchase mugs, tshirs, memorabilia related to their interest in poetry
- Education resources for students to find/access local literary history
- Accessibility for hearing/site impaired stakeholders
- Images that connect with the literature
  - For visual learners
  - Documents place/word connection in Irish poetry

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