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WATS 3010 Product Page Project
Design Document—November 2018

Name of site/company
The Perfect Cup

Description of design concept/approach

- Custom design and build of pottery website, complete with store front.
- Unique page dedicated to pottery mugs, their description, and sale.
- Stylish clear pictures of sample mugs, tea bowls, tea pots, and accessories.
- Single page architecture.
- Easily navigated page to make for a relaxed, user friendly experience.
- Embedded video of pottery being thrown.
- Toll-free number and functional search bar available.
- Testimonials of company product.
- Section that allows user to join mailing list.
- Contact address and email.
- Links to social media.

Hope to accomplish with design concept/approach

- Smooth transition between all sections in the page.
- Design that shows handmade individuality of each mug.

Target audience

- Individuals who value handmade objects.
- Coffee and tea lovers.

Websites for inspiration

- <http://www.stonecat.com.au/>
- <https://www.farmhousepottery.com/collections/mugs>
- <https://www.mizubatea.com/collections/handcrafted-tea-bowls>
- <http://www.ashleylinpottery.com/>
- <https://www.margobeaver.com/#welcome>