

## WATS 3010 Intro to Bootstrap Design Document

Name of site/company: Tidying North

Description of design concept/approach

- Tidying North is a business concept designed for tidying, organization and bringing joy to the clients. It's solely based on the KonMari method of organization to the home beginning with the client.
- There is a need for this coaching and consultation in the Seattle area

Hope to accomplish with design concept/approach

Increase interest in KonMari Method

Draw clients by spreading joy with method

Create a community of KonMari clients for life

Other websites for inspiration

<https://konmari.com/>

<https://www.myjoyfulhome.com/>

<http://organizedbychristina.com/konmari-method/>

Other websites for comparable businesses

<https://www.helenyoun.com/>

<https://www.minimalistdarling.com/>

<https://simplespaceconsulting.com/>

Target Audience

Demographics

Women, Men & Families

All ages

Working with all incomes

Motivations

Keeping items that spark joy

Letting go of items that no longer spark joy

Mindfulness of being present & optimistic