

Link to documentation log:

[https://drive.google.com/drive/folders/1Oks0u\\_c6aSul6aRrAWP25ag4ygggz0kw?usp=sharing](https://drive.google.com/drive/folders/1Oks0u_c6aSul6aRrAWP25ag4ygggz0kw?usp=sharing)

Individual notes from client meeting:

Please see the appendix.

Summary of key elements from the client meeting:

### Insights

Easy, simple user journey

A reconstruction of the hierarchy

Reflection of brand/identity on the website (playful, clean, cute, bold)

Want to be more personal on the website (storytelling, meet the team etc.)

Important for us to implement filter option or make shopping easier

### Problems

Many issues front/back end

User journey has too many steps

Website is confusing

Hard to find the unisex in PLAY, products/influencers/universe is still very “feminine”

PLAY is still too early in the process for us to create a solution

### Concerns

No content for PLAY, which makes it hard to create a website

Creating a unisex environment which will attract both genders

How might we make the website playful with the chosen color scheme?

### Questions

#### Asked and answered

Since you didn't launch the PLAY collection yet, what content will we have to work with?

- There is nothing, maybe use pictures from the moodboard.

## Appendix:

### Natalie's Notes

Client is not interested in creating two different websites for the two brands, but want both brands on the one website

Think they have established a unique brand that stays true to their value while keeping up with trends

Have problems with the backend of the website

Want to simplify the user journey (less steps)

Doesn't stand out - not unique enough

Missing a true reflection of brand/identity on the website (playful universe, easy access )

Want to drive people to their own website because of the experience - not shop the product from other sites

Who do you consider your main competitors: Nuuno, Mads Nørgaard, samsoe samsoe, hvisk - they will provide us with competitor map

They want to create a unisex universe, hence the blue color, neutral

Silken will be launched under a yellow color also to attract unisex, sustainable

Want to generate 60% of sales through their own site

Still very reliant on real store shops and big online sales platforms

New Arrivals / Sales get most traffic on the site

Would like a better division between shoulder / across body bags

Silfen and Silfen Play are two different universes, but they have the same target group except that play is unisex

Inspired by the website by far visually Ganni

Like they like the transparency and the clean lines, the obvious identity

Would like to get more personal on the website, introduce the designer, storytelling, letting people in

## Sophie's notes

*The brand was established in 2013 by 2 siblings.*

*They have a fun creative brand selling bags which is characterised by using high quality products, there key accessory being the bag with playful color and lots of new textures and patterns.*

*They have a big focus on using danish like micro influencers who are having a playful fashion related feed - they are also are having a fairly good engagement on instagram but MOST of there traffic are coming from there website and sales.*

*They yet do not have any info or real concept on there play section mostly just a mood board and an idea to have a sporty like retro futuristic feel.*

*They have a lot of problems with both back and front end so would like somethings to help them find a better hierarchy and user flow*

## Silfen studio

- modern woman brand
  - small company
  - 2013 started with mens bag → then more women bag
  - young innovative team
  - vivid color playful - various - new material - new materials
  - focus on sustainability - take care of the planet that expires
  - expanded in the last years → communicate to different cultures
  - 2 brand with own personality → expand new target audience
  - 2020 e-commerce → get more sales on their website
  - better website / speak about community
  - on trend but stay true
  - redesign the website / boldness - interest
- a) clean easy web shop no matter what age → key sustainability issue  
woman 30 existing brand  
→ doesn't stand out (drive sales) → back ind - not smooth easy
- b) distinct message → displayed same website  
- how we can display both brands?  
- add with dynamic solution  
→ something in common  
some of them → info@silfen-studio.com x questions  
man - woman 30-45
- micro influencers under 10k followers
  - turkey for clothes
  - playful sporty universe
  - grab your clothes during the day and still wear the clothes to do sports
- competitors - hrisik  
- gune  
- guno bags  
- samsoe samsoe
- website nsp - hrisik - glossier - launching  
- bujar - debonnet - content for play  
- glumi
- clean web site → easy
- do you have any content yet for play?