

Sara Khan

One Page

Short Pitch:

A comprehensive website showcasing products made by Terra Luna Beauty and connecting the business' various forms of social media.

Long Pitch:

Terraluna.com will focus on providing information about Terra Luna Beauty, their products and their impact on the community. The website will also incorporate Terra Luna Beauty's various forms of social media and contain a blog so that users can easily access all the information they could want about the business from this central hub. This includes updates about the various animal shelters that Terra Luna donates to. The website will also be a gateway for customers to get in contact with the business and share any comments or concerns.

Personas:

Our customers, which will mostly be who is accessing the site, fall under several categories:

- Women, ages 16-32, interested in skincare
- Animal lovers
- Conscious consumers looking for natural, ethical products

Comparables:

- <http://www.herbivorebotanicals.com/>
- <http://happyspritz.com/>
- <http://www.grownalchemist.com/>
- <http://figandyarrow.com/>