



Paw Print Athletics Online Store Proposal

PREPARED FOR

Paw Print Athletics

PREPARED BY

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Paw Print
— ATHLETICS —

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Paw Print Athletics

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Dear Paw Print Athletics,

Please find our initial online store proposal for your kind consideration.

At Bear Studios, we provide our clients with the best insights and deliverables adapted to each business's unique needs. Considering the rapid turnaround of this initial stage, we hope to provide you with a brief yet promising glimpse at the framework and conceptual development of the platform.

This proposal and its deliverable by no means are our limiting factors but rather only serve as the groundwork for us to further discuss and consolidate your vision in digital presence.

We offer three distinct service lines, Strategy, Design, and Technology, which may be adapted and modified to your needs. We have over 8 years of development and counting in this area; hence, we wish to utilize our expertise to build the best image of Paw Print Athletics.

We would like to thank you in advance for your time spent reviewing our proposal and look forward to our future cooperation.

Yours Truly,

Vi Nguyen



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TARGET AUDIENCE

Goals

- ❖ Showcase the company's background and products
- ❖ Deliver professionalism and aesthetics

These were the two main goals we were initially provided with, from which we break down into sub-goals, generalize patterns and identify the target audience. If any incorrect assumptions were made, we would love to hear your feedback and make the correct adjustments.

- ❖ Underline rusticity charm along with the comfort and tactical outdoor features of the clothing products
- ❖ Highlight the sustainability aspect of the sourcing and manufacturing process
- ❖ Transcend the stories and veterans' inspiration through the branding image
- ❖ Utilize its small-scale and locality advantage

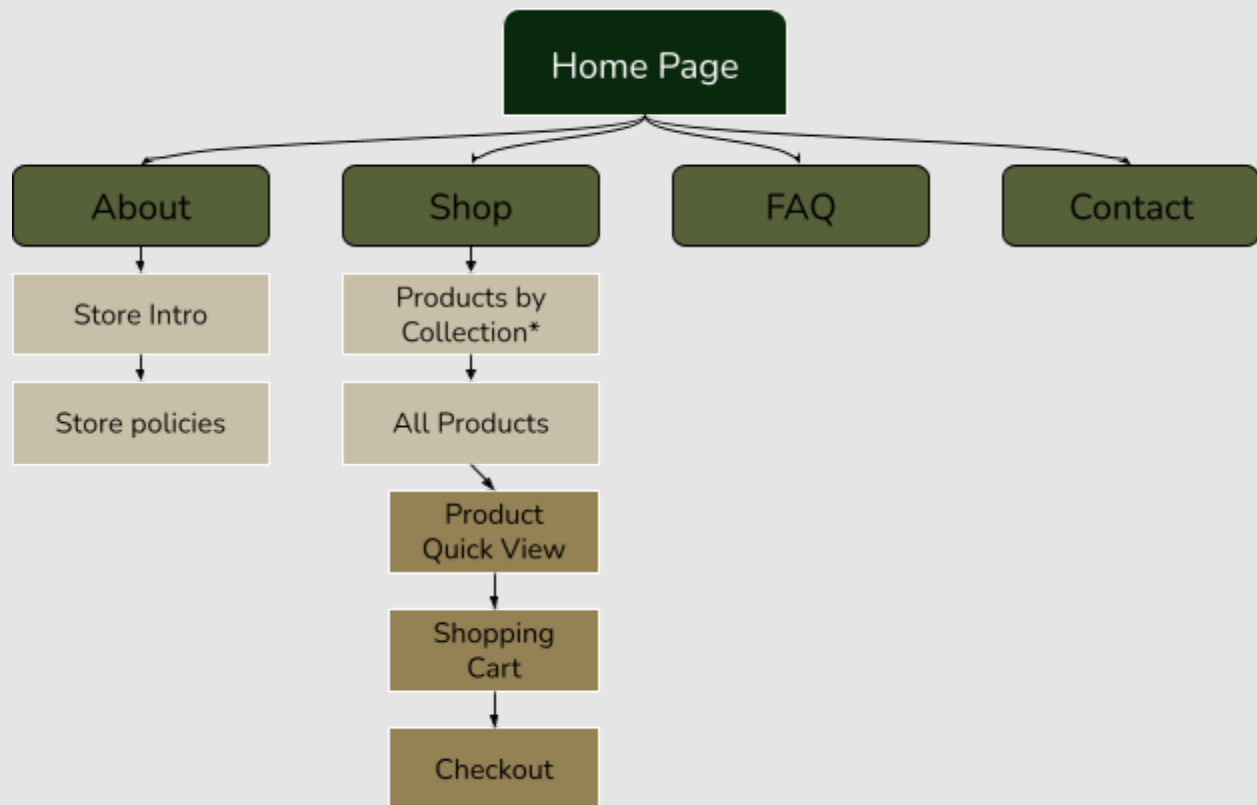
Audience

Paw Print Athletics is a small startup in St Louis, so we would first focus on consolidating our primary customer base. The main audience would be first fellow veterans, followed by nature lovers who prefer simple-styled yet multi-use, weather-friendly clothing items. This would narrow down our scope to an age group of 20 to 50 years old; however, we may conduct further market research to identify our selling point towards the primary customers. We could also extend to secondary audiences such as college students who are returning to the combat or street-style fashion trend, depending on our choice of streamlining.

By establishing an online store, we could also expect nationwide customers, especially when we emphasize durability and comfort which can be investment-worthy for long-term clothing. This would also be factored into our choice of layout and visual presentation.

SITE MAP

In general, the framework for the online store can be presented as follows.



*Products by Collection are not presented in the deliverable due to a lack of visual materials

The number of pages is minimized as the fewer pages to explore, the more time customers can spend on actual shopping. Customers also want to acquire comprehensive information with the fewest clicks.

Platform

The current platform is supported by Wix to deliver the closest-to-design version with the quickest turnaround.

DESIGN BREAKDOWN

Color Schemes

Currently the website utilizes the given logo colors as different section's background colors to ensure consistent branding colors. However, as we update the store with different collections, we can also use a different palette for an immersive experience (which will be further explained in the Page Breakdown section). We might also fine-tune our main color schemes to generate a positive association with key terms such as adventures, nature, outdoor, and so on.

Page Components

Header & Footer

Both header and footer remain simple with a rustic decorative pattern alluding to the nature aspect. Later on, the pattern can be adjusted depending on our focus group. If we want to appeal more to local hikers and nature lovers, we want to minimize it for a wide approach to a variety of households. If we want to appeal more to college students, we want to add a hint of edginess (eg: mimicking a chain pattern usually paired with this clothing style).

The logo and main menu are added to the header and scrolled along the page for easy access. The logo is linked to the home page since users tend to click on them out of habit.

Font Usage

Currently, most headings and subheadings are using different versions of the logo font, Arpona, to ensure consistency. However, due to the font limitations, it can't be used for normal text without causing unfortunate typos. Hence, I choose a simple, minimalist font to pair with the logo font. It does not have too wide of spacing which is suitable for a younger scope audience, and a clean-cut lining that helps deliver the information the fastest.

Logo

The logo is embedded into a dark frame to represent the name "Paw Print" and pose as a temporary solution for the color selection. Since my original intention is to bring the dark green from the logo to the headers and footers and enwrap the page, the wordings in the logo become hidden. Hence, the frame is temporarily chosen as a way to keep the originality of the

logo design, while balancing out other light colors and connecting to dark elements such as the dark strip in the menu.

‘Paw’ Term

Currently, Paw is chosen as both the image and shortened title for the store to create a sense of identity and welcome. It also helps pinpoint a term so that customers can make reference to and establish a name and an image in their scope of awareness.

Page Breakdown

Home Page

- ❖ Welcome section: My original idea is to set up a high-quality 8K video of people with Paw Print Athletics items in outdoor activities. Utilizing the natural depth and grandiosity of the landscape can entrance people into a calming state, open for more. For instance, snapshots of “waterproof shoes freely stepping into puddles” or “a light raincoat withstanding any rain” would spark a sense of necessity more than just liking, which encourages customers to scroll down and explore.
Currently, the video is demoed with a live-motion forest picture to capture the lively and calming essence of nature. As we scroll down the page, the welcome section is also zoomed out to create the effect of enwrapping, simulating the grandiose nature of the natural landscape.
- ❖ Highlight Collection section: My original idea is to create a collage of models with the highlight collection (Eg: Fall/ Winter), and as we hover over the images, the corresponding item would appear. Only the names would be shown with no prices so that customers wouldn’t be deterred by the number, and also would be more likely to click on these items and get acquainted with the description along with the price.
Currently, the gallery is demoed with a slider gallery with a quick view available once hovered, and linked to the product page once clicked for increased access.
- ❖ “Print your own Paw” section: serves as a secondary welcome section to introduce both the product and the company’s style. This is the first long message whose language and tone can transcend different images of the company: it can be quirky and edgy, formal and concise, or warm and endearing.
- ❖ Contact Us and Location section: It is of utmost importance that these two sections are clear and visible, since we are a small start-up company, we would want to

demonstrate our credibility, transparency, and accessibility. By putting various means of communication and physical map locations, customers are more likely to interact with the company and perhaps, be on the lookout when they are in the area.

- ❖ Subscription section: I try to keep it simple so that it does not strike as the company's attempt to acquire customers' data. We try to make potential customers believe that this is completely their choice and their benefits to "Join the Paw".

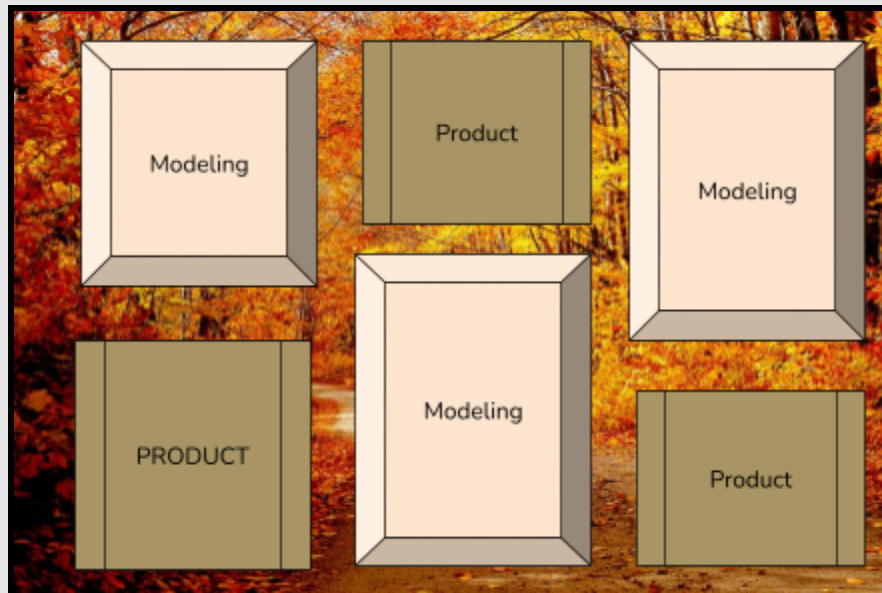
About Page

- ❖ About Section: I keep it short and concise since most customers just want to have a quick glimpse to understand what the store is about. Icons are used to diversify the presentation format, making it clean and minimalistic. It may help to include a picture of the founders or staff to amplify the effect of "real people, real product", but it has to maintain formality and professionalism.
- ❖ Policies Section: Instead of creating another page of policies, I think it is best to add it to the About page so that the customers can immediately be more assured about the Store without having to click on another page. It also distracts the customers less from our target page, Shop.

Shop Page

- ❖ Currently the shop page only has 5 items present with the name and price. Once clicked, the product page appears, followed by the shopping cart and checkout page.
- ❖ The name of the product is kept as simple as possible to be concise and descriptive at the same time, allowing the customers to visualize its style and function. Since most of these products prioritize comfort and durability, the naming should focus on their function and usage. It can also be longer and more detailed to appeal to experienced buyers – regular buyers who are knowledgeable of these specific outdoor items.
- ❖ With more collections coming into place, we can separate them into different sub-pages with different color schemes and different decorative patterns. For example, if it is a fall collection, the page can use a warmer tone with a background of fallen leaves, and collages of models in fall collections can fade in and out along with the items themselves. The goal is to subconsciously suggest to customers how to pair these items, making them more likely to buy in sets. Moreover, the better the picture quality, the more immersive the customers can experience, which helps develop a positive association. The items then become more visually appealing thanks to the nature that they are paired with.

- ❖ By creating an immersive experience, the company is more likely to attract new customers, especially when there are limited physical stores for potential customers to try out, and the products are also not fast-fashion for them to visualize.



A demo layout of one of the collections collages, combining both realistic modeling and product image.

FAQ Page

- ❖ Frequently Asked Questions Page is kept at a minimum right now since this depends on what messages the company wants to transcend. These questions can be gated towards highlighting the company's core values such as "why sustainable" or "how durable". It can also help clarify other seemingly "drawbacks" regarding locations or market standings.

Contact Page

- ❖ All possible contact methods are present so that the store can appear more trustworthy and reachable, encouraging customers to take more risks in investing in these new products.
- ❖ A satellite map view is chosen as default to both refer to the nature theme and emphasize the physical presence of the store. This is once again to reinstate credibility and utilize locality advantage toward St. Louis customers.

Conclusion

Even though the demo version is still undergoing limited features from the web-building app, I hope that through this proposal, you could have a better understanding of our goals and vision for the development of Paw Print Athletics. We hope that we could further discuss with you the implementation of this online platform, and we look forward to our future cooperation.

In the meantime, if there are any inquiries or concerns, please contact us, and we would love to make any clarifications or adjustments

Thank you for your time and consideration and we wish your business would grow even stronger.