## Pitch – design

Af Zia Jørgensen

#### Webshop titel:

The Sport Project

Observationer

Desk-research

#### Produktkategori og underkategorier

#### **Produktkategori:**

- On sale Get more for less
- New collection New day and a new style to try
- Best seller Only the best is good enough for you
- Clothes everything for you

#### <u>Underkategorier</u>

- Top
- Long sleve
- T-shirt
- Water repellent
- Tight fit
- Loose fit
- Materiale

## Målgruppe:

- Sport personer
- Unge personer
- Klubber

#### Usp / Salgsargument

- Godt kvalitet > behagelig at gå med
- Speciel lavet > personlig
- Speciel lavet > klubber kan bruge dem
- Koster ikke en bondegård

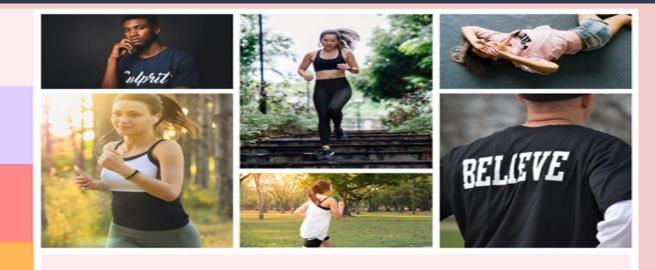
#### Product Egenskaber

- Godt kvalitet
- Forskellige materialer

#### Fordele for kunden

- Vælge det stof man Best kan lide
- Mulighed for at kunne designe sin trøje

#### Moodboard



MOODBOARD

#### Stile tile

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# XD-prorotypen

<u>https://xd.adobe.com/view/f456ebcd-fd9c-478d-9977-17bc1817c2da-</u> a105/

### Keywords

- Personal
- Custom made
- Sport shirt
- Running shirt
- Male running shirt
- Female running shirt
- Exercise shirt