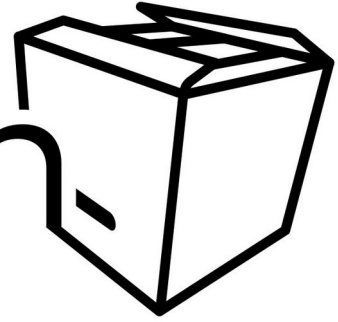


Vedboksen



Home page design brief

Hello!

We are a startup named Vedboksen (Firewoodbox) located in Norway. We sell birch wood in boxes and deliver them to our costumers.

Objective

Create a user friendly converting home page that show the benefit of ordering firewood boxes online.

Benefits:

Easy ordering.

Clean and easy storage, compared to traditional firewood bag/net. Boxes can be stacked clean and easy.



Home delivery (within 7 days).

Easy to carry. Makes it easy to move and transport.

Target audience:

Market: Norway/Scandinavia (important!)

Target:.. Adults, mostly families with a fireplace and/or cottage. Decent economy.

Product:

- Birch wood
- 20L
- 7-9kg
- Size 28*28*26
- Ecological package
- Price 75 kr pr/box Min order 10: 750kr (Norwegian krone)



Here is our supplier <https://www.woodbioma.eu/>

Design:

The homepage needs to be responsive for web, mobile and tablet.

The website will eventually be in Norwegian. We can translate it from English later.

We have no style guide, but it must have a Scandinavian style and appeal (norwegian fireplaces attached). Other than that we want clean and minimalist, whilst still have a cozy feel to it.

The main point is to convey the concept and the benefits. Home delivery, clean and easy storage.

What I originally had in mind was a large hero image with a buy button, and pictures or illustrations below showing the three points mentioned above. And testimonials.

For example a hero image of a modern fireplace (attached) with our product placed somewhere in that hero image. And pictures below showing that we do home delivery. Maybe a photo showing how easy and clean it is to store and transport. Like stacking 10 boxes in a storeroom (home). And putting a box in the trunk on the way to the cottage.

We don't have all the content mentioned above, but we have some. Feel free to use them. For what we don't have, please be creative and use editing software. If more stock photos are needed, let us know.

Here is our competitor <https://www.vedpadora.no/>

We like their website, but we think we can do better.

Here is our photos, feel free to use:

https://drive.google.com/file/d/1M6iPLRhqCT_yx1434Ppqxxk13MKmugil/view?usp=sharing

We hope you find this intriguing, and good luck!