

My website will be a space where I sell downloadable, printable art pieces that the user can purchase and print however they desire. The purpose of this website is to inspire its users by offering art and words that can make a difference within their daily lives. They can choose to purchase the downloadable and use it as a background, print it out and give it to a loved one, decorate their room with it, and many more options. The main audience for this website are women from ages 12-50.

Most women I know love to have inspiration words somewhere in their lives, whether it be they're phone wallpaper, hanging on the mirror, or up in their house. With my website, for a small price, they can download an art print directly onto their phone or computer. It then gives the consumer more freedom on what they will desire for the piece.

Another use for my website will be for tutorials. There will be a page including video tutorials on how to hand letter yourself, or watch time-lapsed videos of the prints being created. This feature of the website will allow the user to feel more connected to the product and view the work that is put into each piece. It will also be a way for the user/consumer to connect with the producer.

By having the user able to download the print immediately after purchase, there will be no need for shipping or packaging. This will save the producer and consumer both time and money by avoiding extra fees, lost packages, and more mishaps. It will also give the customer more freedom with the art piece. For example, they can choose to go to a printing shop and have the art piece printed on whatever they would like, a poster, canvas, fabric, and so forth. This gives them the ability to choose how nice of paper they would like to have the piece printed on and how much they want to spend on it.

I plan on having the pieces range from \$5-\$10. They will be affordable for even the poor college student to make their dorm room or bathroom a little happier. Also, there will be no extra shipping or handling costs, which will make the price exactly the same when going to purchase the product. There is nothing worse than putting something in your cart that you thought was only \$20 and it goes up to \$27 after shipping and handling. For this website, the final price will be listed on all items, with no extra charges.

There will also be a contact page for customer inquiries. Some of these questions might involve downloading issues or issues with the website. The consumer will be able to have direct contact with the producer through email by going through the information on this page.

The next page will be an about page where it talks a little bit more about the creation and purpose of the site. It will also let the users know a little bit more about me and why I created the site. On this page I will include a brief introduction and picture and then more information on why I think my site is important and original.

The home page will feature some things for all of the different pages. It will include some pictures of products and feature links to those products that you can get to just by clicking. It will also address the purpose of the site and have a nice banner with the sites logo and branding. I hope to make the site's logo and title myself and somehow learn to input it on the home page of my site. That way people will get a taste of what the products are like just by viewing the homepage itself. I also hope to have a type of slideshow picture banner in which people can view some products from the websites shop page.

The shop page will be clean and simple to maneuver through. It will be a basic grid of product pictures with their prices and titles below them. I want the user to be able to shop for

a long time and be given as much information up front about each product. There will also be a shopping cart in which they can place items in their cart before proceeding to the purchase and downloading process.

I believe that there should be different options for what type of file the consumer can download the fine print as. For example, a jpeg, png, and etc. This will be viewed once they have the ability to download the art piece.

I may also have a separate section or page for a link to Instagram photos to the company's specific Instagram. This way, if the consumer wants to know more about the company or its popularity, they can click on an Instagram photo which will take them straight to the Instagram account. This will help to further advertise the company, especially if the viewer often uses or posts to Instagram. This can help them feel more comfortable with a purchase if they are going through an app they have used a lot or are more accustomed to. Also, they will be able to see the validity and popularity of the company and then can further decipher its credibility.

Overall, this company will strive to better the lives of its consumer through words and art. It will also center its focus to an age group who prefers things to be downloaded rather than shipped. It will give the consumer a lot of flexibility with I believe is also an important feature for this audience. People usually prefer to buy things that they can get various and several uses for. Once they purchase the item, they should be able to download it more than one time for a certain number of days after the purchase. This will help forgo any issues that may occur during the downloading process.