**PROJECT ROLES AND TASKS**

|  |  |
| --- | --- |
| **Bryan** | * UX * Development * BEM |
| **Isabel** | * Visual Design * UI * *Assist BEM* |
| **Park** | * eCommerce * Product development + Sitemap * Assist BEM |
| **Malik** | * User Testing * QA/QC * *Assist Content* |
| **Nicky** | * SEO * Marketing and Remarketing * Content * *Assist QA/QC* |

**Project due date**

December 4th, 2018

**Focus**

Redesigning Product Page

For Leather Machine Co

**Owner: Cobra Steve**

https://www.leathermachineco.com/

**COMMUNICATION BRIEF**

**Background Overview**

Leather Machine Co. sells and services top quality leather working machinery for the Leather and Tack Trades. They provide top quality leather sewing machines made especially for the leather worker. Leather Machine Co is known for their expertise and service.

**Objectives**

The following objectives are listed in order of importance as determined by our survey, research and communication with said client.

* Site Reorganization
* Visual Design / User Experience
* Product Page Experience
* SEO / Content / Marketing

**Target Audience**

The primary target audience is defined as male, ranging from 40 to 65 years of age, small business owners, trade show goers. The secondary target audience is open to both male and female, ranging from 30 to 55 years of age, new business owners who are interested in including leather crafting into their products.

**Message/ Communication Strategy**

The overall message is quality and expertise. This message will be conveyed by designing the experience around the two most important assets: the customers and the product.

By focusing on customers' expectations and easily finding products, the brand perception will be reinforced.

**Tone/Perception**

Tone: Functional, simple, modern, and vintage feel.

Perception: Top quality, long-lasting customer support and service.

**Assessing Competition**

Leather Machine Co. is unique from its competitors in that it highlights its users in a way that others do not.

**Weaver Leather** presents a very clean and direct web interface, separating itself into specific specialties (“Divisions” within its navigation) and providing a login portal for dealers.  **(**[**www.weaverleather.com**](http://www.weaverleather.com)**)**

**Cowboy & Hightex** is a Sino-American joint venture that’s been active since 1996. While their reach is far and wide, their web design leaves a lot to be desired. **(**[**www.cowboysew.com/en.htm**](http://www.cowboysew.com/en.htm)**)**

**Artisan Sew**’s web design is admirable, with its pleasing colors and ease-of-navigation, but their product page suffers from poor layout and information overload at first glance. **(**[**www.artisansew.com**](http://www.artisansew.com)**)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Manager Signature Client Signature