**UNIT FIVE: STEP ONE**

**Who will visit your site? Potential employers? New clients? Or customers?**

* Skookum will attract mindful-consumers who share a common interest of mine: finding locally produced goods, wherever “local” might be to that reader.

**What can make you and/or your product stand out against your competitors?**

* I’ve searched for this very site dozens of times and have found variations of it, but never a clear list of cool brands from my region. It will go beyond the “Made In” factor of local goods – which many sites do. Rather, it will serve as a curated directory of brands, organized by region/area whose products are quality, design-focused, and simply something I would want to spend my own money on.

**How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?**

* Approachably and not preachy; this is a place for curious people, not a place to lecture.
* The themes I’m hoping to translate in my design are: quality-made | design-focused | cool | traditional sensibilities, but contemporary ideas

**What colors represent you or your product?**

* Muddy, saturated neutrals highlighted with contrasting, rich brights.

**What images illustrate your message?**

* For the most part, imagery will be limited to the craftspeople and their goods. I think any other sort of imagery would distract from them as a focal point. An additional visual component that I think would be cool is an interactive Google map.

**UNIT FIVE: STEP TWO**

**What are the three-to-five pages titled?**

* Home > Intro, Navigation (About, State/Region Search, Product Category Search)
* Brand Directory > List of all brands, Google map plotting location of brands
* Brand Feature Page > article page with images and information on selected brands
* About Page > Site info, Contact, List Your Brand

**What will be the purpose for each? What should each page contain? Will there be textual content? Or just images?**

* *Home*: communicate to the viewer what the site is and what they will find when they explore further, and it will create a clear point of entry into other pages
* *Brand Directory*: provides the user the opportunity to browse all brands featured on the site organized by category and see them all plotted on Google map
* *Brand Feature Page*: This will be the meat of the site; here the user can learn more about brands that interest them by browsing photographs and ready summaries
* *About*: a brief description of my site, it’s goal and who I am; there will also be a form for brands to submit about themselves if they would like to be listed on the site