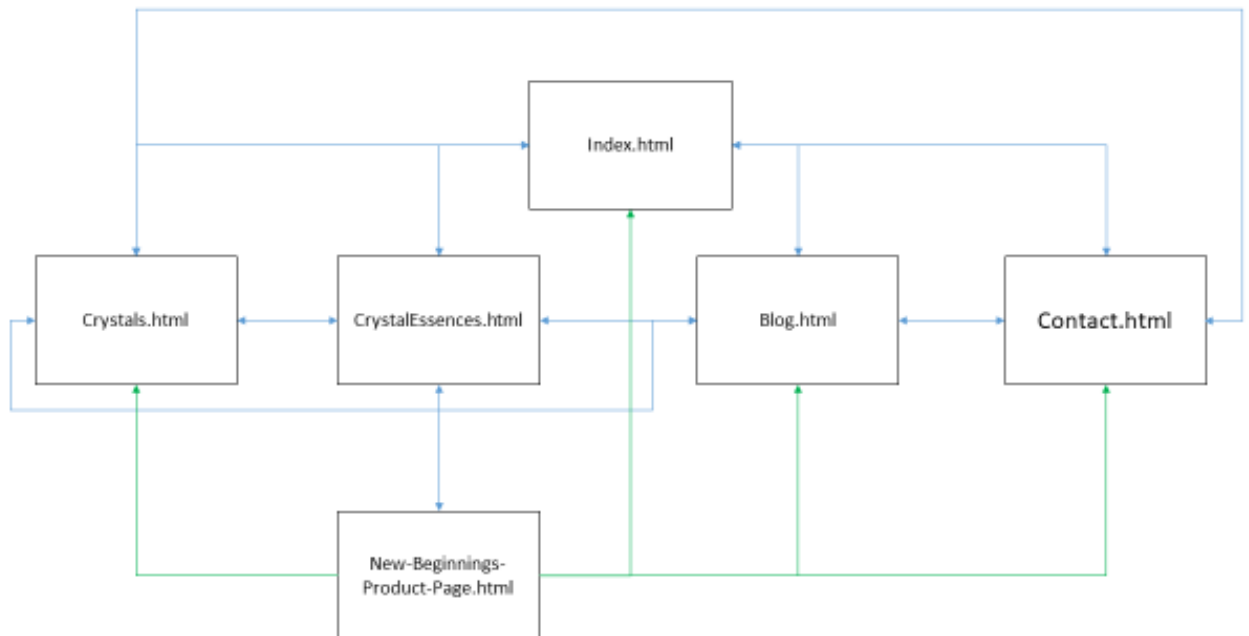


Lunai Crystals Product Page Design Document

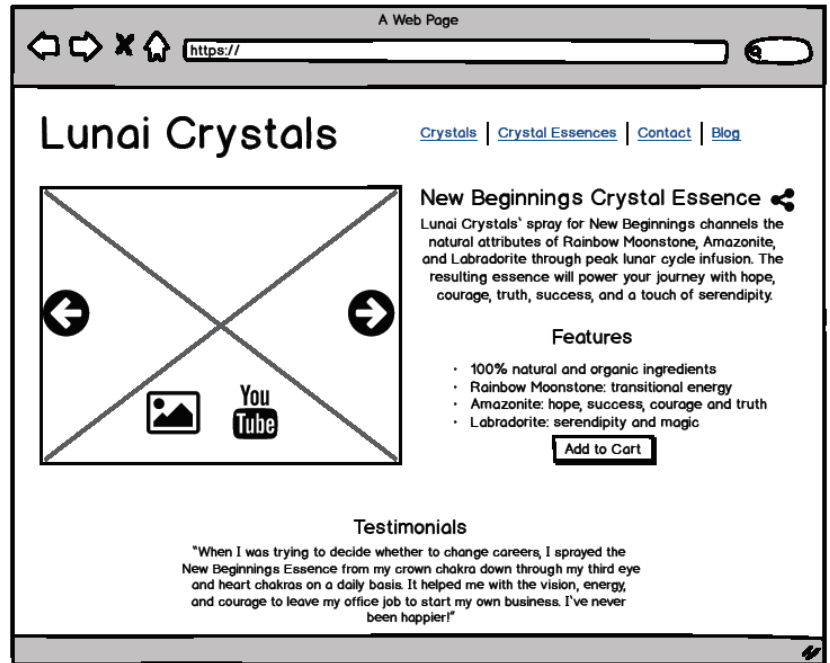
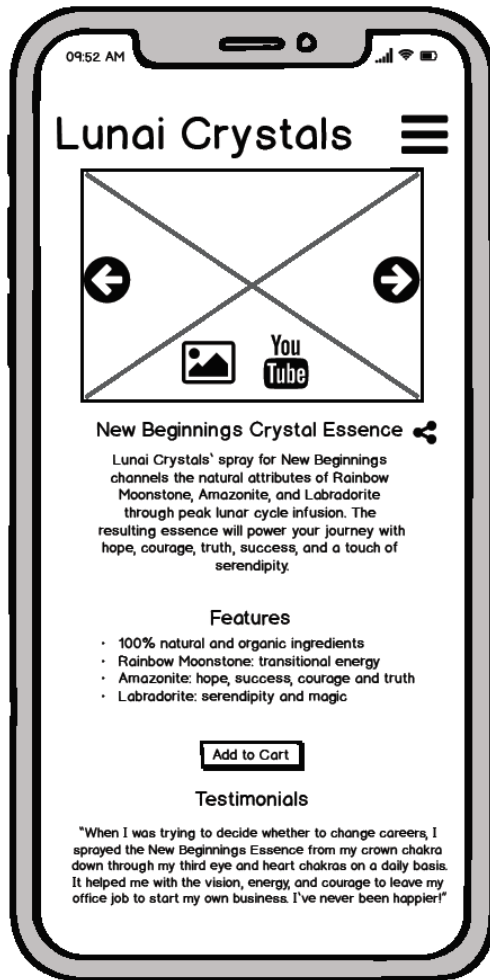
This document proposed the design for the New Beginnings Crystal Essence product page within the Lunai Crystals website.

1. Information Architecture Diagram

Lunai Crystals Information Architecture Diagram



2. Wireframes



3. Site Copy

- a. Product Description: Lunai Crystals' spray for New Beginnings channels the natural attributes of Rainbow Moonstone, Amazonite, and Labradorite through peak lunar cycle infusion. The resulting essence will power your journey with hope, courage, truth, success, and a touch of serendipity.
- b. List Features
 - i. List Option 1
 - 1. The New Beginnings Crystal Essence Spray is made from 100% natural and organic ingredients
 - 2. Rainbow Moonstone infusion fuels energy to transition to your new path
 - 3. Amazonite infusion instills hope, success, courage and truth
 - 4. Labradorite infusion adds serendipity and magic
 - ii. List Option 2
 - 1. 100% natural and organic ingredients
 - 2. Rainbow Moonstone: transitional energy
 - 3. Amazonite: hope, success, courage and truth
 - 4. Labradorite: serendipity and magic

4. User testimonials

- a. "When I was trying to decide whether to change careers, I sprayed the New Beginnings Essence from my crown chakra down through my third eye and heart chakras on a daily basis. It helped me with the vision, energy, and courage to leave my office job to start my own business. I've never been happier!"
- b. I had been dating online without success for months when I stopped to reflect about that I really wanted in a relationship. I started using the New Beginnings spray to help me channel those desires into reality. My new boyfriend is the most supportive and understanding soul I've ever met!

5. Images for the carousel

- a. new-beginnings-spray-750x500.jpg
- b. rainbow-moonstone-750x500.jpg
- c. amazonite-750x500.jpg
- d. labradorite-750x500.jpg
- e. explainer video (tbd)