

“Rose & Renewed: The Book, The Brand, The Author”

Web Project:
Concept & Analysis

By Darlene Rosa

Intended Client of the Website:

- Young Adult
Artistic/Creative
- Author
- Model
- Photographer

Intended Users of the Website

Target audience:
90% women, 10% men

Income Level:
\$40,000 – \$125,000

Age:
21 – 55

Internet Connectivity:
WiFi, SmartPhone

Visit Scenarios:

#1:

Customer is transferred to page after clicking on a sponsored post/ad or through the link on Instagram. They want to view more photos or read more on the blog.

#2:

Customer finds page through SEO by searching for relationship blog, Latina/millennial writers, best non-fiction and/or poetry book, or inspirational feminine style photography.

Website Goals:

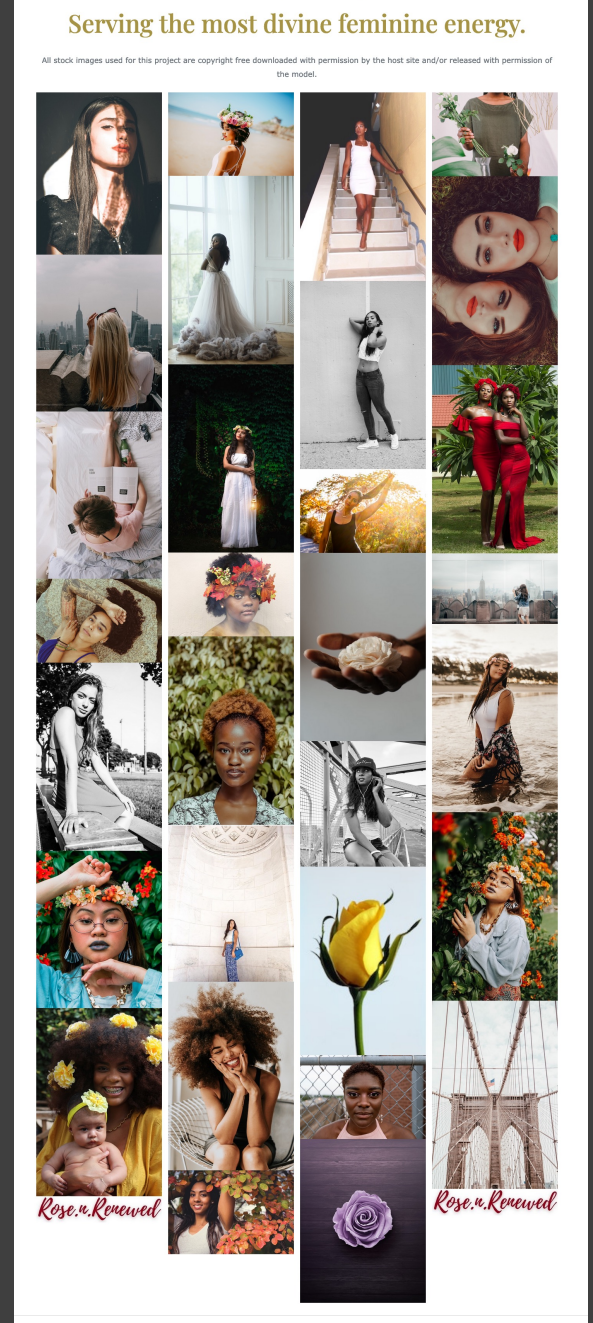
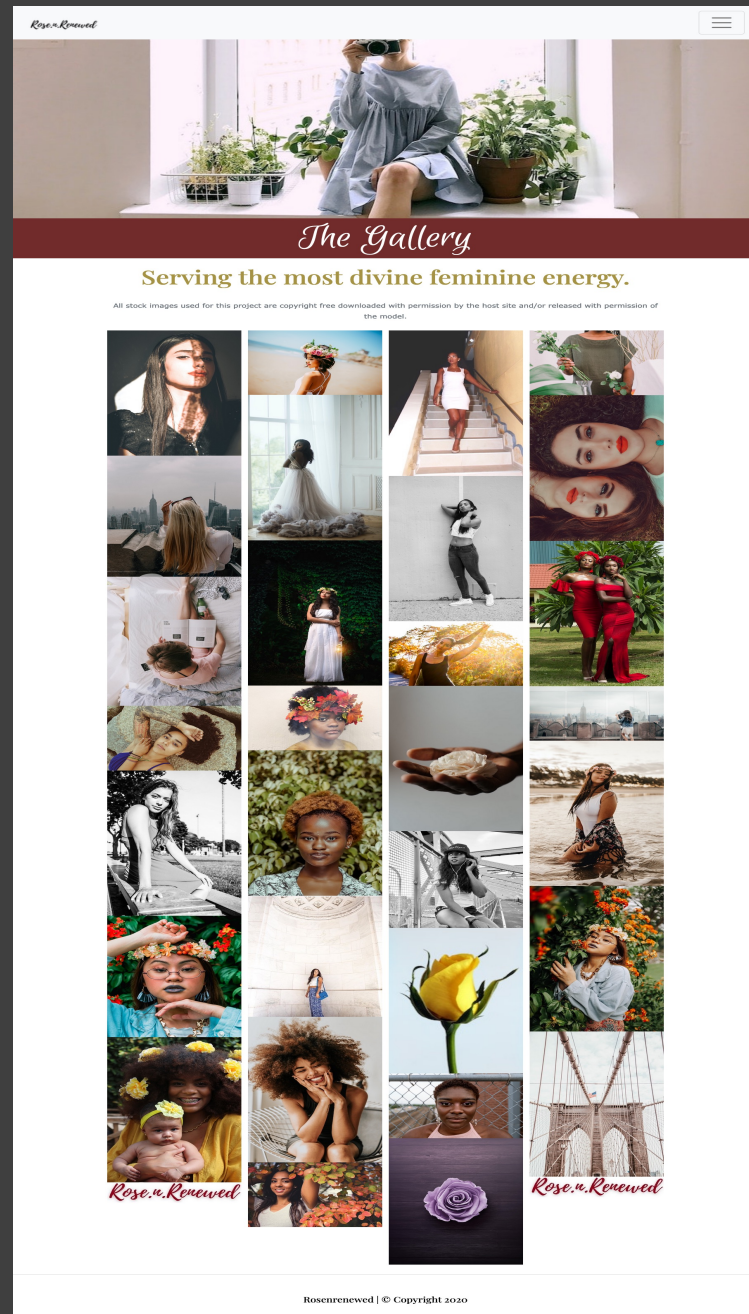
1. To sell merchandise
2. To increase brand awareness and engagement through gallery and blogs
3. Acquire new subscribers

Rose.n. Renewed: The Book, The Brand, The Artist

ENTER

Index page

Photo Gallery Page





The Book

Nominated in 2021 for:

The National Book Award,
The Women's Prize for Fiction Award,
and
New York Times Best-Seller



Rose.n.Renewed: Inspired By a Past Love(r)

by Darlene Rosa

This collection of urban poetry, heart-wrenching, sensual and inspirational love stories will bring you into the world of a newly single 26-year-old Rose, as she navigates womanhood, dating, and adulting in New York City on her journey to finding her greatest love.

☐ Signed Book \$25.00

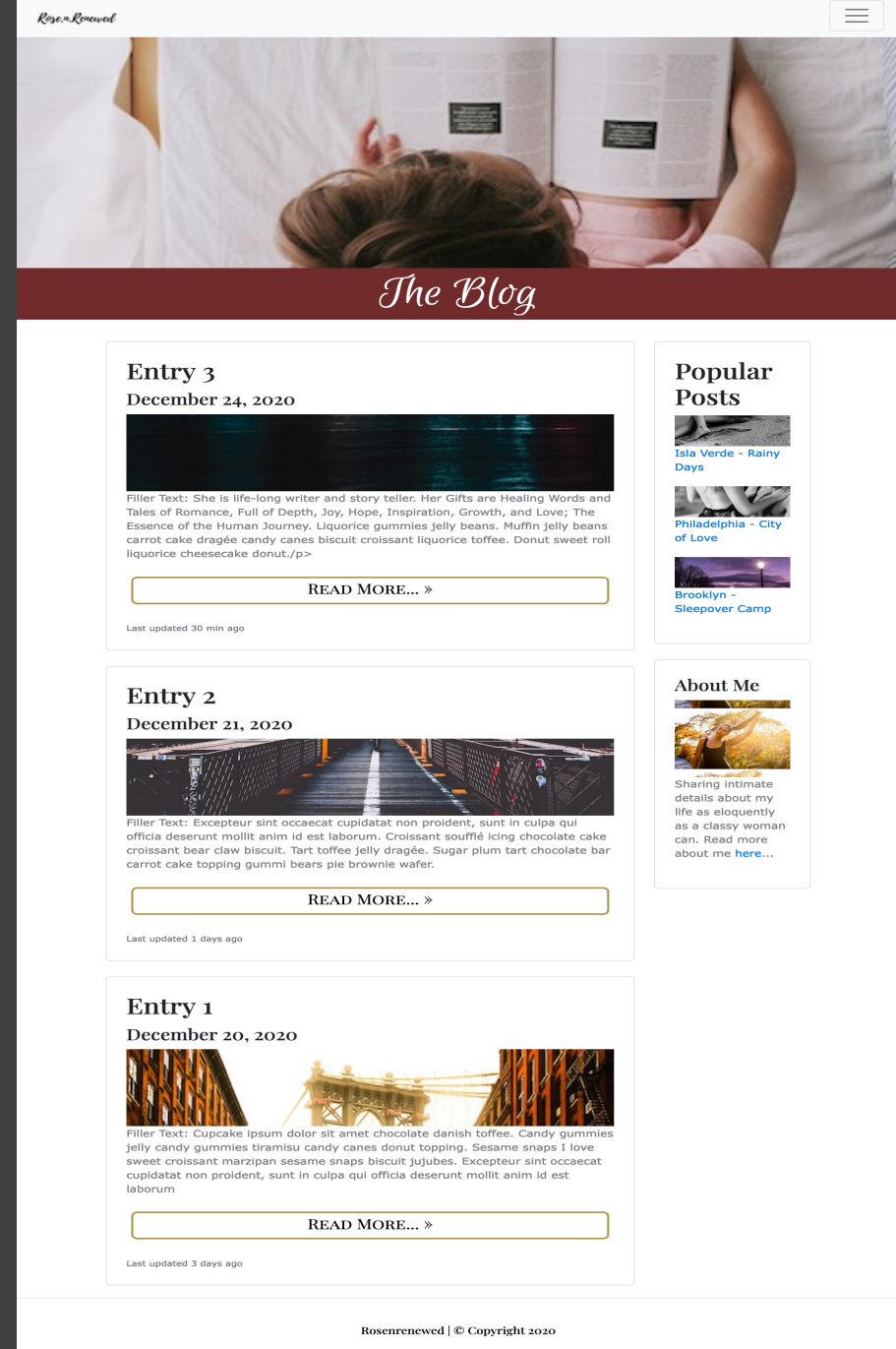
☐ Paperback Copy \$15.00

ORDER NOW

Limited Supply.

Shop Page

Blog Page





Contact

Join Our Mailing List

As a member, you'll be the first to receive the latest updates on the brand, the upcoming book tour, new blog posts, recent photographs, and special deals on merchandise. We will never spam you.

Headquarters

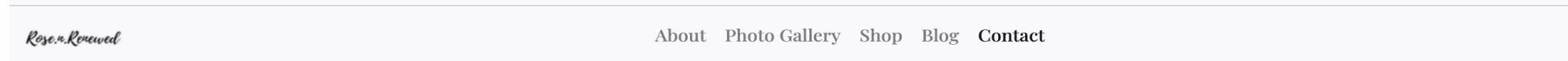
Rosenrenewed
11 Madison Ave
New York, NY 10010
[646-555-5555](tel:646-555-5555)



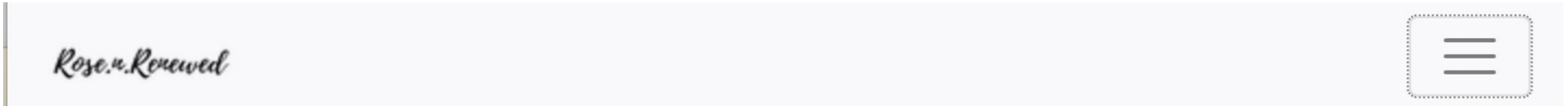
Contact Page

Web Responsive Nav Bar

View when browser window is maximized



View when browser window size is decreased



View when menu button is clicked

