"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.

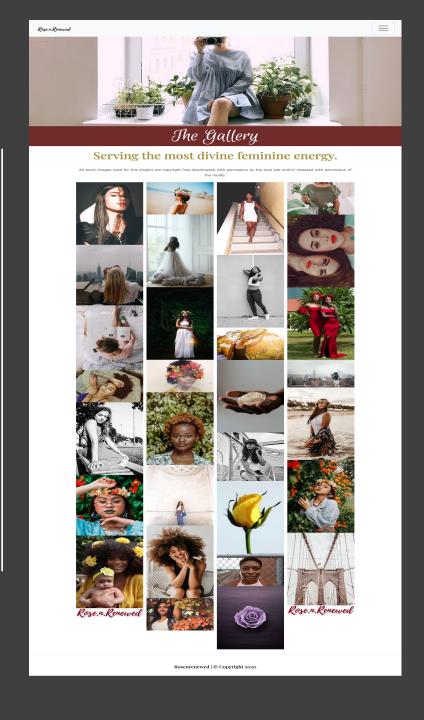
Website Goals:

- 1. To sell merchandise
- 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

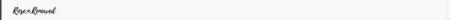
Photo Gallery Page



Serving the most divine feminine energy.

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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.

- O Signed Book \$25.00
- O Paperback Copy \$15.00

ORDER NOW

Limited Supply.

Shop Page

Blog Page

Rose.n.Ronewed



The Blog

Entry 3

December 24, 2020



Filler Text: She is life-long writer and story teller. Her Gifts are Healing Words and Tales of Romance, Full of Depth, Joy, Hope, Inspiration, Growth, and Love; The Essence of the Human Journey. Liquorice gummies jelly beans. Muffin jelly beans carrot cake dragée candy canes biscuit croissant liquorice toffee. Donut sweet roll liquorice cheescake donut./p>

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Last updated 30 min ago

Entry 2

December 21, 2020



Filler Text: Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Croissant souffié icing chocolate cake croissant bear claw biscuit. Tart toffee jelly dragée. Sugar plum tart chocolate bar carrot cake topping gummi bears pie brownie wafer.

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Last updated 1 days ago

Entry 1

December 20, 2020





Filler lext: Cupcake ipsum dolor sit amet chocolate danish fortee. Candy gummiejelly candy gummies tiramisu candy canes donut topping. Sesame snaps I love sweet croissant marzipan sesame snaps biscuit jujubes. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

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Last updated 3 days ago

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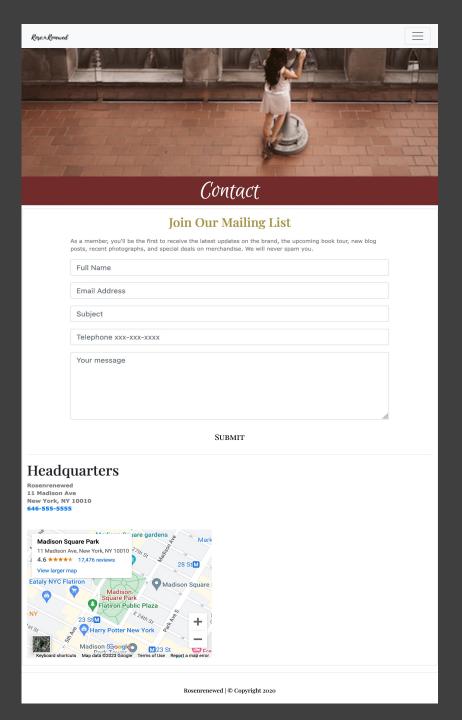




About Me



Sharing intimate details about my life as eloquently as a classy woman can. Read more about me here...



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Web Responsive Nav Bar

View when browser window is maximized

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