

The Love of Ganesha

Antonio Loera Gaeta & Eva Wu



Design Brief



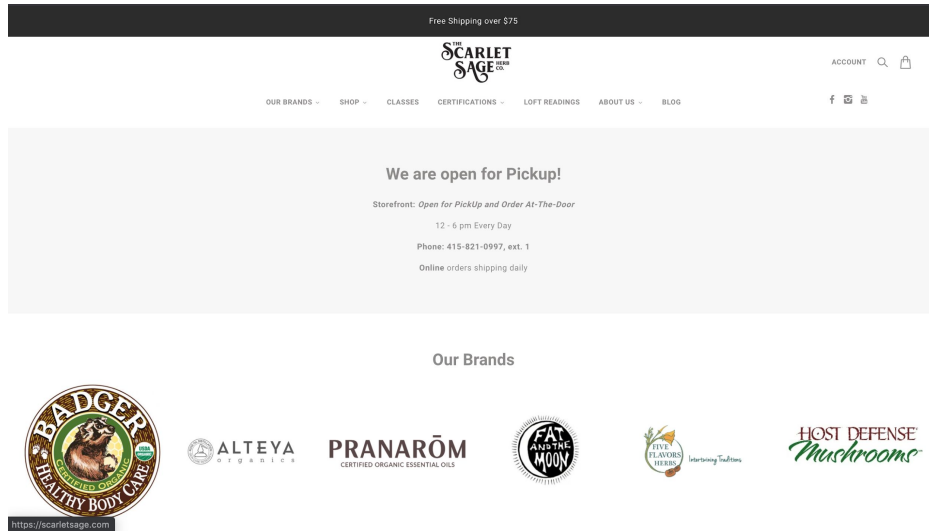
Business Description: The Love of Ganesha is a small local store in Haight District. They sell things like crystals, sage, incense, clothing, accessories and they also have a meditation room. Many tourists like to come buy and learn about rocks and minerals. They also have great customer service by explaining the different types and options of rocks.

Customer Retention: 70% of customer retention rate

Project Goals: To design a simple and minimal website with information for customers

Target Audience: 15-30 years old

The Scarlet Sage Herb Co.



Business Description::

- Co-owners and herbalists Dino Lucas and Lisa Kellman opened their shop in 1995. Their commitment to healing extended beyond the merchandise as they strived to empower and educate people about self-care using herbs and natural remedies, as well as providing resources for holistic health care for the community.

Features

- Herbs, Soaps, Crystals, Essential, & Oils

Pain Points

- Store Atmosphere
- Customer Support
- Overpriced

Website Features

- Shipping & Phone Orders
- Brands
- Shops
- Classes & Certification
- Loft Readings
- Blog
- Account

Crystal Way

San Francisco, CA Market and Sunset Areas

Log in or Create account

Cart

Search

Crystal Way

Home

Our Readers ▾

Healing Center ▾

Shop ▾

Events

Contact



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Business Description:

- The store was officially opened in 1991 as a jewelry store - and quickly expanded its inventory to carry crystals, incense, and books. Within a few years, psychic readings, workshops, and classes were also offered. In 2003, new owners, Linda Amburgey, Maria Stanford and Kathy Carter took over and have been running it ever since.

Features:

- Crystals, Candles, Mixed Fragrances, & Supernatural readings

Pain Points:

- Expensive
- Mostly Crystals

Website Features:

- Home
- Our Readers
- Healing Center
- Shop
- Contact

- Website redirects you to JapanIncense.com. To shop for items
- Items
- Home
- Shopping Cart
- Search
- Info
- Index

Persona



"Strive to find happiness and spread love wherever you go"

Age: 24 years old

Occupation: Artist/Nanny

Status: Single

Location: San Francisco, CA

ABOUT

Jill is an artist that just began experimenting with spiritual healing. She graduated from SFSU in Studio Art and is a part-time nanny. She enjoys meditating and painting to destress. She wishes to expand her spiritual knowledge and healing techniques through crystal healing.

NEEDS

- Information on crystals
- Cleansing Process
- Ways of Meditation

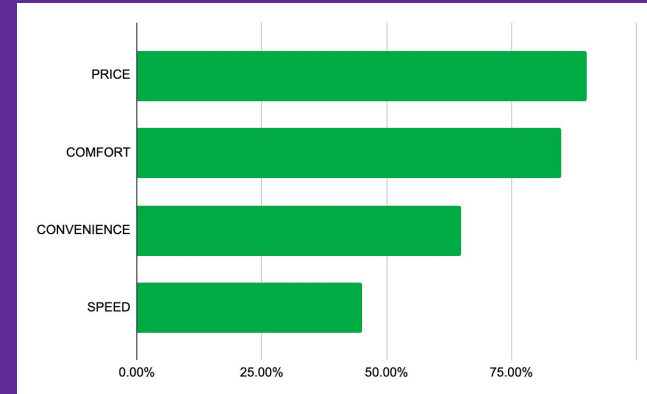
FRUSTRATIONS

- Overpriced crystals and products
- Lack of personalization from mainstream stores
- Limited variety in products

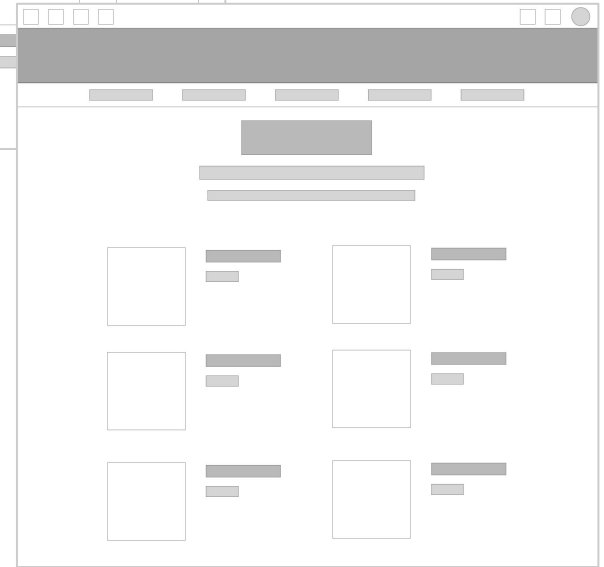
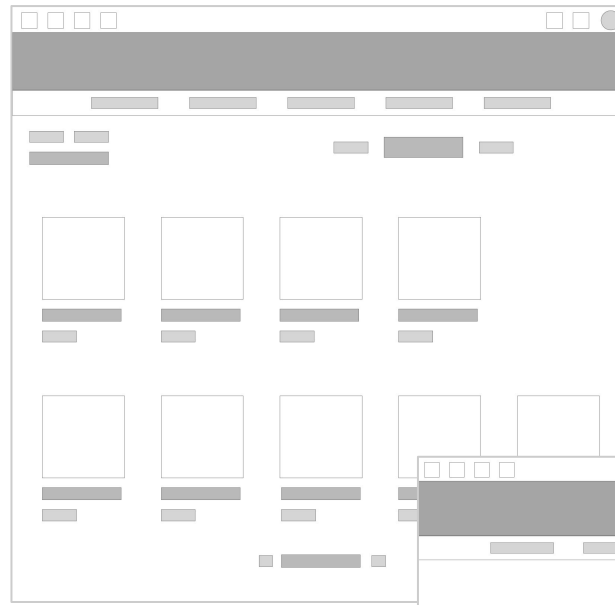
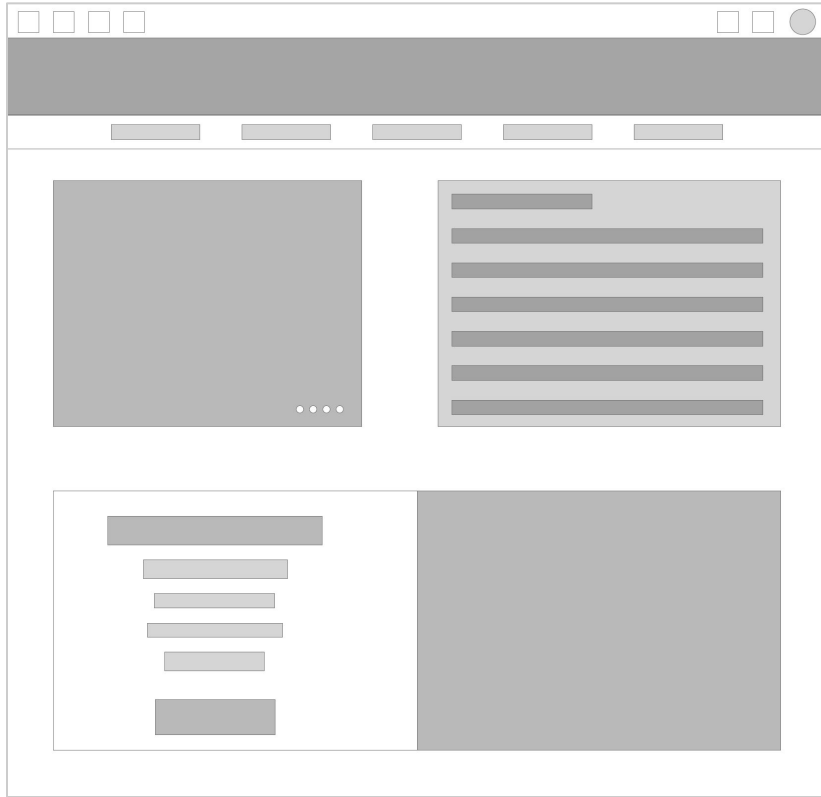
PERSONALITY

- Optimistic
- Motivational
- Passionate
- Giving

MOTIVATIONS



Wireframes



Style Tile

Love of Ganesha

Merienda Bold- Font Size 36pt

Background Information

Skia Regular - 20pt

The Love of Ganesha is an internationally-beloved San Francisco Haight-Ashbury institution. Crystals, Clothing, and Jewelry from all around the world, music, bright colors, and unconditional love abound. The owner of the store, Noot, has dreamed of owning her own store since the early 1990s, when she began running her own stalls at flea markets and fairs.

Montserrat Regular -15pt

Adjectives

Spiritual Meditation Happiness

Colorful Healing



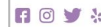
Mockup- Homepage



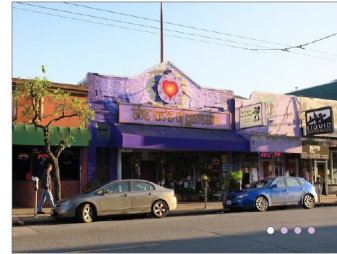
The Love of Ganesha

[Home](#)[Meditation](#)[Shop](#)[Contact](#)

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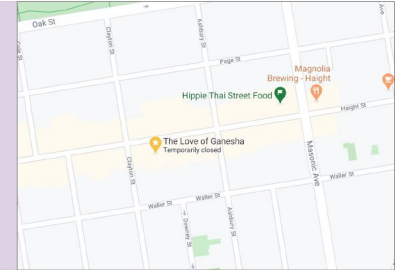
The Love of Ganesha

1573 Haight Street
San Francisco, CA

Mon-Sun, 11am-6:30pm

(415) 863-0999

Directions



BLESSINGS

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Prototype

<https://xd.adobe.com/view/d3d4bd53-f57d-4c43-4d23-7068e5c7a4a4-a5e5/?fullscreen&hints=off>

The Love of Ganesha URL

<https://evahwu.github.io/TheLoveofGanesha-final/Homepage.html>