

MISSION PRAXIS

DESIGN
BRIEF

"Mission Praxis"
Omar Mujanovic
DES327.03

TIMELINE

This project's timeline ranges from April 13th to May 21st.

PROJECT GOALS

The goal for this project is to provide a website for Mission Praxis, a small business located in San Francisco that showcases local art, sustainable goods, and clothes. We aim to make it simple, modern, and easy-to-use, while still maintaining a strong brand identity.

TARGET AUDIENCE

The target audience for our website is individuals of all genders from 18-30 years old, primarily those who live in San Francisco.



"As an artist, it is important for me to support other local artists and to have a place to buy their unique handmade goods."

Alicia Wilkins

AGE

26

LOCATION

San Francisco, CA

OCCUPATION

Waitress/Artist

ABOUT:

Alicia is an artist in San Francisco who loves handmade goods. She is constantly looking for new art communities in the city. She has a unique style and really loves unorthodox articles of clothing.

GOALS

- To support local and small businesses
- To find a unique gift for her best friend's birthday
- To get a cool new outfit for Burning Man

CHALLENGES

- She doesn't like supporting big brands such as Forever 21 and H&M
- It's hard to find local home made goods.

Mission Praxis Research

According to Mission Praxis' website, their mission statement is "Providing a venue for the creative reconstruction of landfill-bound materials into products our community needs. Hosting a market for one-of-a-kind crafts, reconstructed items, sustainably-produced household goods, bulk dry goods and soaps."

-from Mission Praxis' Facebook page

Branding

Mission Praxis currently does not have consistent branding. The most defining aspect of the space is the bright and colorful mural outside the space and a hand painted lettering in the window. The owner would like consistent branding, but also to keep the charisma of the handmade DIY space that it is.

Calls to Action

Mission Praxis has all sorts of calls to action. The space often holds educational events on various subjects of social justice, and other humanitarian and environmental issues. Furthermore, the whole purpose of the store is to promote and support local artist's work and to create sustainably sourced garments, and to be a creative resource to the community. The store wants to promote DIY culture and investing in the community. The website should highlight these aspects and events.

Customer Retention

Mission Praxis wants to keep its customers updated with new products and new events so that they know what Praxis has to offer.

Competitive Analysis

Mission Praxis does not see itself in competition with other community spaces. Rather, it sees itself having to compete with shops with unsustainably sourced goods with a cheaper price. Mission Praxis has the upper hand in that it sells local and handmade goods.

Company	Brief History	Features	Pain Points	Website Features
Mission Praxis	- Handmade merchandise in SF - Pieces made by various designers/artists in the city - Founded in 2011	- Support local artists - Support local businesses	- Website is not very detailed	- Order products online - View gallery of products - Check locations - Contact business
Gravel and Gold	- Independent/women-owned design collective in SF - Founded in 2008 - Handmade/artisanal goods	- Run workshops - Supporting local artists	- Website is a little messy	- Order products online - Read staff blog - View events - Contact business
Nooworks	- Women-owned/women-run business that makes handmade goods - Everything produced in California - Established in 2004	- Buy local/handmade goods	- Higher price range - Website feels a little clunky	- Order products online - View list of artists - Contact business - Return items
St. Lightning	- Women-run business that sells handmade goods - Established in 2016	- Jewelry, clothing, vintage items	- Higher price range	- Order products online - Very clean and modern - Read staff blog - Shop by artist

MISSION PRAXIS

SAN FRANCISCO

COLORS

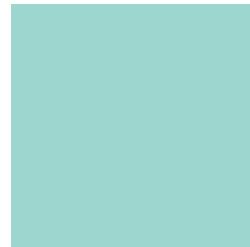
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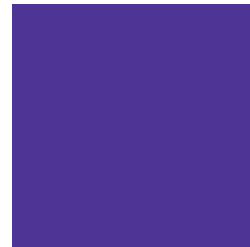
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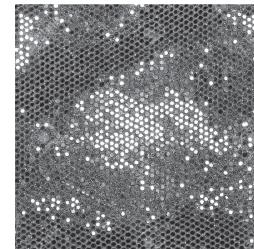
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TEXTURES



KEYWORDS

colorful, vibrant, bold, clean, fun , simple

TYPOGRAPHY

Brandon Grotesque

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HEADER
SUB-HEAD

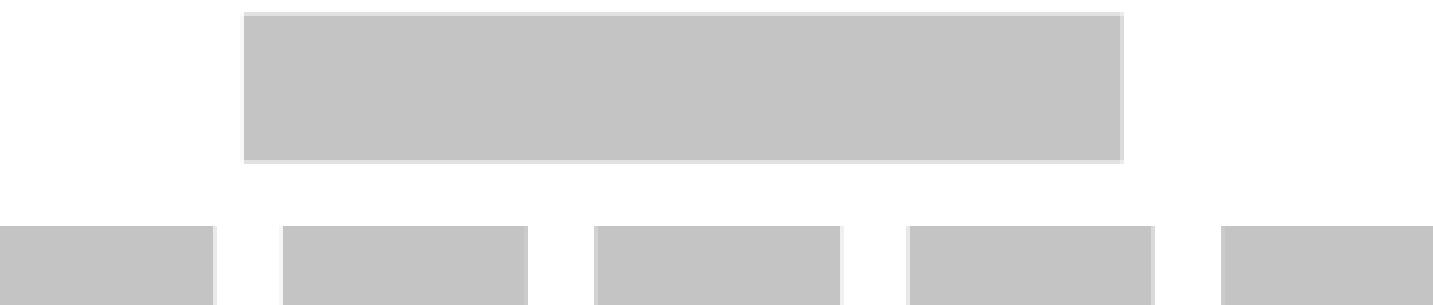
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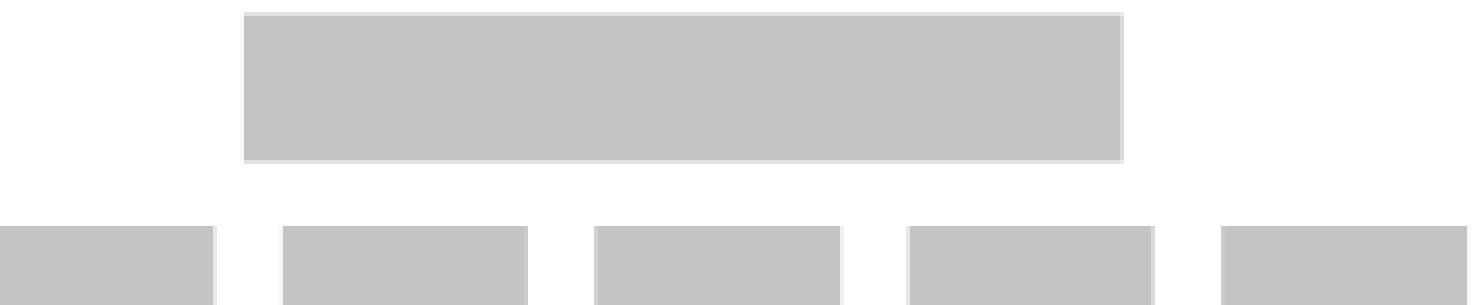
BUTTONS

[ADD TO CART](#)

[SHOP ONLINE](#)





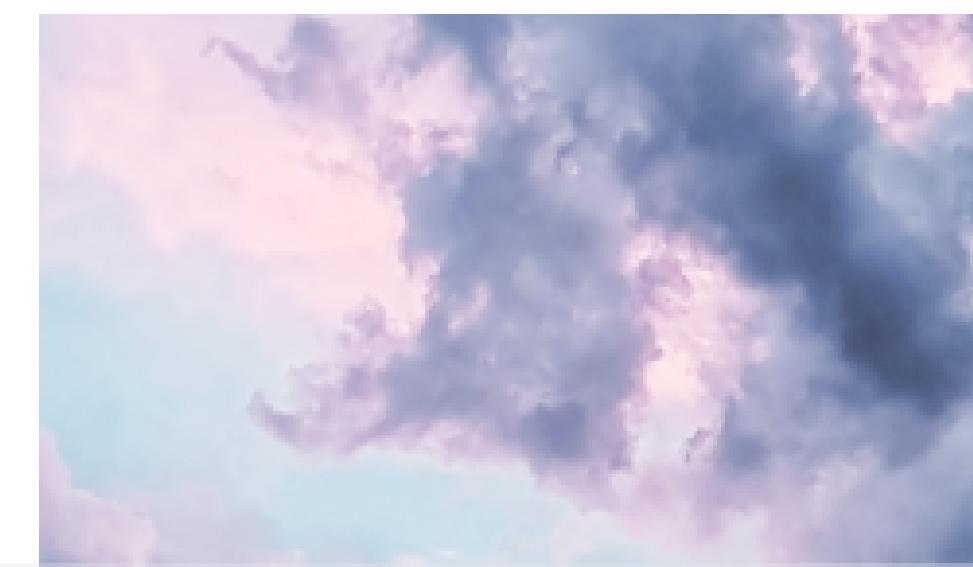


MISSION PRAXIS

[SHOP ONLINE](#)[GALLERY](#)[LOCATION](#)[CONTACT](#)

ABOUT US

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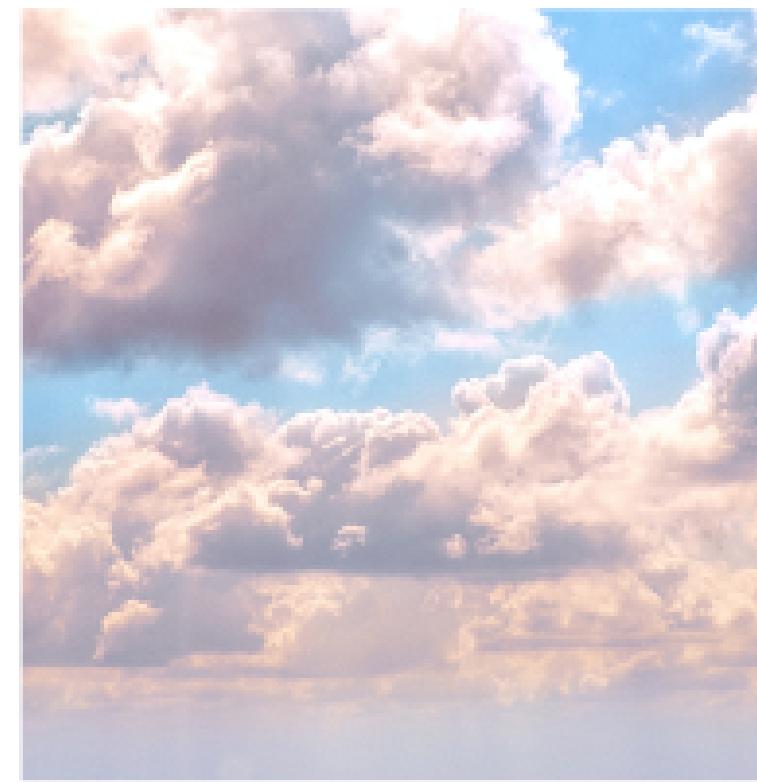
MISSION PRAXIS

SHOP ONLINE

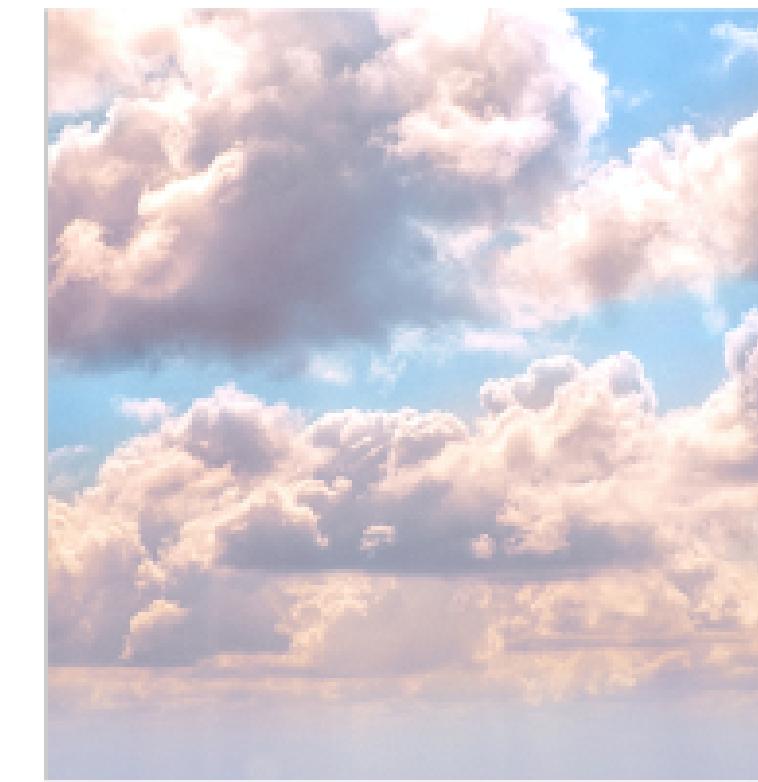
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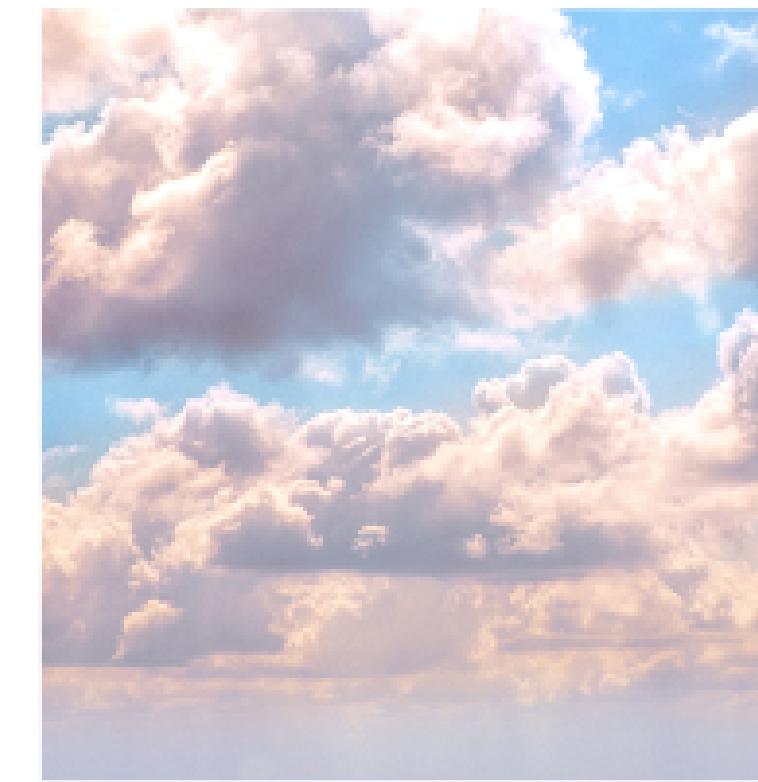
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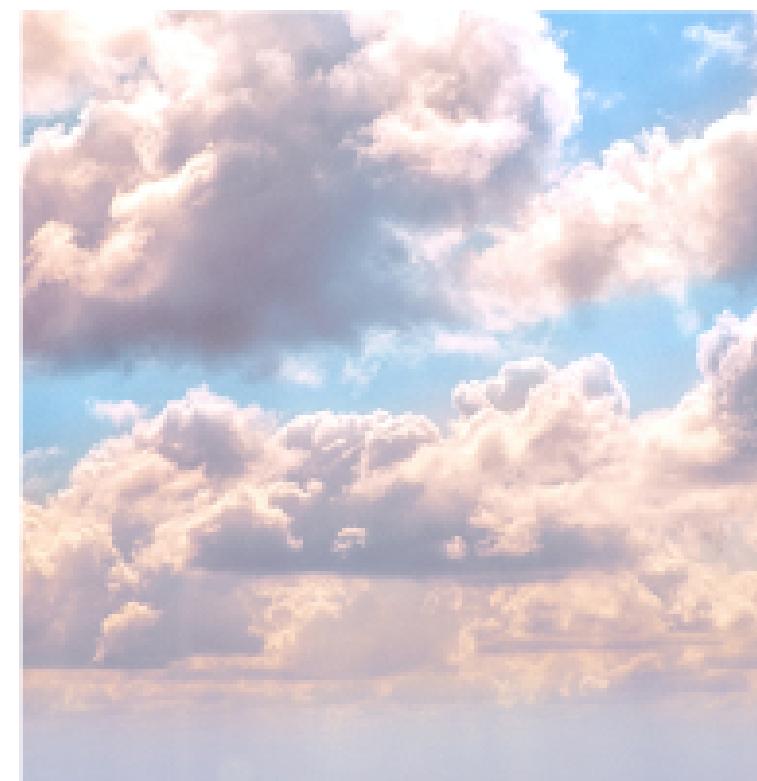
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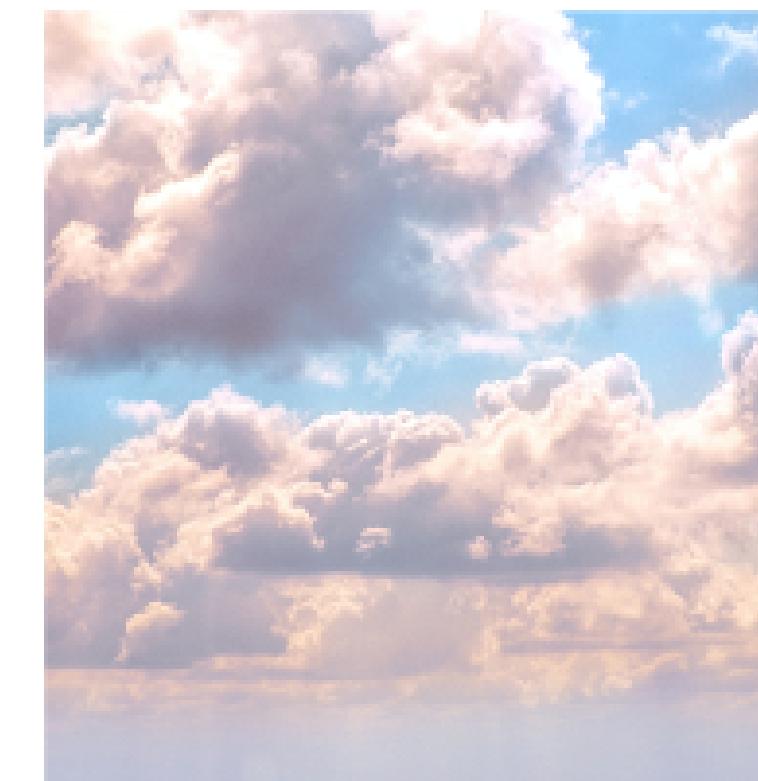
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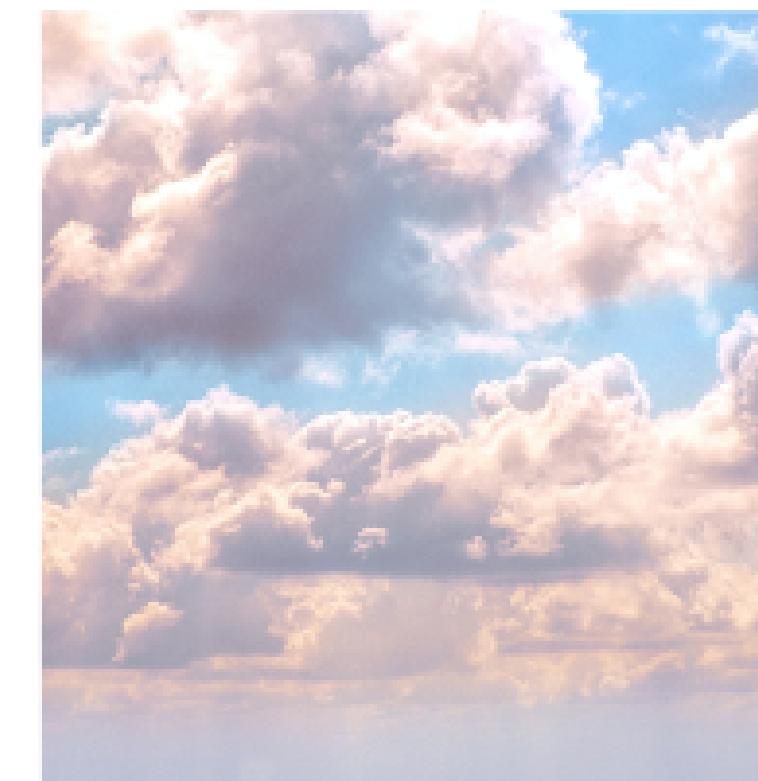
TITLE 3



TITLE 4



TITLE 5



TITLE 6

MISSION PRAXIS

[SHOP ONLINE](#)[GALLERY](#)[LOCATION](#)[CONTACT](#)

LOCATION

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