

https://www.westelm.com

Who do you think the intended audience is
- People who are interested in interior design, art, and outdoor decos

HOME												
Furniture	Outdoor	Rugs	Bedding	Bath	Lighting	Pillows+Decor	Windows	Art_Mirrors	Kitchen+Dining	Garden	Baby+Kids	Sale
Living Room Funrniture	Outdoor Furniture	Rugs By Type	Bedding By Category	Bath Linens	Ceiling Lighting	Pillow+Throws+ Poufs	Curteins+Drapes	Mirrors	Dinnerware	Planters	Furniture	
		Rugs By Style		Bathroom			Window	Frames+Wall Decor	Flatware	Planters by Size	Storage	
Bedroom Furniture	Outdoor Accessories+ Decor	Rugs By Size	Bedding Essentials	Bathroom	Table+ Floor Lamps	Room Decor	Window Hardware		Serveware		Bedding	
Dinning Room+ Kitchen Furniture	Planters+ Garden	New+Now	Bedding By Fabric	Hardware	Wall Lighting	Candlelight+ Diffusers	Window Shades	Wall Organization	Glassware	Plants+ Flowers	Bath	
		Design Resources	Bedding By Color	Vanity Mirrors+ Medicine Cabinets	Outdoor Lighting	Planters+ Botanicals	Window Treatments	Wallpaper	Barware	Garden Accessories	Lighting	
Home Office Furniture	Outdoor Entertaining				Lighting Accessories	Electronics+ Tech+ Accessories	New+Now	Clocks	Table Linens		Decor	
New+Now	New+Now		Baby+Kids Bedding	Bathroom Lighting	All Lighting		Design Resources	Art by Type	Kitchen	Outdoor Furniture+ Decor	Kid Fridently Dinnerware	
Design Resources	Design Resources		Mattresses+ Foundations	Bathroom Decor+ Accessories	Lighting by Style	Pet Accessories		Art by Color	Featured Brands	New+Now	Shob by Collection	
			New+Now			New+Now		Art by Subject	New+Now	Design Resources	New+Now	
			Design Resources	Bathroom Storage+ Organization	Lighting by Room	Design Resources		New+Now	Design Resources	Sale	Sale	
			Sale	New+Now	New+Now	Sale		Design Resources	Sale			
				Design Resources	Sale			Sale				
				Sale								

What the main action or actions the site is hoping a user to accomplish
-Purchase, clicking products so that the site can collect which products attract customers.