**Audience/Tone**

* Customers will primarily be visiting my site.
* My product will stand out because everything is hand-made and can be custom-made/made to order.
* If I were speaking to the customer I would be professional and up-beat. I would be friendly and personal while making my dedication to my craft clear. I could translate that style digitally by keeping my site organized, consistent, and clear but involving intriguing visuals and creative fonts.
* Teal and or tans best represent the product.
* Images that show off the product versatility best illustrate my message.

**Content Information**

* Home Page
  + Grab users attention, give snapshot of company and products, encourage continuation to store
  + Title, navigation, logo, who we are, what we do, image, call to action button
* Store
  + Encourage and facilitate purchases
  + Navigation, logo, products, details, text, images, search engine
* Mission Statement
  + Provide information about the company and what makes it unique
  + Title, navigation, logo, text, image
* About the Artist
  + Provide information about the artist’s credentials and work
  + Titles, navigation, logo, text, images
* Policy
  + Provide information about terms and conditions of sales
  + Titles, navigation, logo, text, images