

Project Brief | Kaleb Miranda

Project

Name - TBD

Brief Summary

My goal is to create a webpage for two fragrances consisting of both a cologne and a perfume line. These fragrances would be 100% alcohol and chemical free and made with natural human-grade pheromones and essential oils deriving straight from flowers and fruit trees from these islands. The fragrances would be a portion of a brand I would like to expand on into other product categories down the line.

Primary Objective(s)

1. Simple, modern webpage that has a creative directory to the product.
2. Webflow that is easy to skim through product photos and highlights product info.

Target Audience

- Primary: Young to middle-aged adults who live in Hawaii (enjoy a healthy lifestyle yet like to have fun with the crew)
- Secondary: Visitors/Tourists.

Deliverables

- Single-page site

Key Features & Functionality

- Homepage
 - Nav-bar
 - Call-to-action/Hero
- About Us page

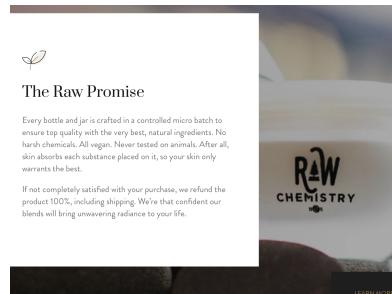
Assets needed

- Imagery (logo, icons, product photos, possible motion-graphics).
- Headings and body copy.

Visual Precedents



[Kauai Juice Co.](#)



[Raw Chemistry](#)



[Laylow Waikiki](#)