



## New Website Design Profile

Small, independent retail company based out of Seattle, WA. that produces small batch soaps and salves. All ingredients and additives are chemical free and naturally based.

It is in the preliminary phases of start up and will be an online store only.

### Site Objectives

The most important objective will be to create an online presence currently the pages have no notable content. The secondary objective will be to attract a firm client base, as word of mouth will dominate.

The website will include simple designs for all sizes of devices, easy to read text, clear navigation, page indicators and descriptions, intuitive task processes, swift checkout process, minimal distraction for the products (no ads, popup etc.) anchor text, and accessible for all users.

### Brand Identity

**Descriptive words:** Simple., Clean, Authentic, Safe, Inclusive, Soothing, Considerate

**Tag Line:** "Use good things and use them well"

**Famous Persona:** Cross between Tina Fey & Michelle Obama, Freshly classic, calming, comfortable with a happy-go-lightly spirit

The brand identity is marketed as a specialized line of soaps that are blended for all skin types and skin needs that are excluded from the mainstream brands.

The products are made with simple, vegetable and nut-based fats and naturally occurring additives i.e. scents, botanicals, minerals.

The Brand should make the prospective and current customer feel relieved and happy to find a product that is designed to address their skin needs.

### Business Goal

Provide a recognized product line that considers all skin types and issues not included under the umbrella of mainstream brands. It focuses on all skin types, including sensitive skin, skin issues such as rosacea, eczema and those related to autoimmune diseases such as lupus.

These soaps are blended without chemicals or synthetic ingredients that react poorly with common skin types, aggravate skin conditions or trigger chemical reactions.

### Success Metric

With the launch of the site, the initial success will be measured by the number of site visitors and the rate of increased traffic, as well as time spent on site and specific pages. As visitors increase, the conversion rate will be monitored for trends such as bounce rates, abandoned transactions, interactions per visit and exit pages, through SEO checkers and Google Analytics.

Feedback will be sought out by requesting visitors to submit, asking customers of their UX and seeking feedback from friends, acquaintances, and colleagues in lieu of design testing until a budget is created for this option. Overall, success will be measured by revenue that is higher than Cost of Goods Sold, ROI, and sustainable product lines and brand recognition.