**Site Objective:**

The most important objective will be to create an online presence. The secondary objective will be to attach a firm client based, as word of mouth will dominate.

The website will include simple designs for all size of devices, easy to read text, clear navigation, page indicators and descriptions, intuitive task processes, swift checkout process, minimal distraction for the products (no ad’s, 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”

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 cleansing needs.

**Business Goals:**

The product line is created with consideration of skin types and issues that are not included under the umbrella of mainstream brands. The focus is on all skin types, including sensitive skin, skin issues such as rosacea, eczema and those related to immune diseases such as lupus.

The treatment of these excluded skin categories is to consider the ingredients that are not compatible with ethnic, sensitive, and side effects of exposure to elements, afflictions, and allergies to chemicals and incompatible ingredients.

**Success Metrics:**

With the Launch of the Site, the initial success will be measure by the number of site visitors. The site traffic should steadily increase. As visitors increase, the conversion rate will be an indication of the effectiveness in the design.

After launch, feedback will be sought out. The general visitor will be requests to submit feedback. Customers will be asked for feedback on the product as well as purchase experience. Feedback will also be asked for on social media, from friends, family, acquaintances and colleagues.

Overall, it will be to bring in revenue for a return on investment and then to see a steady increase as product lines and brand recognition.