



Communication Brief

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Website Redesign

nat + sus/the shop

Website: <https://natandsus.com/>

Project Summary

nat+sus, a boutique style women's retail store that sells new women's clothing, accessories, and beauty products that needs a website redesign. The store is unique in the sense that all products are environmentally and naturally sustainable. (Hence, nat+sus=natural+sustainable)

Currently, the site is confusing and unorganized. The redesign will streamline the content in a logical, user friendly, and easy to navigate format. Obviously, the primary goal is to increase traffic, thereby increasing revenue. The secondary and long-term goal will be to keep the website current, as to create a loyal and engaged customer base.

Audience Profile

The primary demographic will most likely fall within the following categories:

- a) Women, individuals who identify as female, gender fluid or like
- b) Age range: 30-75
- c) Online Usage: 1-4 hours a day, majority of the time to browse news, current events, use Social Media and shop for clothes, housewares, toys,
- d) Occupation: Retired, Stay-at-Home Moms, in the environmental field, self-employed schoolteachers, church-goers, aging hipsters and yuppies
- e) Will consider themselves environmentally conscious, "being woke" and ensuring everyone knows this by participating in local or neighborhood activities, food drives, PTA, fundraising etc.

- f) They expect swift and personalized service without hassle
- g) Likes unique things to be conversation pieces
- h) They enjoy telling their friends, family, and acquaintances about special things they have found while shopping or browsing the internet.

Typical tasks of the user will be to shop, create an account to expedite future ordering, submit contact information for news or request further information on products.

Website Perception

The visitor will gain the impression of a calm, fresh, organic, and comfortable feel. Soft Color Palette, Strong but Feminine Typeface, and have images of young and healthy women. It will reassure them that they are purchasing socio- and environmentally safe products, supporting a small, local business, and purchasing unique items that will make them stand out as individuals.

Communication Strategy

Referring to the aforementioned perceptions, the site will communicate the impression of confidence, reassurance, clean living, and socially admired consumerism through images, color, and text.

Stages of the Redesign:

- Current Site Evaluation
- Confirming demographic and considering options to broaden the demographic
- Identifying troubled areas to improve, streamline, add or subtract from Site
- Choosing a content
 - Layout
 - Color Palette
 - Typeface
 - Navigations Options
- Rewriting the content
- Assembling said content
- Coding
- Testing
- Editing
- Launching

The success of the website would be measured by increase of traffic, sales, willingness to create an account, request for information and alerts on new arrivals.

Competitive Positioning

nat+sus does not currently distinguish themselves as an online presence, but the business is unique in the sense that the inventory is all natural, organic materials acquired in sustainable processes. The goal is to reinforce this through the website. Aside from the text, I do not see how the site is successful. Prior to this class, the owner had mentioned that it was a mess. I will work to remedy this.

Target Message

Clean, Comfort and Conscientious Styling