

CatherineLenore.com

MODIFICATION DATE Thu Jun 20 2013

CREATOR Kristin Hoffer

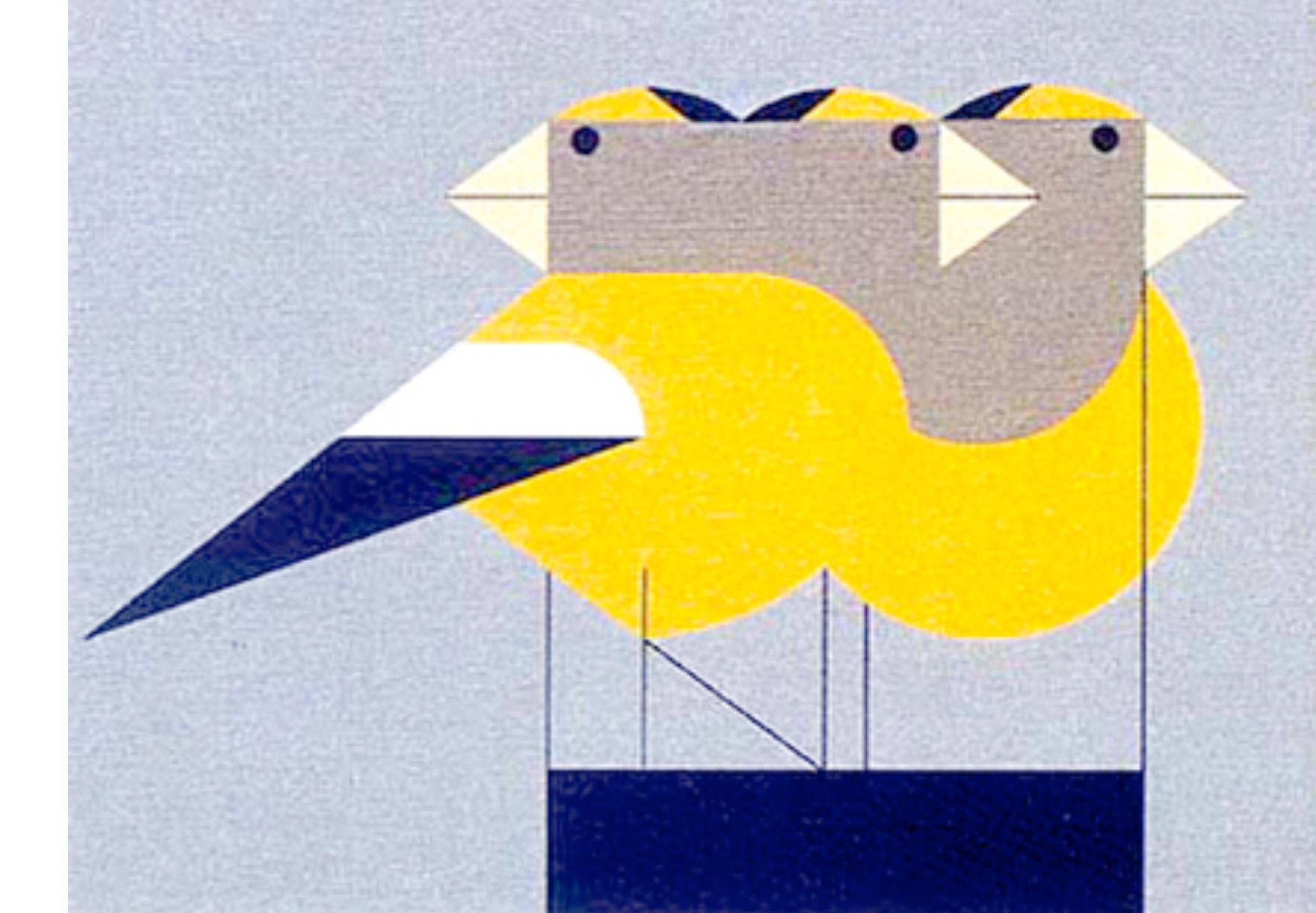
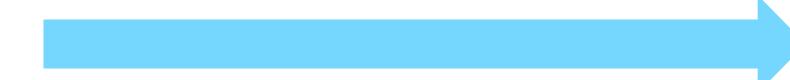
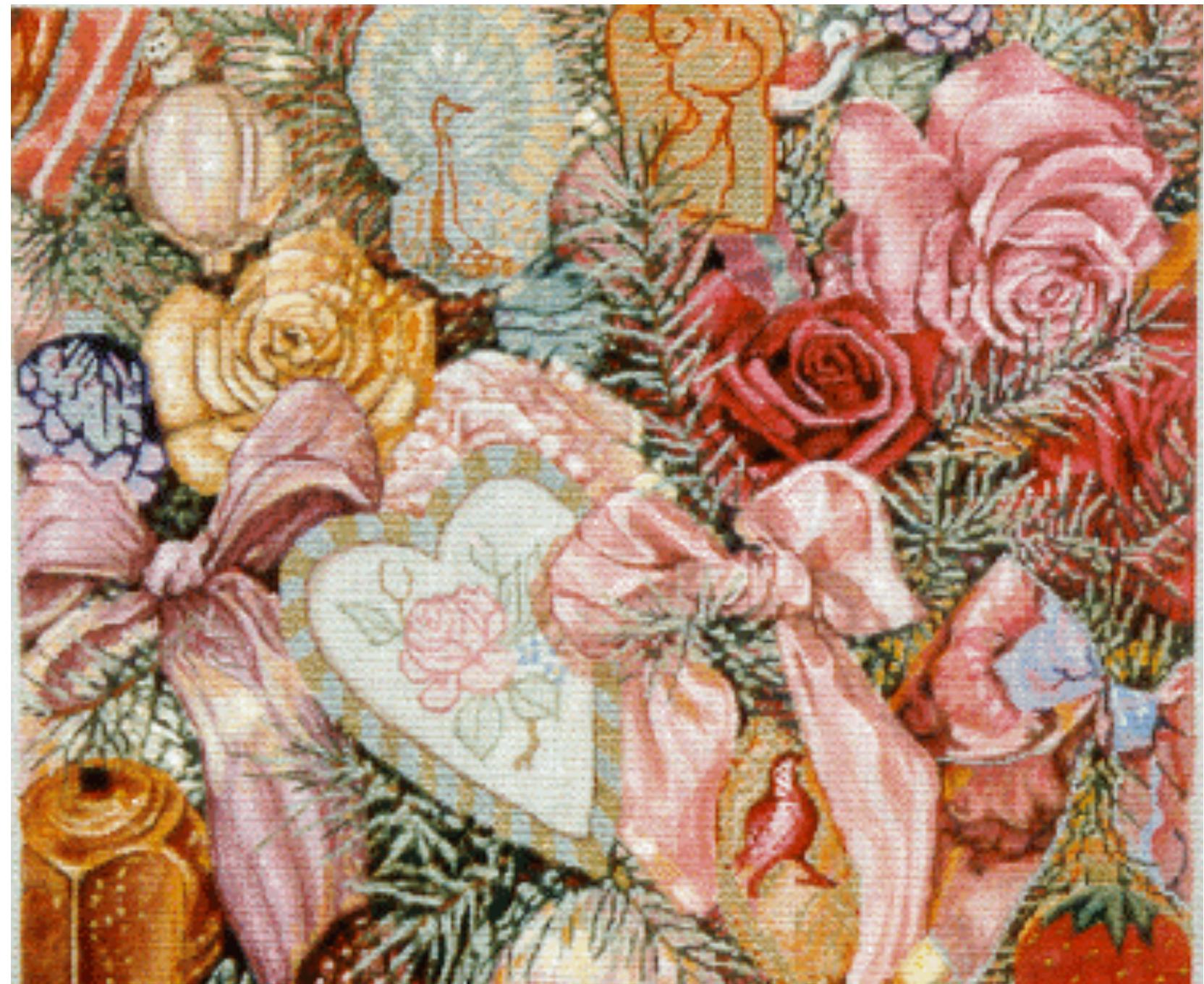
FILE NAME CatherineLenore_Final_v01.graffle

DESCRIPTION Final Presentation

VERSION HISTORY

PROPOSAL

A needlepoint / needle work website that incorporates the option to buy kits and canvases. It will also have a blog about new design ideas and have a revolving roster of artists. Most of the products will be made from these artists and put onto canvases. At some point let the consumer create their own image to add to a canvas. Most of the needlepoint websites around are tragic to look at and would discourage any young person interested from wanting to buy needlepoint. I want a site that encourages the youngsters.





NEEDLEPOINT-FOR-FUN

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Needlepoint Newsletter

Get our FREE needlepoint newsletter with tips and techniques, new products and sale items. It's a quick, fun and informative read. Delivered FREE to your in-box every two weeks. [Here's what people are saying about our needlepoint newsletter...](#)

As a THANK YOU for signing up we will email you a **10% discount coupon**.

Rest assured, we will never share, rent, or sell your info to anyone.

• First Name

Last Name

• Email

New Needlepoint Designs



Contemporary needlepoint kits by [The Stitchsmith](#).

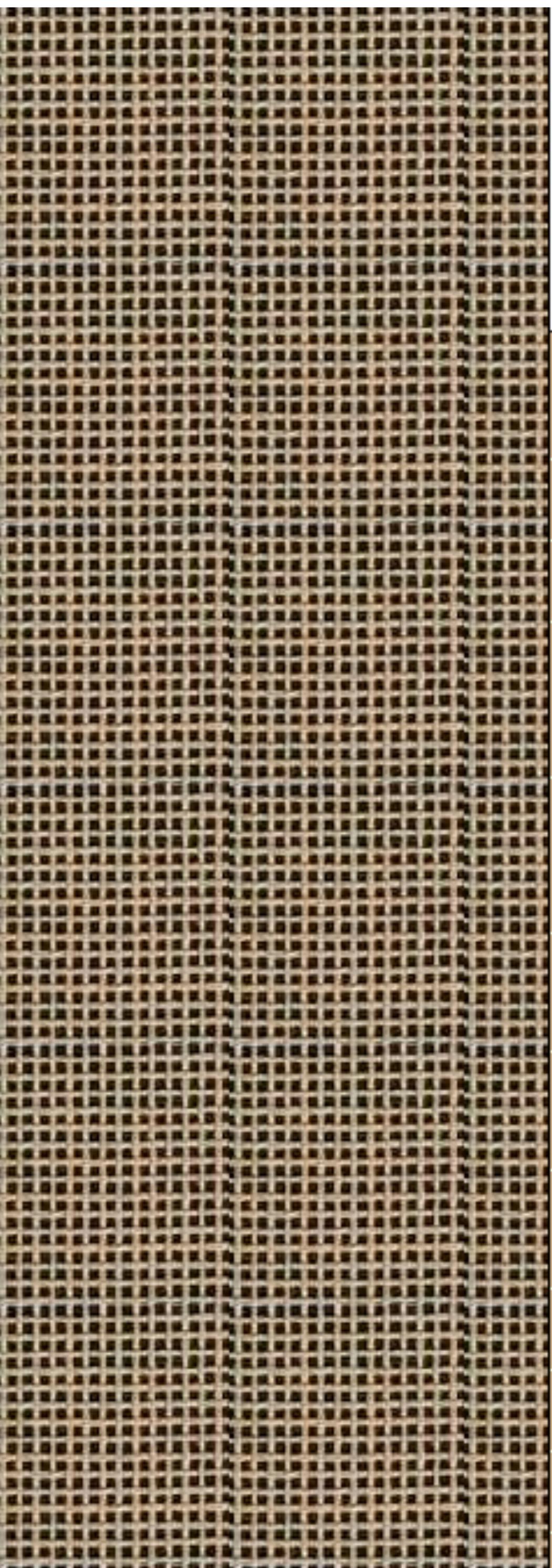


More in the [Keep Calm](#) series...



Modern, patchwork-inspired needlepoint kits by [Anna Maria Horner](#).





Stitch Therapy Needlepoint

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Canvases by
Designer](#)

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Looking for cross stitch supplies? - [click here.](#)

Welcome Needlepointers!

Do you live in the NW Houston TX area?? We are currently looking for a part time hand painted canvas enthusiast to assist with our online needlepoint orders and help maintain our needlepoint website with new products. If interested please email sales@stitchtherapyneedlepoint.com

Welcome to our **Stitch Therapy Needlepoint** site. LOTS MORE CANVASES JUST ADDED!!! We aim to supply you with the most extensive range of needlepoint kits and hand painted canvases to choose from, along with all the fibers and other accessories you may require for your design. This is your one-stop shop for all things needlepoint.

HAND PAINTED CANVASES ARE CURRENTLY 15% OFF!!

If you do not see your desired canvas on our website we welcome your requests to add them - if we can get it we will add it to the site!

Don't forget to take a look at our [newest site additions.](#)

Sign up for our newsletter.

[Sign up](#)

[Love From Above](#)



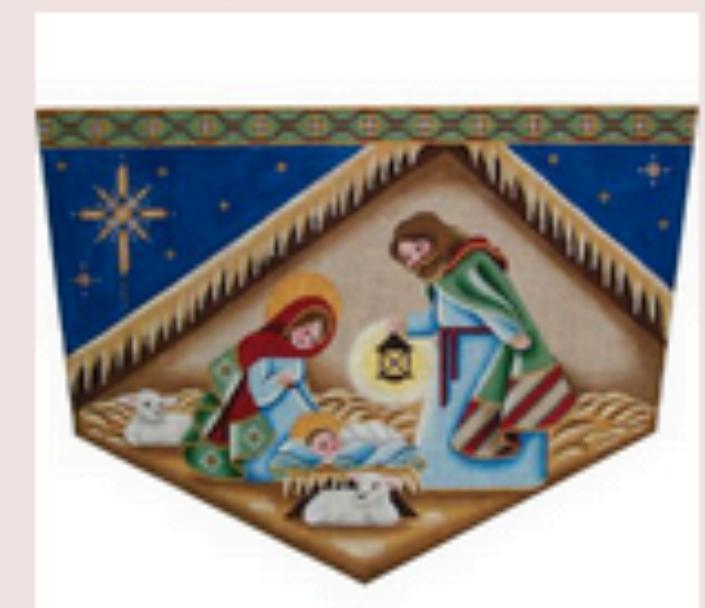
Best Sellers

1. [Texas Basket](#)



Melissa Shirley Designs

2. [Nativity Cuff](#)



Rebecca Wood Designs

3. [NY Tree Ornament](#)



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Needlepoint

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PRODUCTS PER PAGE [12](#) 

PAGE [1](#)  OF 11 [NEXT](#) [LAST](#)



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IN STOCK

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IN STOCK

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[HYDRANGEA FLORAL PORTRAIT PILLOW](#)
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HOME

ABOUT



BIKES

BEANS



BICYCLES

SERVICE MENU • BIKES • ACCESSORIES

• BIKE STOCK •

BRANDS WE CARRY - LINUS / BROMPTON / CHRISTIANIA / STATE



LINUS



LINUS



LINUS

Search Fab

Fab.

Furniture | Home | Art | Vintage | Jewelry | Women | Men | Pets | Food | Fun

Valencia Cuff
\$35 fab
\$52 retail price

Elei Earrings
\$20 fab
\$28 retail price

Verdigris Snake Knot Necklace
\$42 fab
\$62 retail price

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CityCrochet [\\$15.00 USD](#)



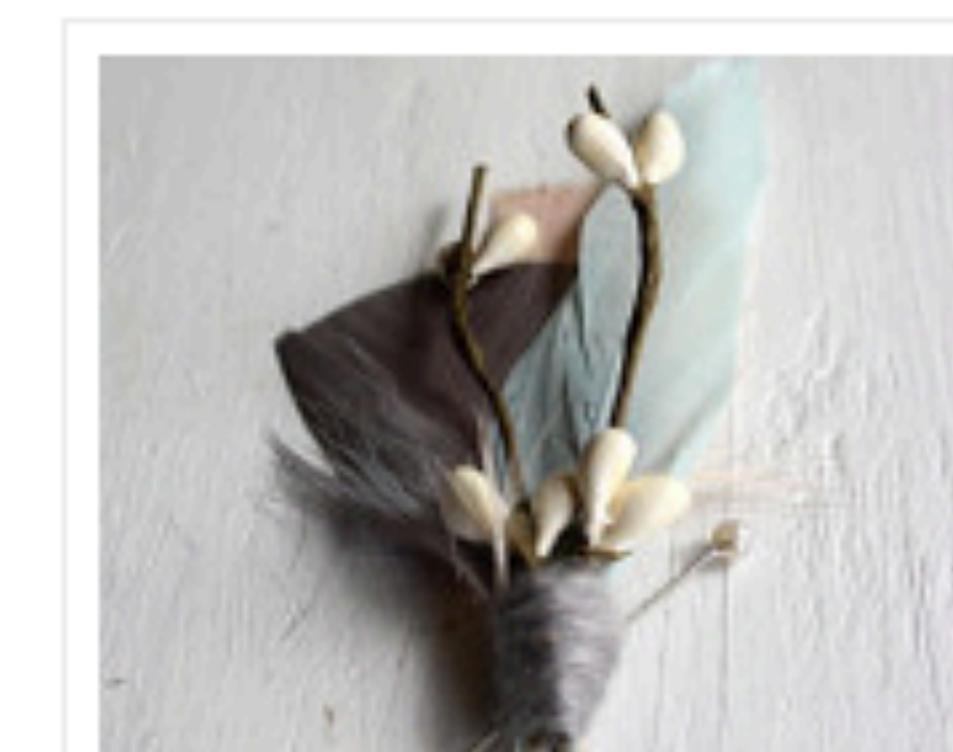
Mint Green Mushrooms Set ...
FoxtailCreek... [\\$12.00 USD](#)



Mint Necklace / Coral Necklace
JuliMade [\\$29.98 USD](#)



Hand painted silk scarf Mint ...
klaradar [\\$102.21 USD](#)



EMERSON Boutonniere in G...



Crochet Tube Hoop Earrings...

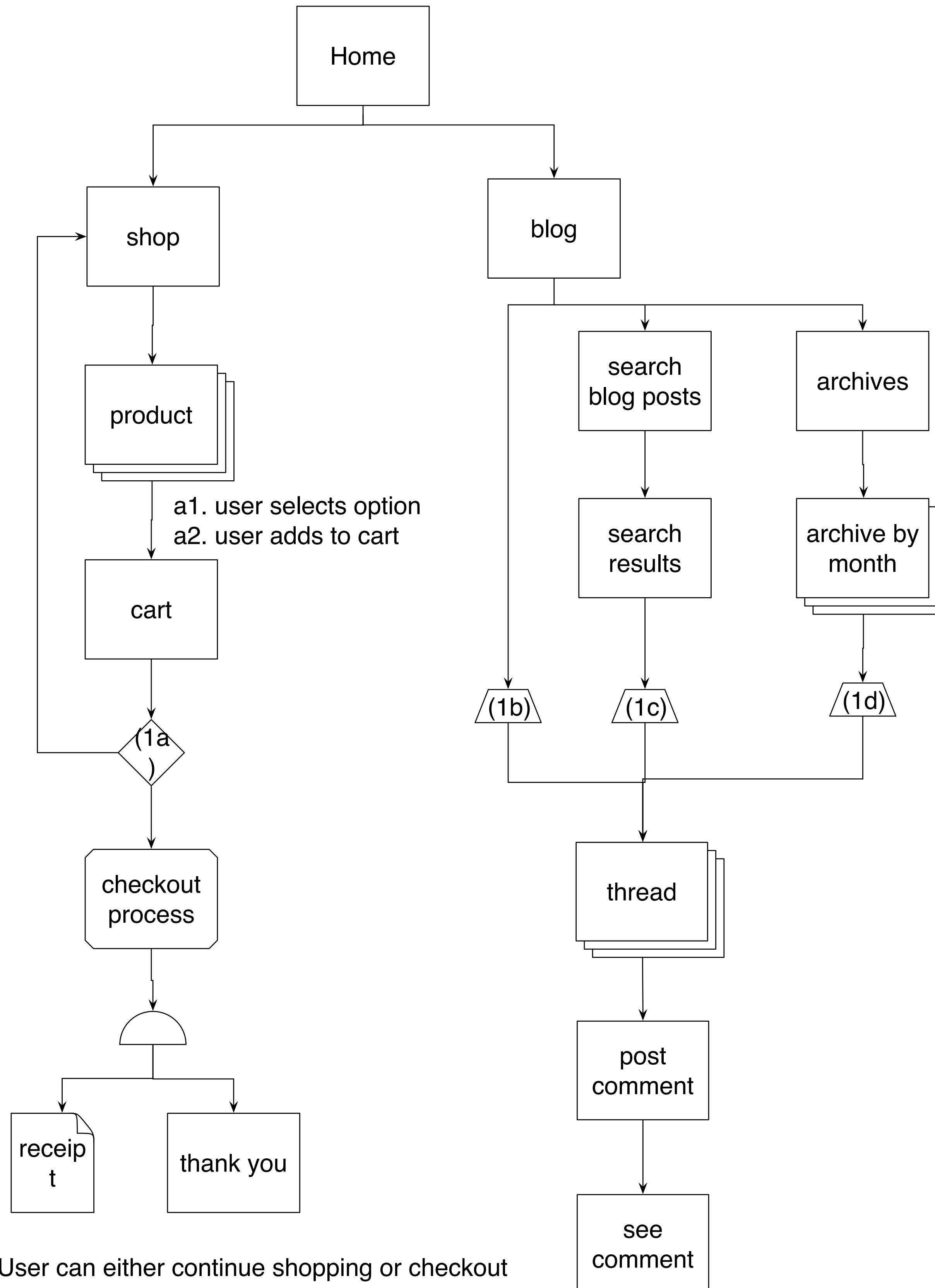


Ceramic Cellars in Mint- Salt...



toothpaste with essential oils...



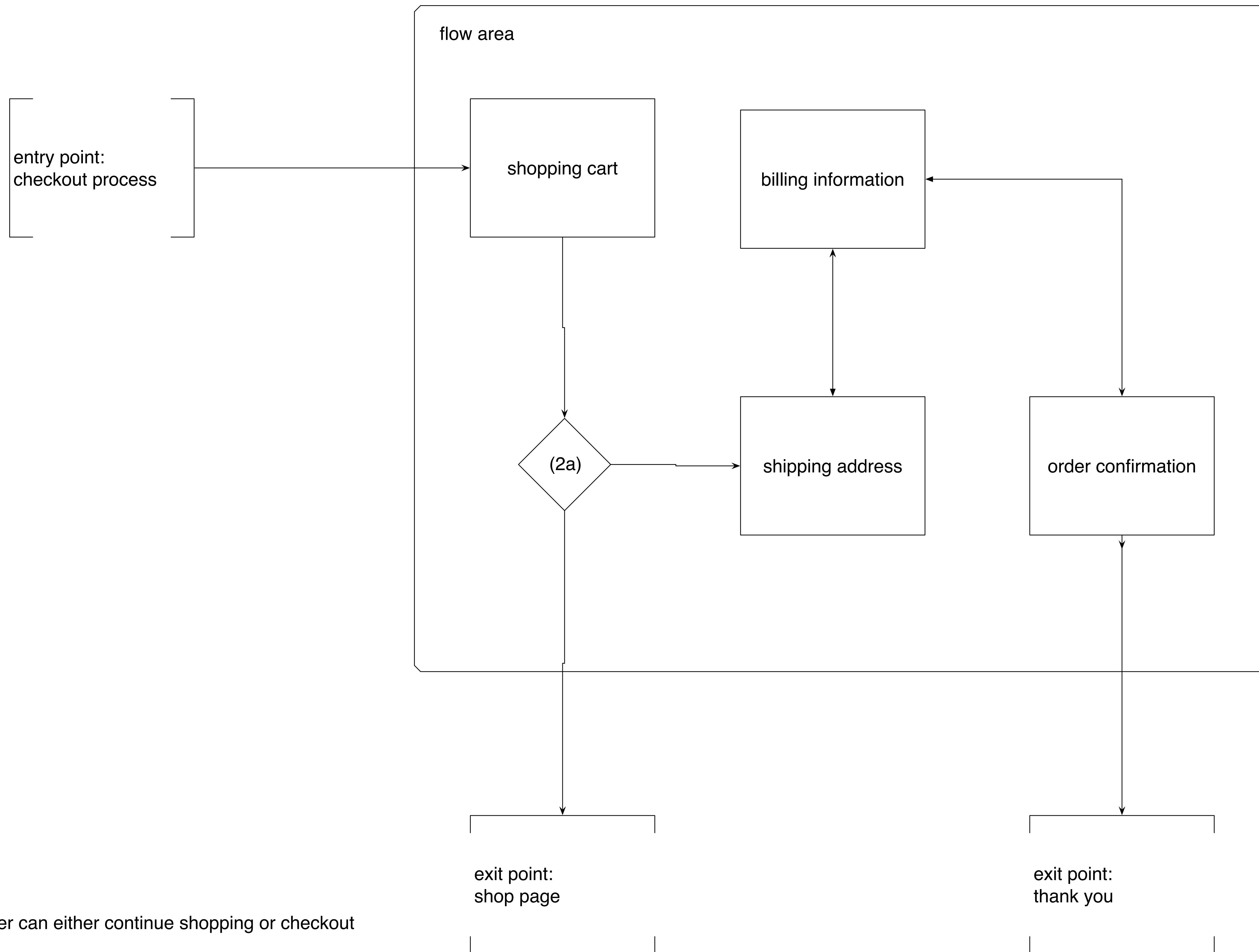


(1a) User can either continue shopping or checkout

(1b) Display links to topics posted in the last n days.

(1c) Display links to topics matching search criteria.

(1d) Display links to topics posted in selected month.



(1a) User can either continue shopping or checkout

Interview #1 with Alexandra (30)

How often do you go online? Daily

Do shop online? Yes

What kind of things do you buy? Anything from electronics to glassware

Do you like crafts? Yes

What kind? anything Martha Stewart can do, I can do better.

Do you use online for inspiration? Yes and recipes as well as patters.

What would you like to see in a craft site? Option to buy or just ideas? Free giveaways are always great and attract me to new sites. A blog on craft projects as an aside would be helpful especially with Instructional videos. Buying could either be thru the site of a sister site as provider.

Do you like needlepoint? Yes

Have you ever seen the sites for needlepoint? Yes, many

What do u think about the site out there? There are many options on styles. Most aren't very modern or interactive and they're not really fun. Just informative and easy to purchase from.

Would you want to buy from them? Patterns.

Do they inspire you? Yes especially when I can't figure out what to do with my spare time.

Interview #2 with Mary (36)

How often do you go online? Daily

Do shop online? Yes

What kind of things do you buy? House stuff, hard to find, project needs (yarn, fabric), furniture, handbags

Do you like crafts? Yes

What kind? Home renovation, spray paint a lamp, sewing, pillows, jewelry, needlepoint

Do you use online for inspiration? Yes, Houzz.com (idea books), Pinterest, blogs

What would you like to see in a craft site? Option to buy or just ideas? A gallery

Do you like needlepoint? Yes but no

Have you ever seen the sites for needlepoint? Np

What do u think about the site out there? Bad

Would you want to buy from them? No

Do they inspire you? No

Interview #3 with Priscilla (60s)

How often do you go online? Daily

Do shop online? Yes

What kind of things do you buy? A variety of things

Do you like crafts? Not really. I like gardening, cooking etc, not too much crafts

What kind? Needlepoint

Do you use online for inspiration? Seldom

What would you like to see in a craft site? Option to buy or just ideas? Option to buy...would like to see spectacular stuff and fresh ideas...would also like to see things others in life will get excited about

Do you like needlepoint? Yes very much

Have you ever seen the sites for needlepoint? Never looked but I know they are there...check out Lani's site

What do u think about the site out there? cannot say

Would you want to buy from them? Don't know...not likely

Do they inspire you? Can't say

Comment: one of the reasons Lani succeeds is she delivers the whole package i.e. canvas, stitch guide, latest yarns, classes to help you figure it out and for social interaction etc



Michelle Korn

Young creative that's inspired by others' designs

Demographic

32
Female
College Educated
Graphic Designer
Los Angeles
Newly married, one child on the way
Live in hip suburb
Loves looking at design blogs, especially for house projects
For handy around the house and wants it to stand out
Always looking for ideas for the child on the way

Back Story

Michelle went to college and gained a degree in graphic design. She's been freelancing for most of her life but has now found steady employment at an agency. She got married about a year ago to an architect and they're expecting a baby in the next few months. Her mother taught her how to do a lot of crafts like needlework and sewing. She's taken that knowledge and wants to find more creative and modern ways to apply it.

Goals & Motivations

She wants to take all the know how she has when it comes to crafts and use it to make creative and modern work. She especially wants to create stuff for the new baby's room. She wants to be able to find inspiration online.

Ideal Experience

- see all the kits and canvases available
- find design ideas
- create her own designs
- see different artists.



Agnes Barnes

Housewife who loves needlepoint

Demographic

Early 60s
Female
College Educated
Housewife
Rockland, Maine
Grandmother to three kids, two kids of her own
Live in small coastal town with a large artist base
Doesn't go online much but does shop
Love needlepoint and mainly goes to the shop a couple towns away
Loves to make things for her family

Goals & Motivations

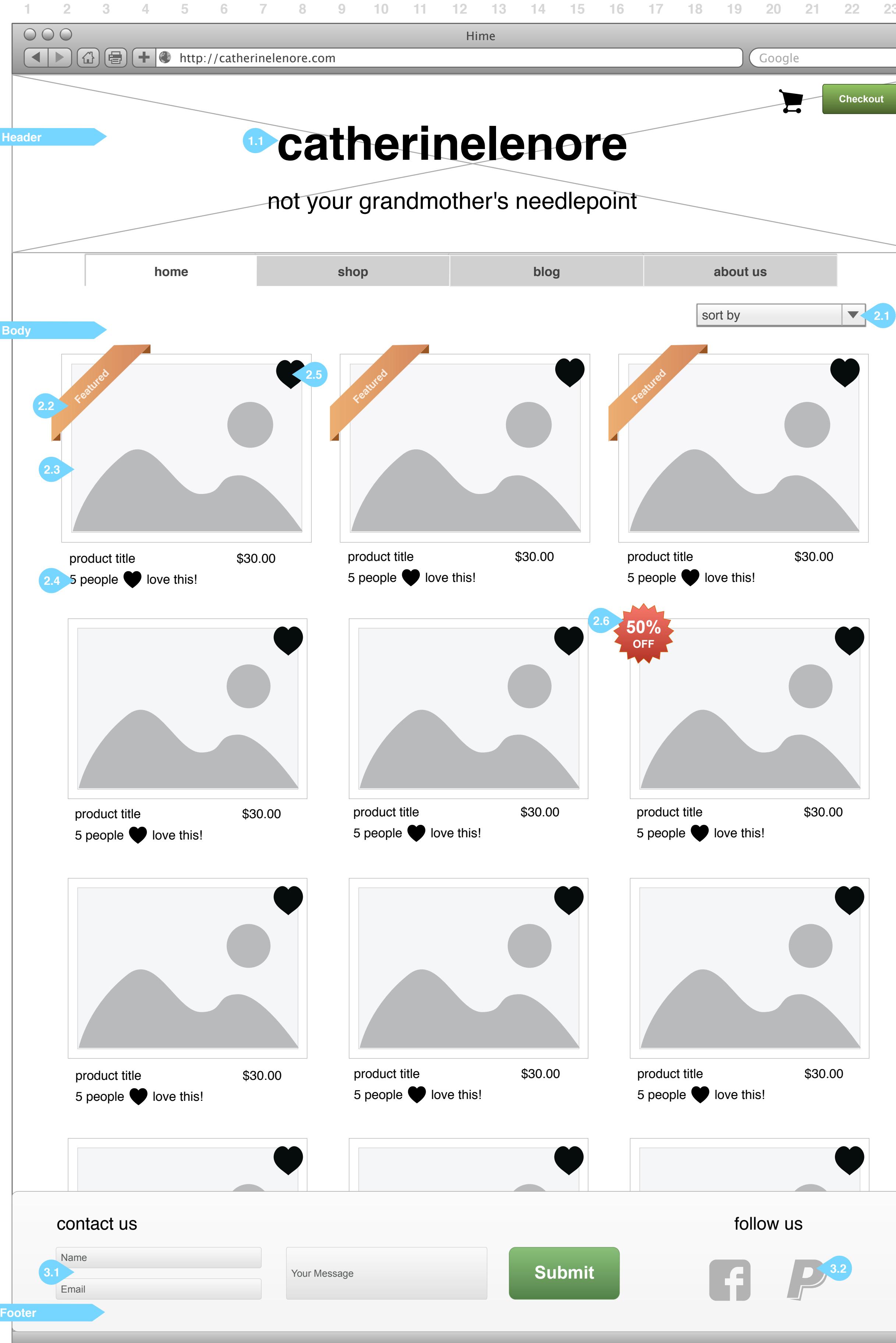
She wants to continue to pursue her love of needlepoint and crafts but needs an easier way to access them. She also wants to make needlepoint that her children and grandchildren would like, which might need a more modern feel.

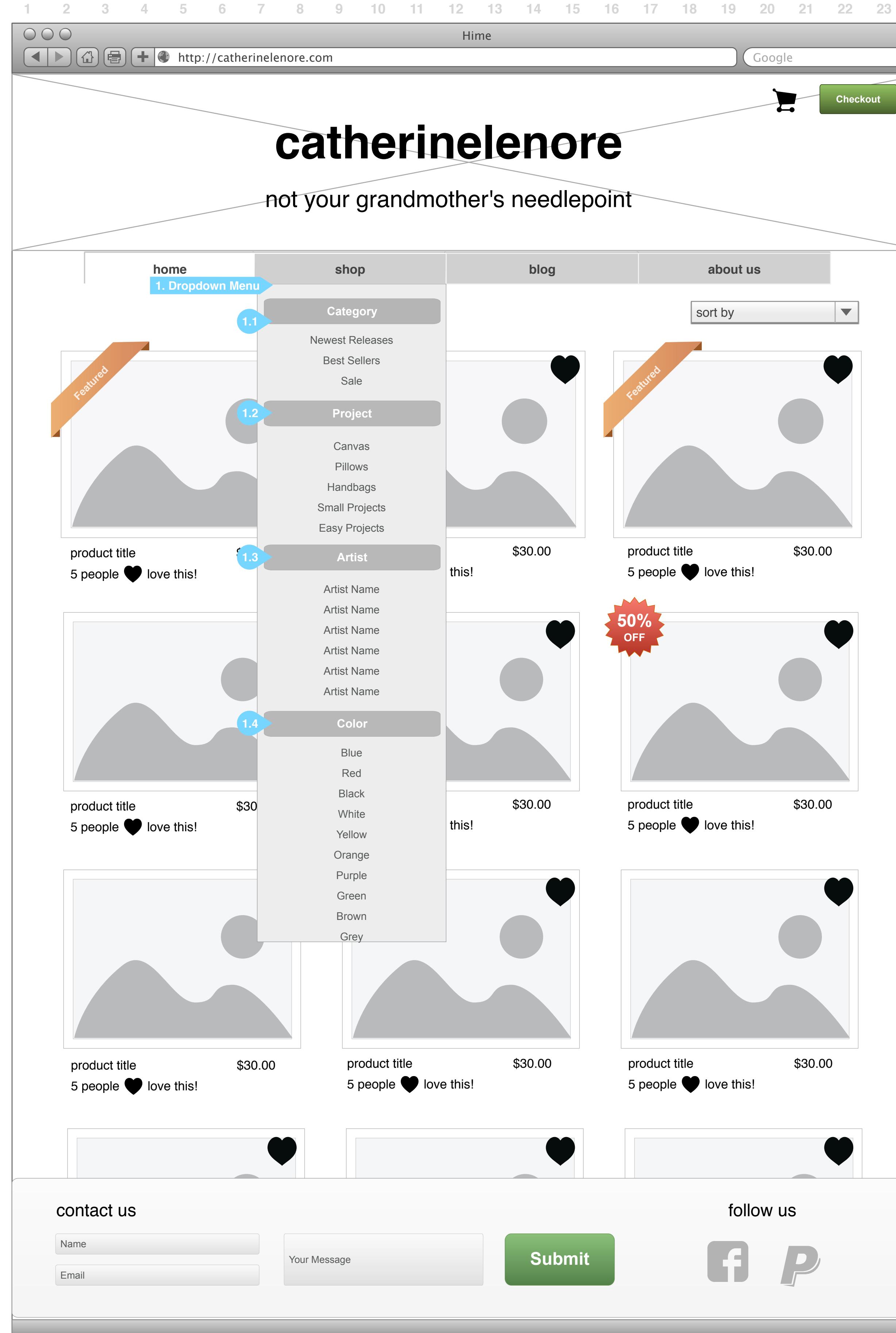
Back Story

Agnes grew up in Maine and has spent her whole life there. She attended University of Maine with an English degree. She had some odd jobs for awhile until she met her soon to be doctor husband where she retired. She's spent most of her life raising her children and taking care of the household. As the children have all left home, she finds more time to do the things she loves, like gardening and needlepoint. It's been getting harder and harder for her to leave the house to shop unless it's close to town, especially with the bad weather.

Ideal Experience

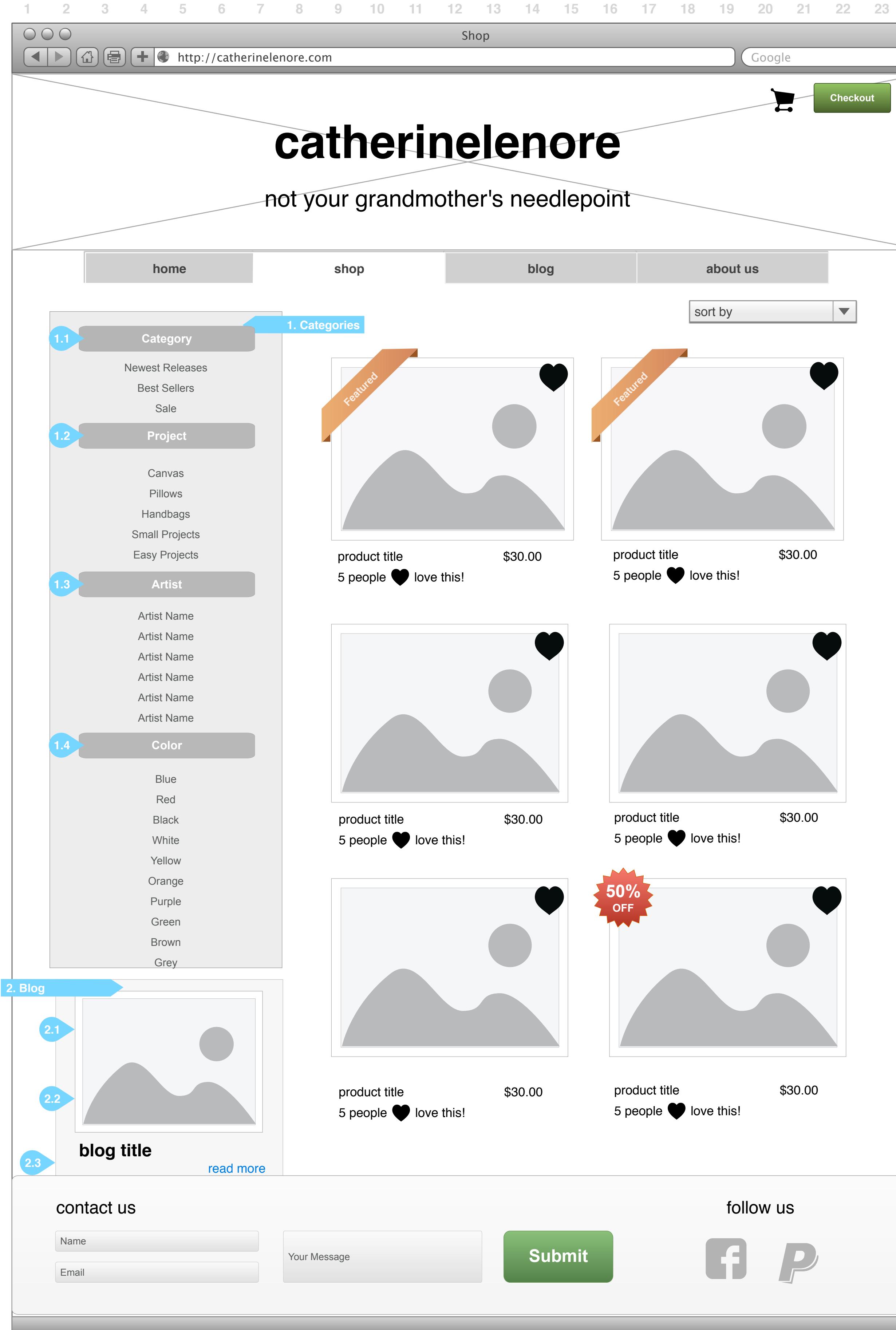
- browse all the kits and canvases
- browsing and buying would have to be extremely user friendly
- simple and straightforward.





1. Dropdown Menu

- 1.1 One category in the Shop Menu will be Categories, such as Newest Releases, Best Sellers and Sale.
- 1.2 One category in the Shop Menu will be Projects, such as Canvas, Pillows, Handbags, Small Projects, Easy Projects
- 1.3 One category in the Shop Menu will be Artist which will feature all the current artists that are featured on the products. This category will change as the artists revolve.
- 1.4 One category in the Shop Menu will be Color where the user can find canvases by colors.



1. Categories

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- 1.4 One category in the Shop Menu will be Color where the user can find canvases by colors.

2. Blog

- 2.1 This will feature the latest blog entry on the blog page with the hero image being displayed.
- 2.2 It will also feature the blog title and a short description.
- 2.3 The user can follow this link to the blog's post page.

The screenshot shows a website interface with the following elements:

- Header:** A navigation bar with links for "home", "shop", "blog", and "about us".
- Body:**
 - A breadcrumb trail: "shop > category title > product title".
 - A confirmation message: "Product one has been added to your cart".
 - Product details: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et", "Size: 12"x12\"", "Price: \$ 30.00".
 - A dropdown menu for "Select:" with options "without thread" and "with thread".
 - Buttons: "Pin It", "Like", "Add to cart".
 - User interaction: "5 people ❤️ love this!".
 - Facebook social plugin: "Be the first of your friends to like this.", "Logged in as John Doe", "Add a comment...", "Post", "Post comment to my Facebook profile".
 - Comments section: Two comments from "John Doe" and a placeholder "Write a comment...".
 - Contact form: "Name", "Email", "Your Message", "Submit" button.
 - Follow us: "f" (Facebook) and "P" (Pinterest) icons.

1. Header

- When a product is added to the user's cart, a small number will appear on the shopping cart indicating how many products are in their cart.

2. Body

- These breadcrumbs will allow the user to go back to their previous filters.
- The product's title will display here with a large image of the product below it.
- A short description of the product along with the size of the canvas and the price.
- The user has a choice of buying the canvas without threads (no added price) or with threads which will raise the total price.
- When the user has selected their canvas with or without thread, they can add the item to their cart. If they haven't selected a choice, this error message will appear.

* Please make a selection

- Users can Pin the product to their Pinterest page.
- Users can like the product on their Facebook page.
- When the user has added the item, they will receive a confirmation message.

3. Facebook Comments

- When users are signed into their Facebook account, they can leave a comment on the product. If they're not signed in they will see this:

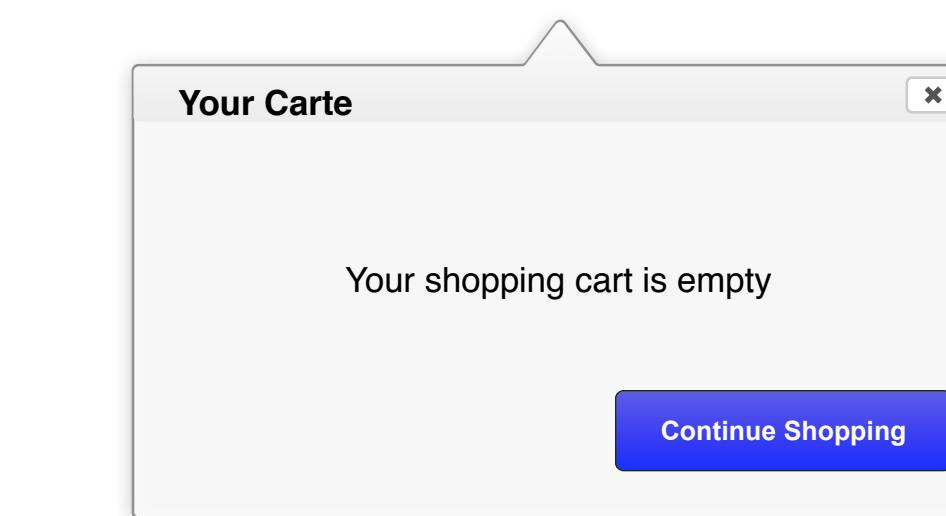


- This will display other user's Facebook comments.

The screenshot shows a website interface for CatherineLenore.com. At the top, there's a navigation bar with links for home, shop, and blog. A shopping cart icon with a red notification bubble is visible. A pop-up window titled "Your Carte" is displayed, showing a single item: "product title" with "Quantity: 1" and "Product Total \$30.00". Below the pop-up, a message says "Product one has been added to your cart". The main content area features a product image of "product one", which is a grey, wavy object with a heart icon. Product details include "Size: 12"x12\"", "Price: \$ 30.00", and a dropdown menu for "Select: without thread". There are "Pin It" and "Add to cart" buttons. Below the product image, it says "5 people ❤️ love this!". Further down, there's a Facebook social plugin with a comment from "John Doe" and a section for writing a comment.

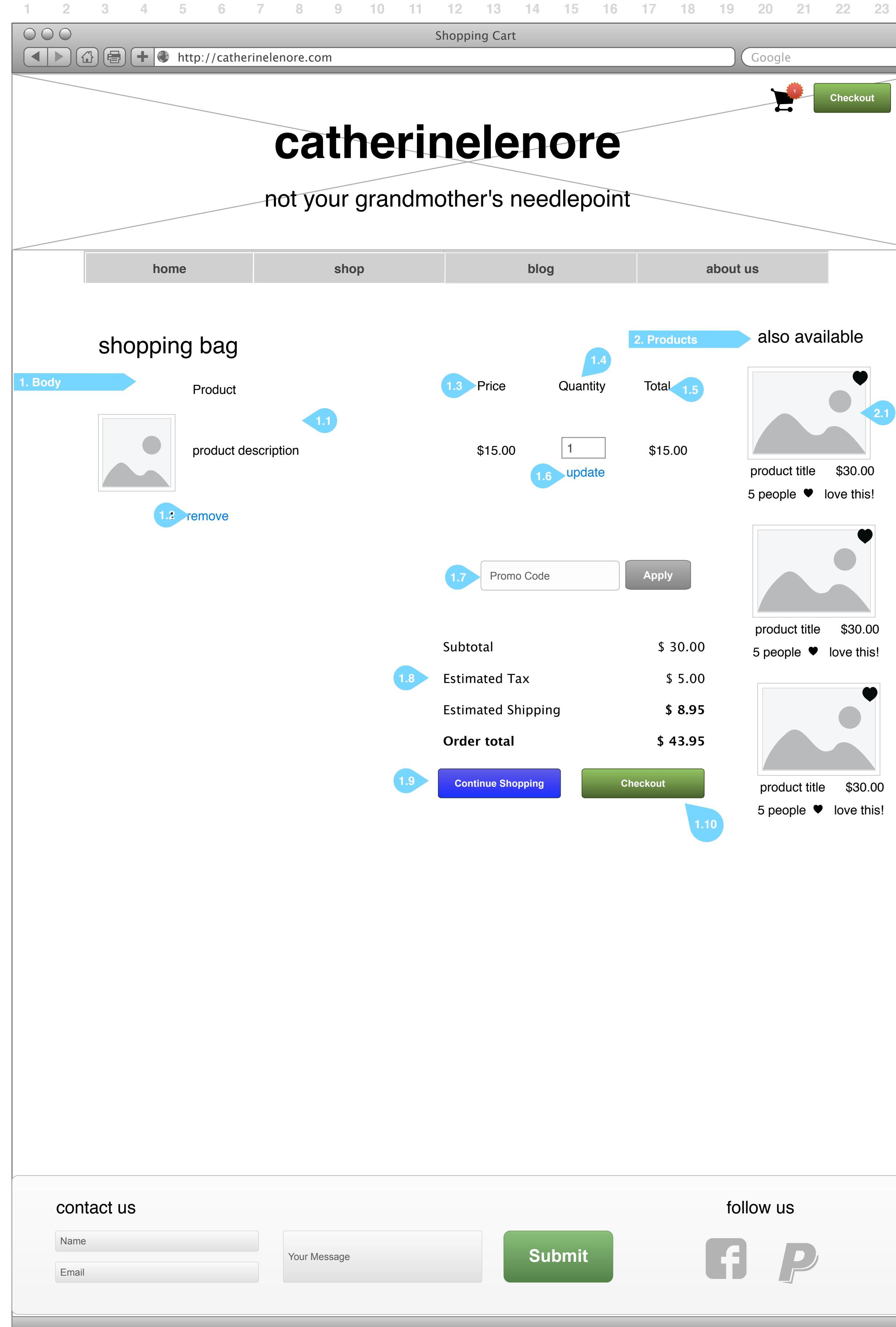
1. Pop Up Window

- 1.1 This will display what is currently in the user's cart, with an image, title, quantity and total price. If there's nothing in the cart, the user will see this:



- 1.2 The user can either press this Continue Shopping button or the X at the top right of the window to return to the website.

- 1.3 If the user is ready to checkout, they can press this button and it will take them to the first checkout page.



1. Body

- 1.1 The user will see a small image and description of their product in their cart.
- 1.2 The user can remove the product with this link. If there's nothing left in the cart, there will be a message that says "Your Shopping Cart is Empty"
- 1.3 This will show the user the price of each item.
- 1.4 This will show the user how many of the item is in their cart.
- 1.5 This will show the user the total price of that product.
- 1.6 The user can change the quantity of the item by changing the number in the box and clicking the update link.
- 1.7 The user can add a Promo code in this box to apply to their order.
- 1.8 This will show the user the subtotal, estimated tax, shipping and final total of their shopping cart.
- 1.9 If the user wants to keep shopping, they press this button. Their shopping cart will be saved.
- 1.10 If the user is ready to checkout and order their cart, they press this button.

2. Products

- 2.1 Available items will be displayed here to encourage the user to add more items to their cart.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Checkout http://catherineleneore.com Google

1.1 shipping > billing > review

1.2 Shipping Address

Full name *

Address 1 *

Address 2

City *

State *

ZIP code *

Phone Number *

1.3 Shipping Method

<input checked="" type="radio"/> Standard Shipping	6-8 business days	\$8.95
<input type="radio"/> Express Shipping	3 business days	\$16.00

1.6 Back 1.7 Continue

contact us

Name

Email

Your Message

Submit

follow us

f P

1. Checkout

- 1.1 This will show what part of the process of the checkout the user is on. Pink means active page, light grey means inactive.
- 1.2 Users will input their shipping address, most fields will be required. If an entry isn't filled out, or the zip code is not 5 or 9 numbers or the phone number is not 10 numbers they will see an error message.
- 1.3 The user can choose their shipping method which are TBD. They choose the radio button of which option they prefer. It will let the user know the estimated delivery time and price.
- 1.4 This area will display your current order with each product, its quantity and price shown.
- 1.5 This will show the current prices for your order including shipping and tax.
- 1.6 If the user wants to go back to the shopping cart page, they will choose this button.
- 1.7 If the user is ready to move to the next step of the checkout, they will press this button.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Checkout http://catherineleneore.com Google

1.1 shipping > billing > review

1.2 Credit Card Information

Credit Card Type *
--

Credit Card Number *

Expiration Date *
Month Year

1.3 Billing Address

Same as shipping address

Full name *

Address 1 *

Address 2

City *

State *
--

ZIP code *

1.4 Contact Information

This is for information only. Your information will never be sold.

Email Address *

1.5 Your Order

product title	Quantity: 1	Product Total	\$30.00
Order Subtotal		\$30.00	
Standard Shipping		\$8.95	
Estimated Tax		\$5.00	
Total		\$43.95	

Back Continue

contact us

Name
Email

Your Message

Submit

follow us

f P

1. Checkout

- 1.1 When a user has completed a part of the checkout process, that step will become black.
- 1.2 The user will input their credit card information including the type of card (TBD which ones will be accepted), the card number (which must match the type of card) and the expiration date in months (XX) and years (XXXX).
- 1.3 The billing address will be almost the same as the shipping address form. The user has a choice to just use their shipping address instead filling out the form again.
- 1.4 The user will give their email address for order confirmation and if they need to be contacted for any reason about the order. There will be a disclaimer that informs the user that their email will not be used for any other purpose.
- 1.5 The shipping price will be updated on this page.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Checkout http://catherineleneore.com Google

shipping > billing > review

1.1 Review Order Information

Shipping Address
 Full Name
 Address
 City, State Zip
 Phone Number

Shipping Method
Delivery method: Standard
Price: \$8.95
Estimated Delivery: 6-8 business days

edit 1.2

Payment
 Visa ****0055

Billing Address
 Full Name
 Address
 City, State Zip
 Phone Number

Contact Information
 email@emailaddress.com

Back Place Order 1.3

contact us

Name
 Email

Your Message

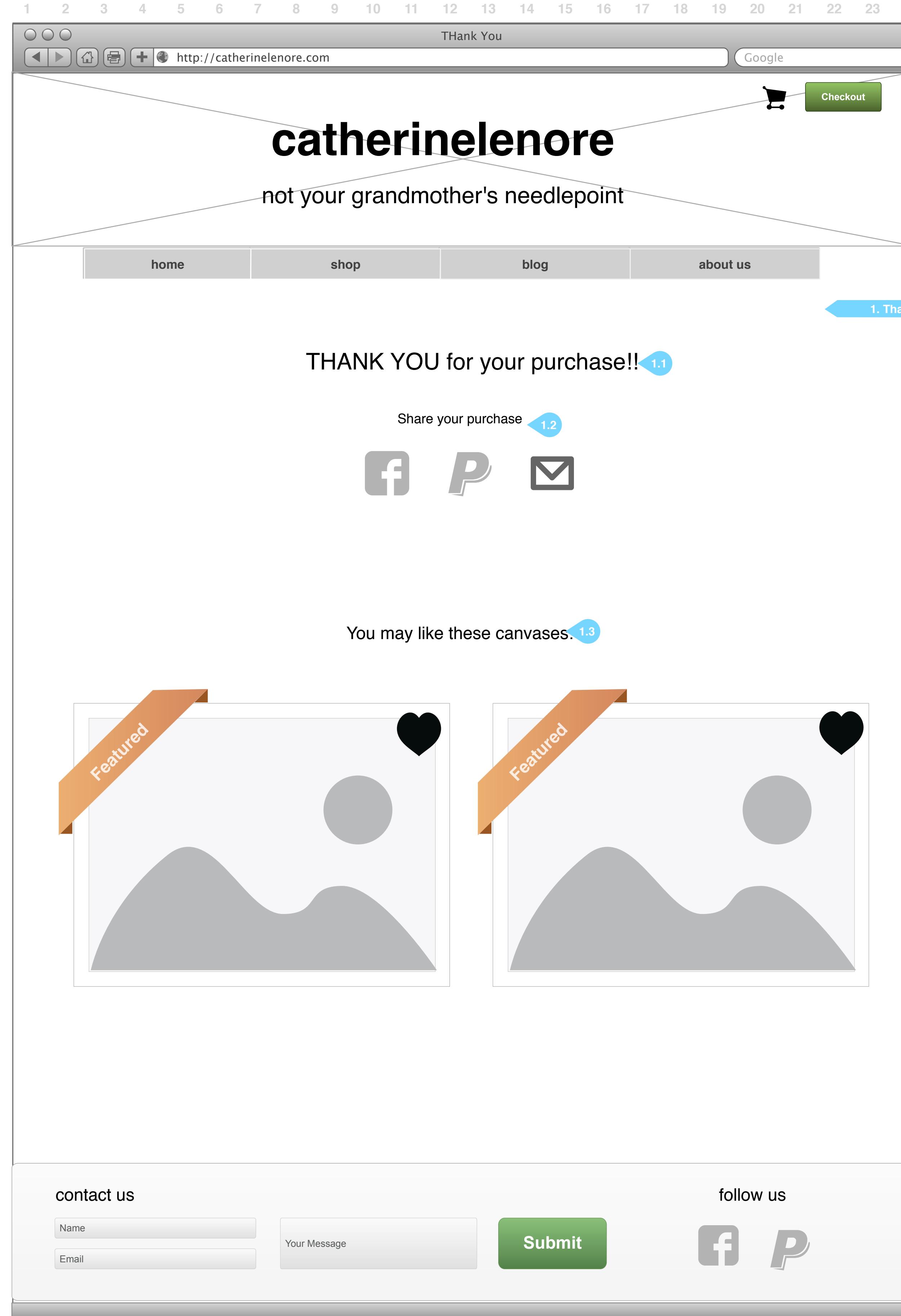
Submit

follow us

f P

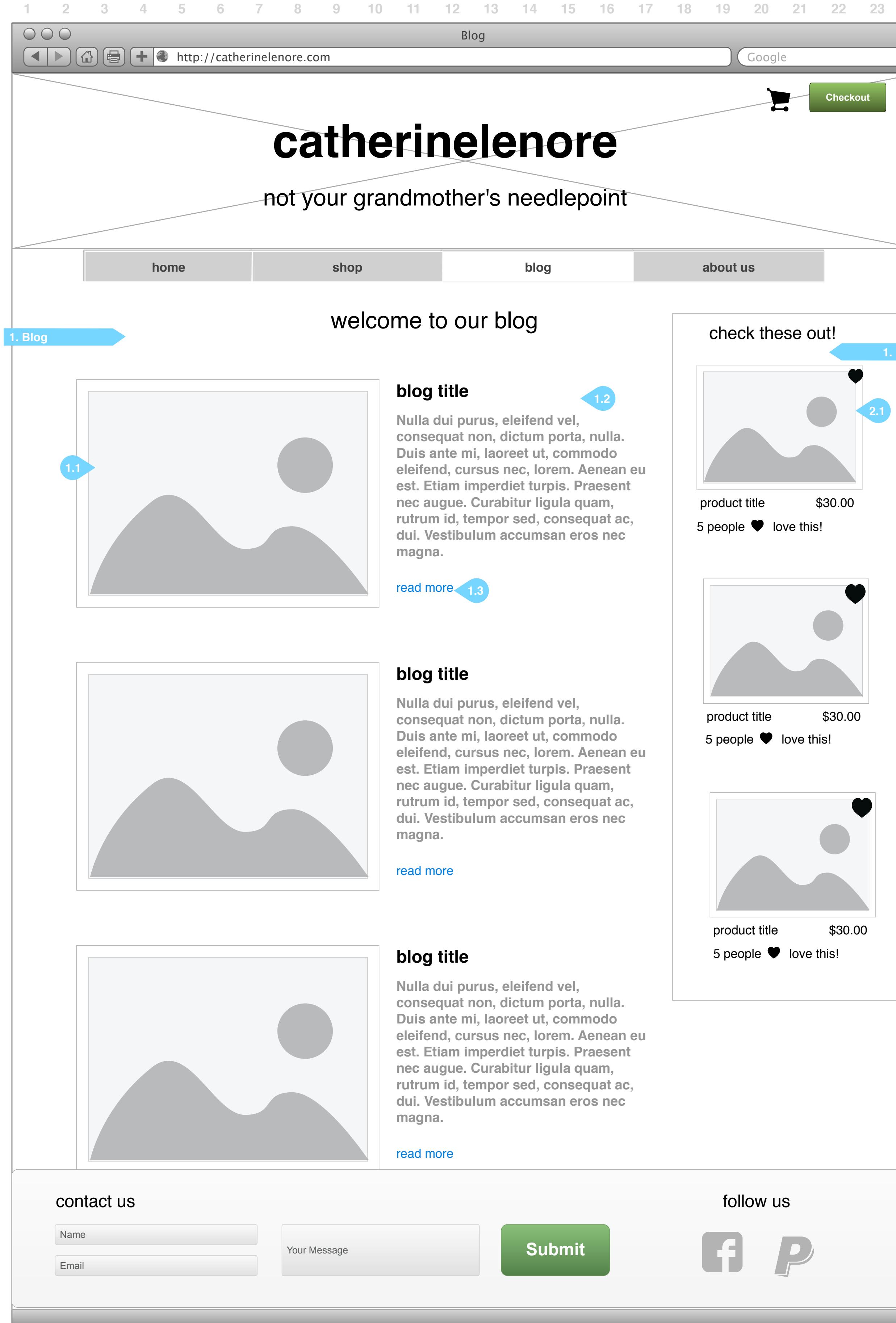
1. Checkout

- 1.1 All the information the user has inputted into the checkout process will be displayed here. The credit card will only show the last four digits for security.
- 1.2 If the user wants to edit their shipping info, they press this button.
- 1.3 When the user is ready to place their order, they press this button.



1. Thank You

- 1.1 A message of confirmation and thank you will appear on the page.
- 1.2 The user has the option to share their purchase on Facebook, Pinterest or email.
- 1.3 Other available canvases will be shown to encourage the user to buy more.

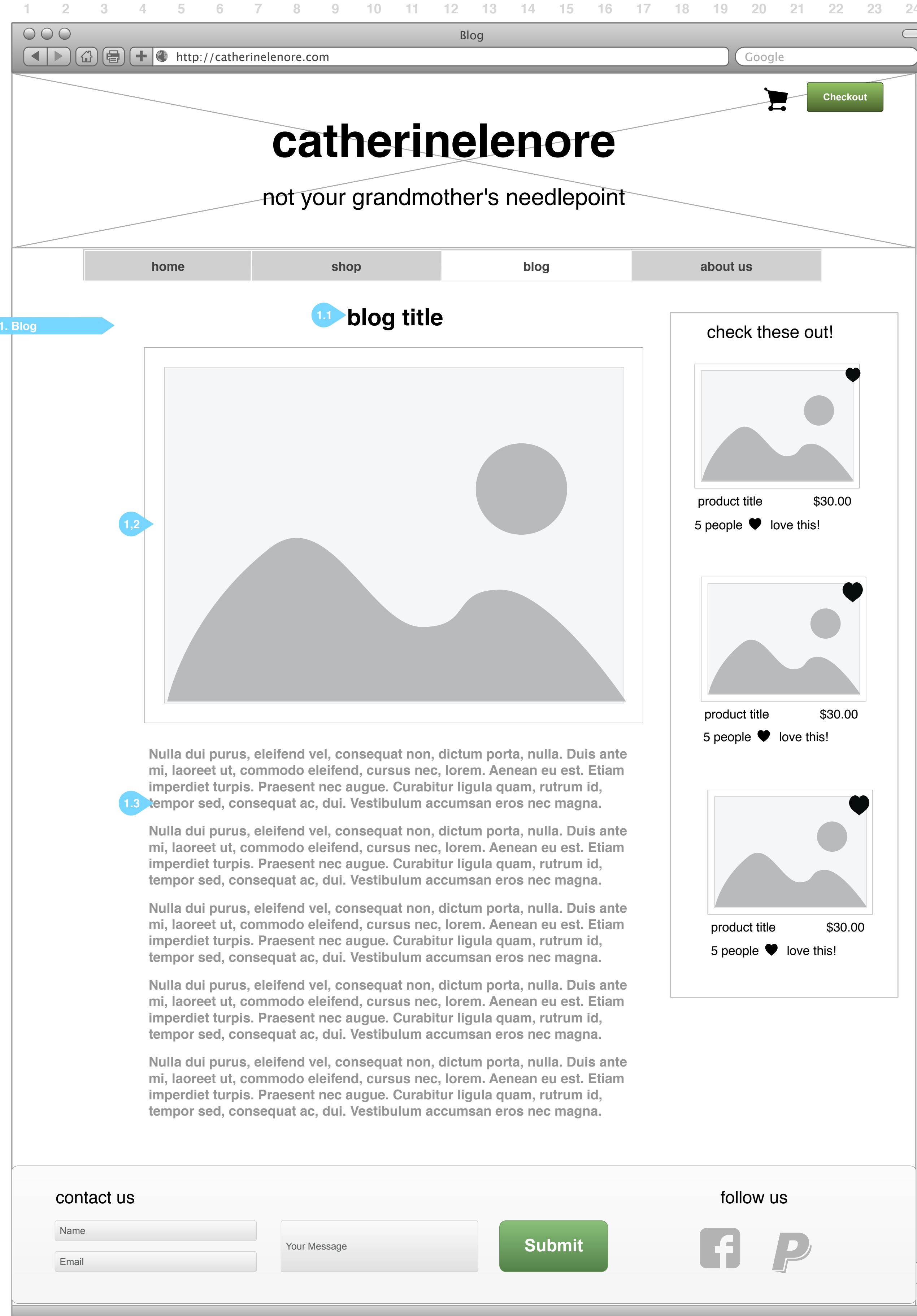


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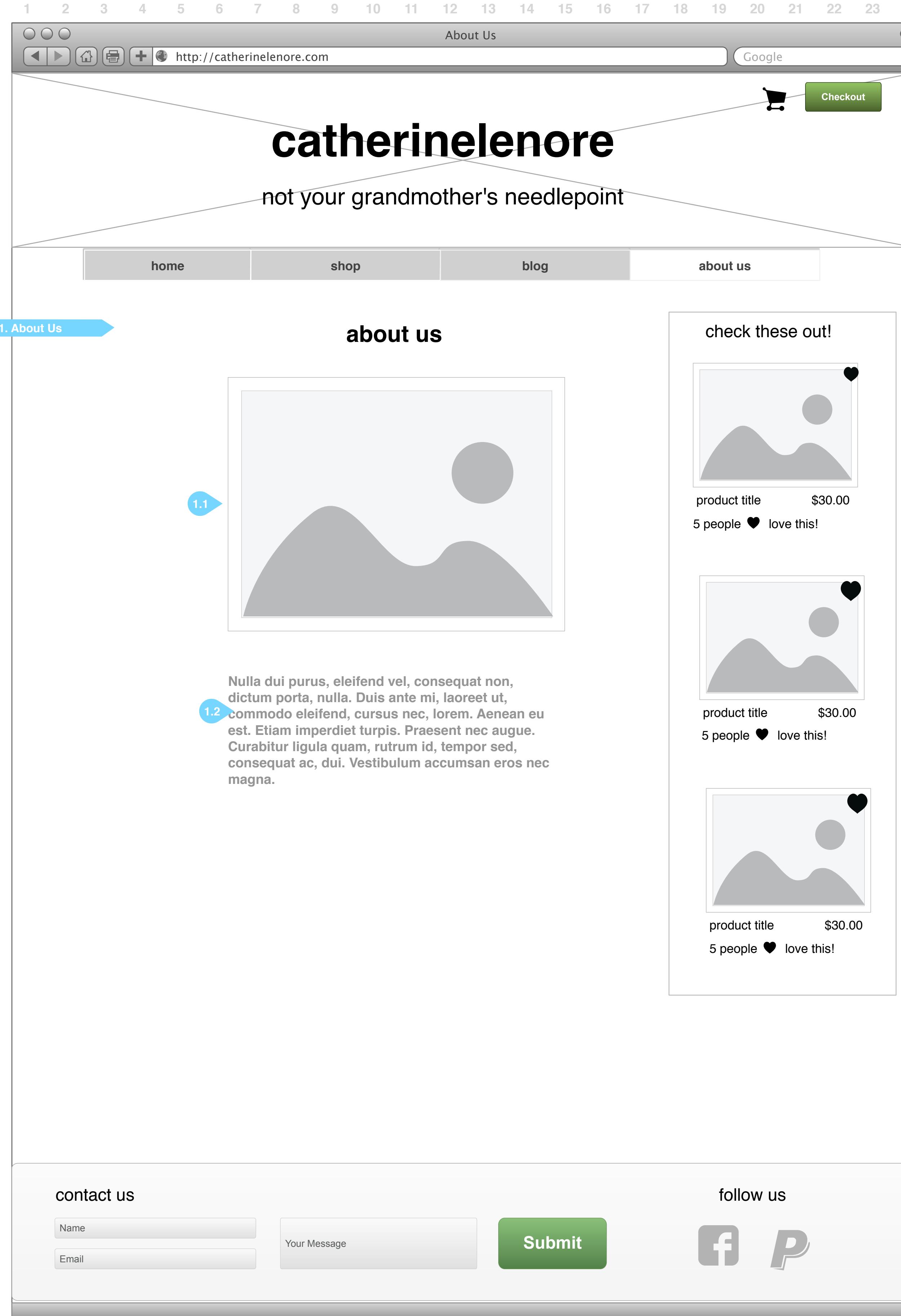
2. Products

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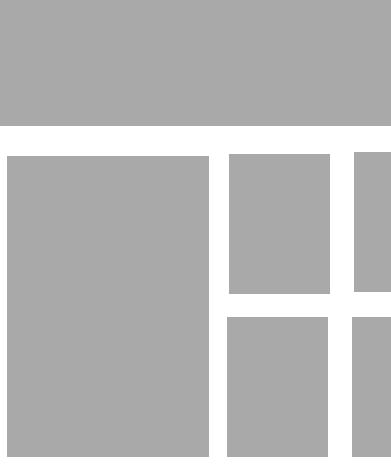
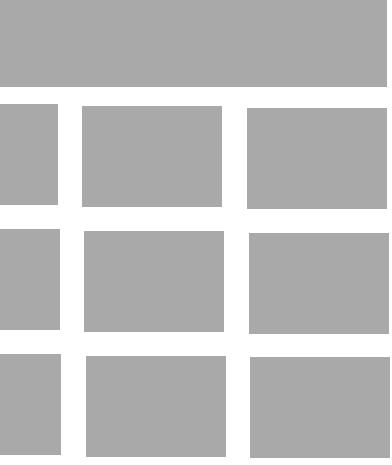
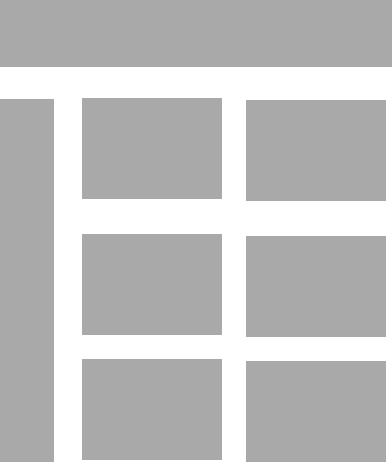
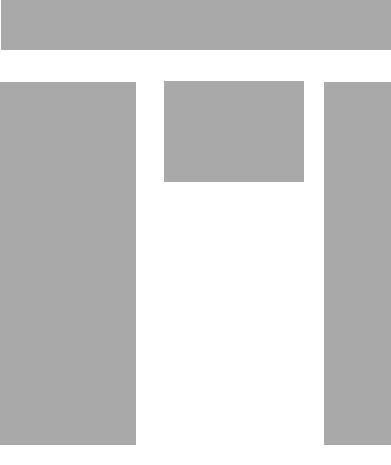
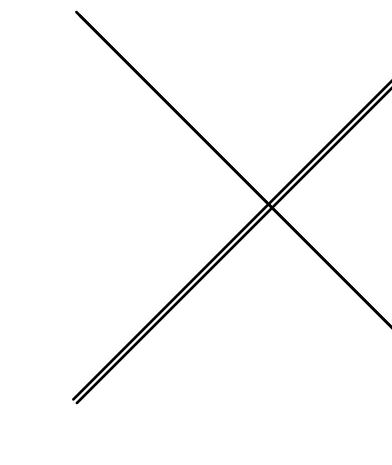
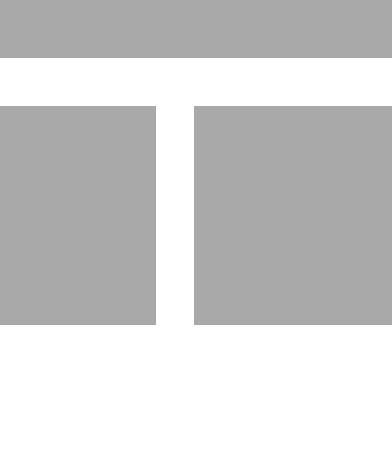
1. Blog

- 1.1 The blog entry will have a title
- 1.2 There will be a large image, possibly images in the blog post.
- 1.3 The full blog article is displayed here.



1. About Us

- 1.1 A hero image representing the creators of the site will be displayed here.
- 1.2 A blurb about the website and its creators can be read here.

	Needlepoint-for-fun	Stitch Therapy Needlepoint	Keepsake Needle Arts	CatherineLenore
home page				
Shop Page				
Product Page				
Purchase Complete				

CatherineLenore Content

PAGE NAME	CONTENT NAME	MEDIA TYPE	PURPOSE	NOTES
Home	Header	image	look of the site	
	CTA for mailing list	text + entry field	capture email addresses	can use for further promotions
	Top navigation	text + buttons + dropdown	navigate the site	
	Social media icons	buttons	explore our facebook and Pinterest	
	Items	text + images	explore our products	also shows how many users "like" an item
	Shopping cart	icon	shows what's in their cart	
	Sort items	dropdown menu	user can sort the items they way they want to see them	
	Like item	icon	user can use this to show they like an item	
Shop	Header	image	look of the site	
	CTA for mailing list	text + entry field	capture email addresses	can use for further promotions
	Top navigation	text + buttons + dropdown	navigate the site	
	Social media icons	buttons	explore our facebook and Pinterest	
	Items	text + images	explore our products	also shows how many users "like" an item
	Shopping cart	icon	shows what's in their cart	
	Sort items	dropdown menu	user can sort the items they way they want to see them	
	Like item	icon	user can use this to show they like an item	
	Categories / Artists	text + buttons	user can choose which category or artists' products they want to look at	
	Filter	text + buttons	user can filter by color	
Product Page	Header	image	look of the site	
	CTA for mailing list	text + entry field	capture email addresses	can use for further promotions
	Top navigation	text + buttons + dropdown	navigate the site	
	Social media icons	buttons	explore our facebook and Pinterest	
	Shopping cart	icon	shows what's in their cart	
	Like item	icon	user can use this to show they like an item	
	Product image	image	user can see a larger view of the product	
	Product title	text	the name of the product	
	Product description	text	what the product is	
	Product size	text	canvas size	
	Product price	text	price of product	
	Product select	dropdown	user can choose a couple options for product	will be without threads (price already listed) or with threads (+price)
	Add to cart	button	adds product to user's cart	
	Social media actions	buttons	can share product on FB or Pinterest	
	Number of "likes"	text + icon	shows the number of likes the product has gotten from other users	
	Breadcrumbs	text/link	users can go back steps in their browsing	
Thank You	Header	image	look of the site	
	CTA for mailing list	text + entry field	capture email addresses	can use for further promotions
	Top navigation	text + buttons + dropdown	navigate the site	

