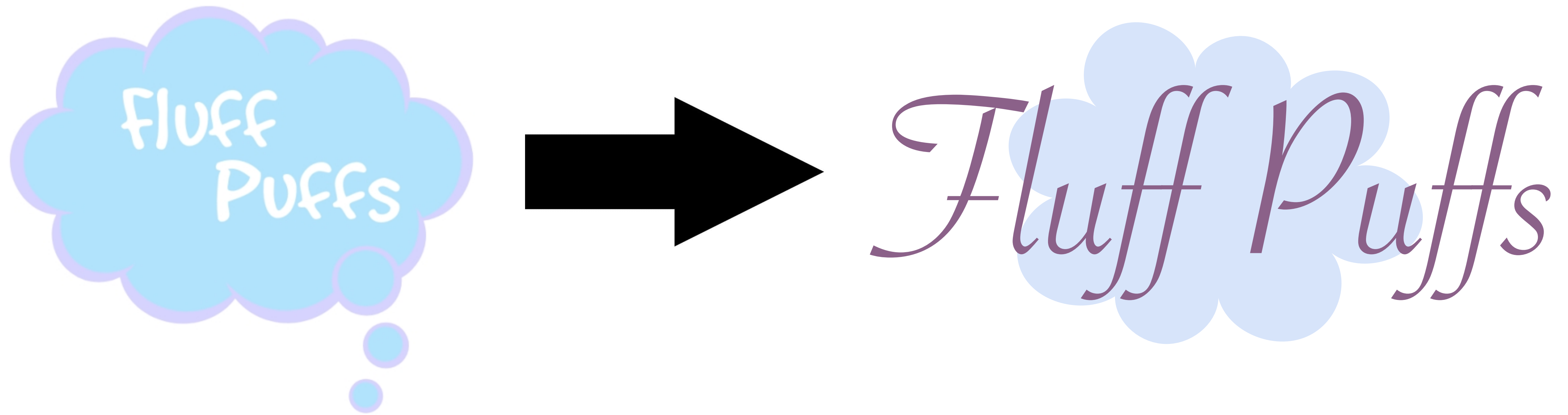




Fluff Puffs

Fluff Puffs is a store where you are able to customize sustainable stuffed animals.



This business will allow children to create custom stuffed animals based on their choosing. There will be a selection of various species of animals to choose from. One can then stuff the animal with their choice in color of stuffing and finally, name their new friend on the birth certificate they will create.



Karen Smith

Stay-at-home mother

“Looking for a sustainable place
to buy custom toys for my children”

Age: 44

Status: Married

Location: Beverly Hills

OCD

Fun

Rich

Bio:

Karen is a married, stay-at-home mother who has a shopping addiction. She is environmentally conscious and would prefer her children played with ethical and sustainable toys.

Personality:

- Calm
- Loyal
- Extroverted
- Creative
- Snobby
- Powerful

Goals:

- Never work another day
- Be the best mother

Motivations:

- High prices
- Materials
- Sustainability

Frustrations:

- Slow drivers
- Plastic straws
- Cheap toys

Favorite Brands:



Dior



Logo

Home

Text

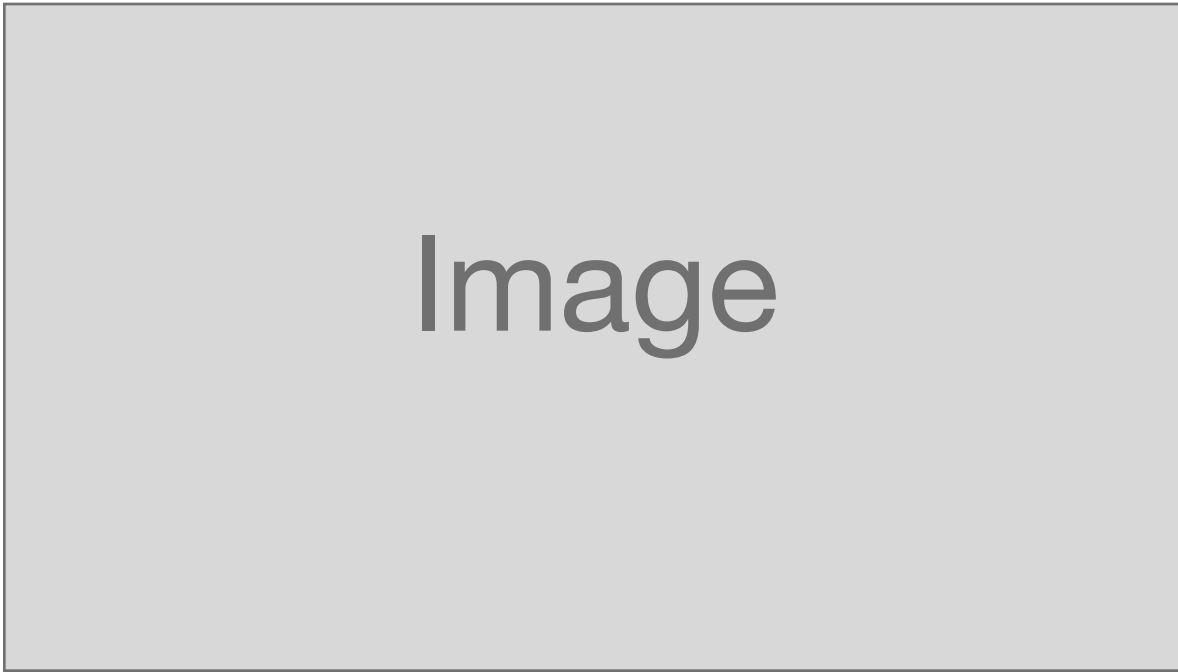
Text

Text

About

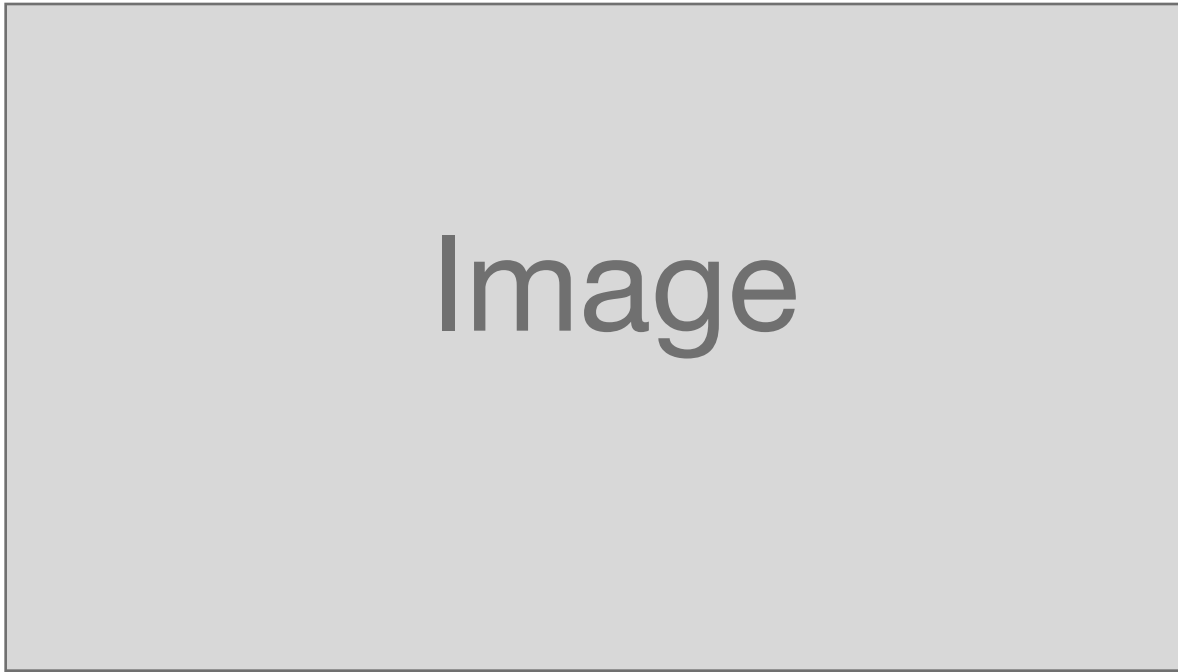
Services

Headline



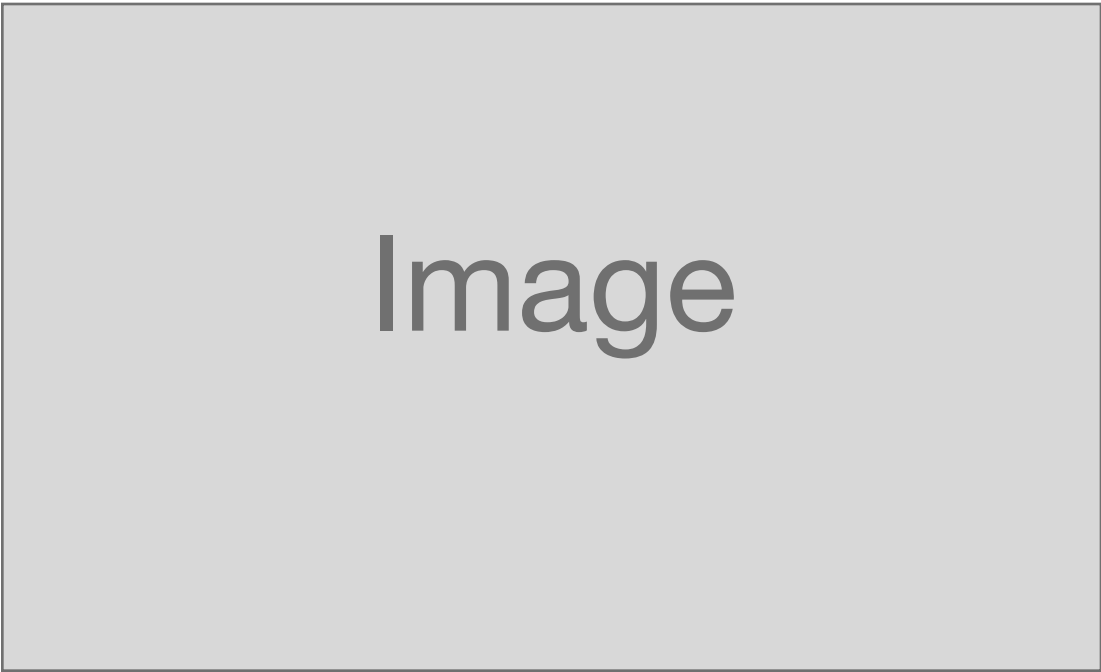
Description of service

Headline



Description of service

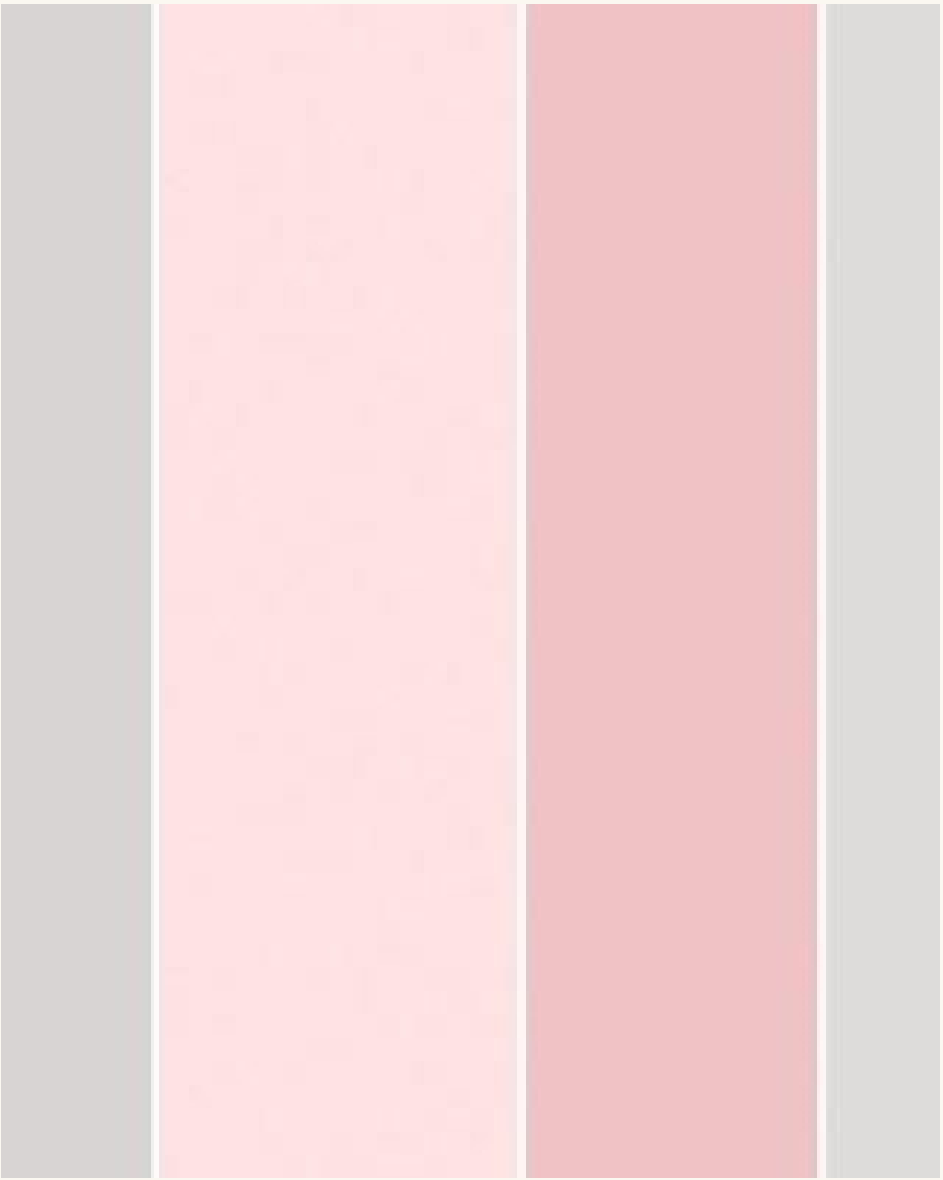
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Description of service

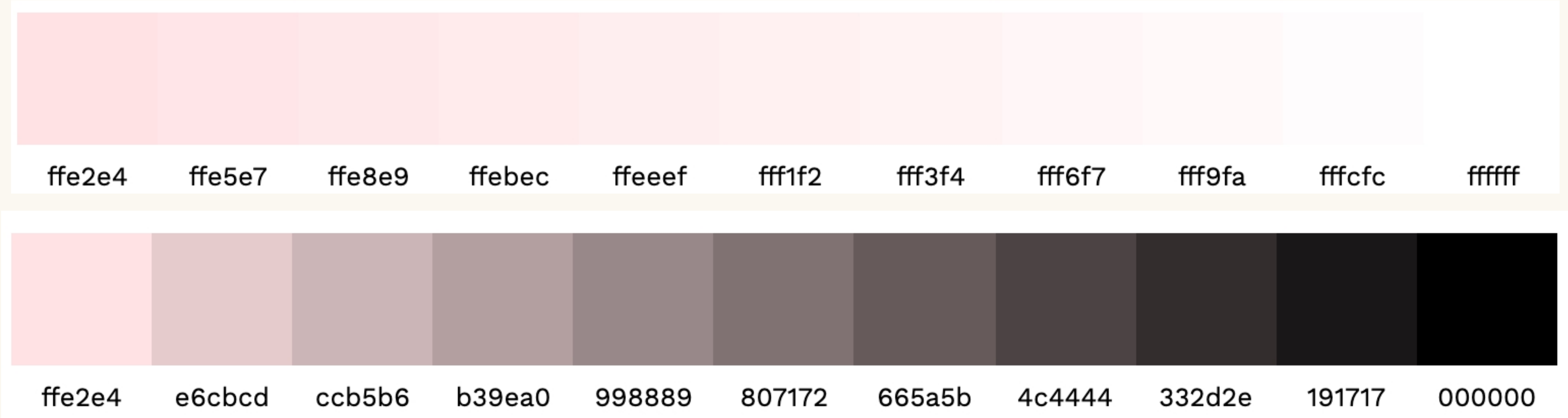
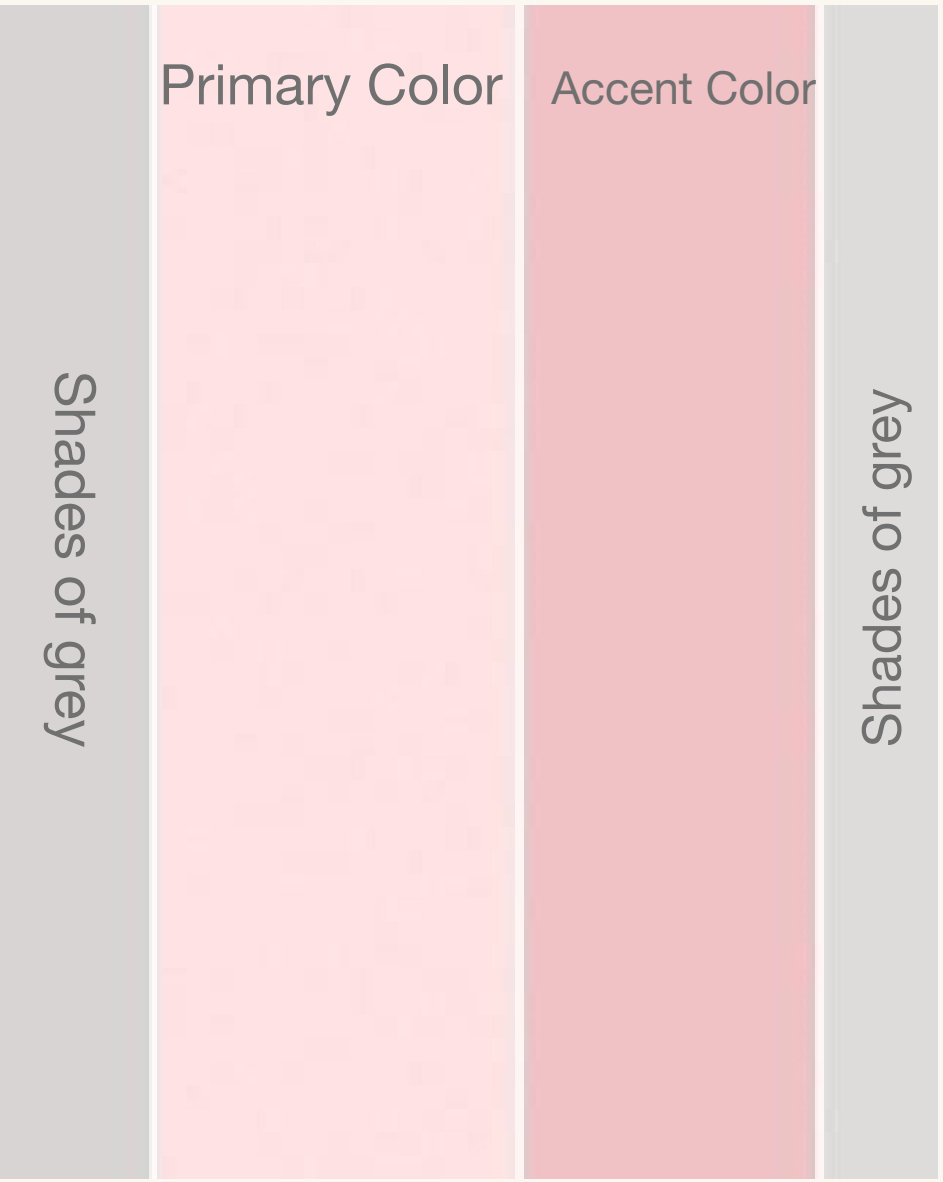
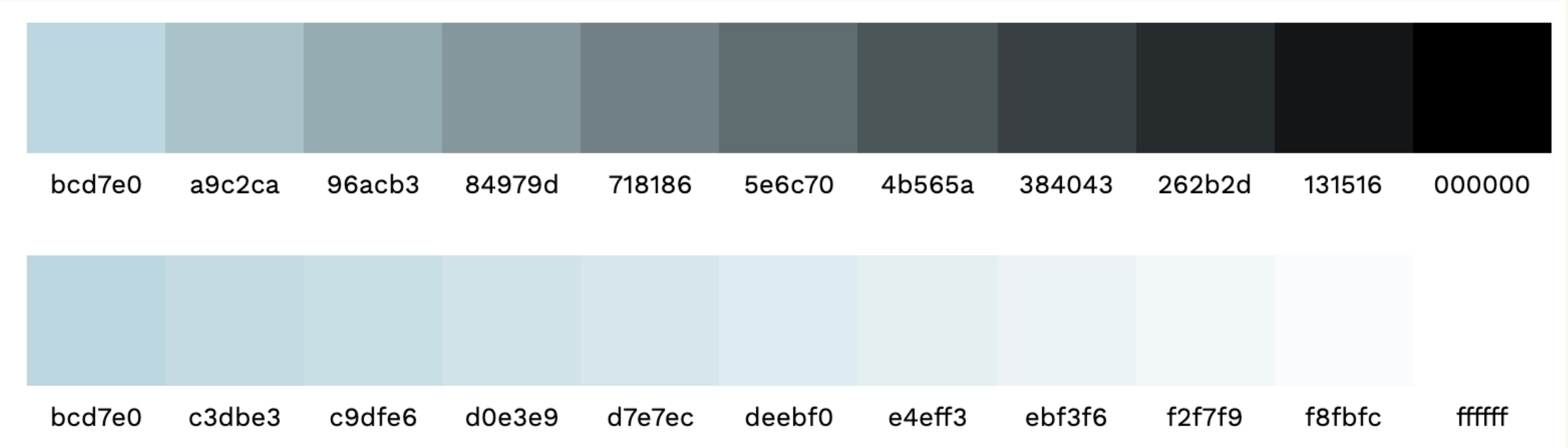
Logistics Area

Logistics Area





Savoye Let
Baskerville



Things That Work Best

- Color Scheme
- Simple to navigate site
- Business Logo

Things That Need Improvement

- Photos
- Simple to navigate
- Layout
- TopNav
- Sizing of font