

Design Document- ARROW

Specializing in lightweight, long-wearing makeup and refreshing skincare, Birchbox beauty brand ARROW is designed to keep up with your on-the-go, active life—whether that means going straight from pilates to brunch or just powering through an action-packed, appointment-filled day. Each breathable product creates a fresh, natural, beautiful effect, so you can feel cool and confident from an A.M. gym session to a late-night work session (and everywhere in between).

I want to design a website that will represent the brand ARROW, that provides lightweight and natural products for active women always on the go. My approach for the design concept is to create a clean and minimal website. My goal is to create a one-page scrolling website that would be easy to navigate with a minimal look but using fun and vibrant colors, which will be taken from the product design.

Featured Pages

This Bootstrap website, will feature the following pages:

1. Home Page (based on index.html), will contain a full screen promotional video.
2. Shop Page (based on shop.html), featuring a row of best selling products with a image along with a browse and shop now call-to action button under the images.
3. About Page (based on about.html), will feature a product photo which will represent the brand a little blurb about the company.
4. Testimonial Page (based on testimonial.html), which will feature a few photos along with a small blurb description of some of reviews from real life customers.
5. Follow Us (based on follow-us.html) featuring a row of ARROW's most recent social media posts/feed. The images will feature a call-to action, which will bring you to the linked social media page.

6. Contact Page (based on contact.html), will feature the companies contact information along with a contact form submission.

Target Audience

This website is intended for customers to shop their favorite product directly through the company and to target active lifestyle women on-the-go.

Demographic:

1. Millennials, women, 18 and older.
2. People who live an on-the-go lifestyle and are looking for lightweight makeup.

Motivations:

1. Health, environmentally-safe products, lightweight makeup
2. Organic product with no additives added.

Images and Licensing

All product images and video were taken directly from birchbox.com, who is affiliated with Arrow, used for school purposes only.

HOME

SHOP

ABOUT

TESTIMONIALS

BLOG

CONTACT



SHOP

ABOUT

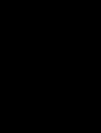
TESTIMONIALS

BLOG

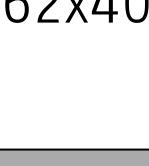
CONTACT



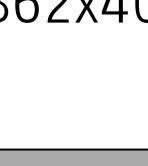
BEAUTY DESIGNED TO KEEP UP WITH YOUR **ACTIVE** LIFESTYLE



362x404



362x404



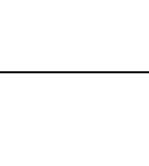
362x404

OUR **FEATURED** PRODUCTS

[BROWSE](#)

ABOUT ARROW

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754x407

WHAT ARE PEOPLE **SAYING:**

"

Feels nice, gives a nice color! It adds a nice subtle color. It feels like a nice basic lip balm that is easy to use and looks great. It's nice to have a lipstick that matches my mood. It's quick and easy to put on, like chapstick, but adds subtle color. **"**

ANDREA | SAN DIEGO, CA

362×271

"

Best mascara I've ever tried! I must've gone through hundreds of different brands, and no other mascara out there compares to this one. It makes my lashes twice as long and big naturally! I have gone through 5 tubes now! **"**

ALLY | BROOKLYN, NY

362×271

FOLLOW US



115×113



115×113



115×113

NAME

EMAIL

SUBJECT

MESSAGE

SEND

GET IN TOUCH!

We're available Monday through Friday
9a-6p EST

MAIN OFFICE
16 Madison Square West Fl 4,
New York, NY 10010
press@arrow.com



SHOP

ABOUT

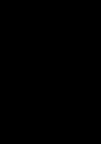
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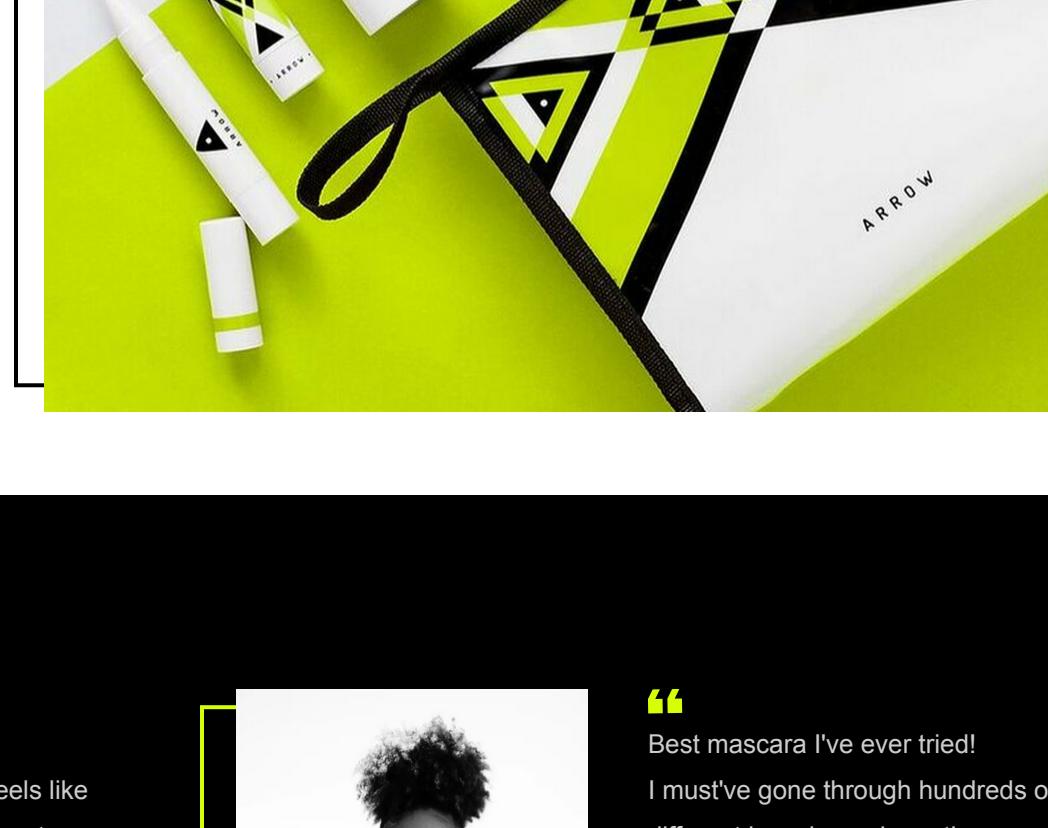


OUR **FEATURED** PRODUCTS

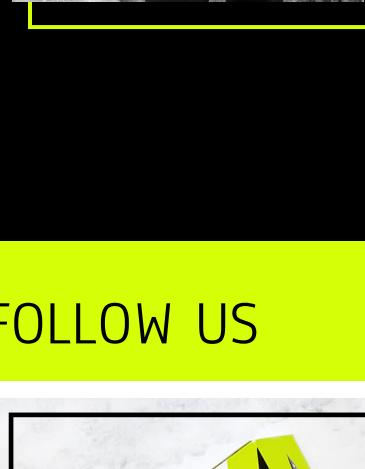
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WHAT ARE PEOPLE **SAYING:**



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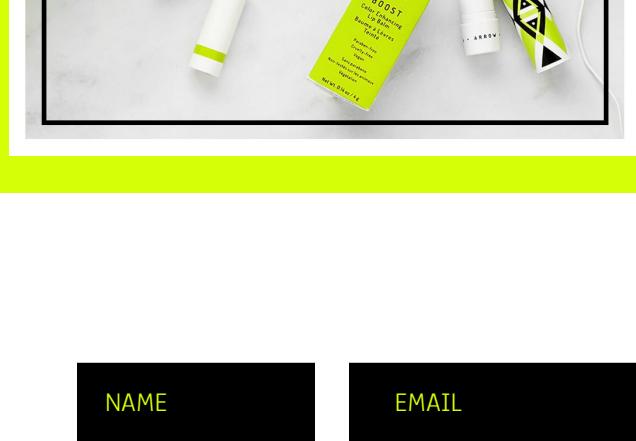
ANDREA | SAN DIEGO, CA



“ Best mascara I've ever tried! I must've gone through hundreds of different brands, and no other mascara out there compares to this one. It makes my lashes twice as long and big naturally! I have gone through 5 tubes now! ”

ALLY | BROOKLYN, NY

FOLLOW US



GET IN TOUCH!

 NAME EMAIL SUBJECT MESSAGE SEND

We're available Monday through Friday
9a-6p EST

MAIN OFFICE
16 Madison Square West Fl 4,
New York, NY 10010
press@arrow.com