

WEB202 – SITE ANALYSIS

Site Objectives & User Needs

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CLIENT – CRAZY MEN FASHION (CRZMF)

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Site Objectives & User Needs

Brand Identity

Craft, Convey, Evoke!

Brand Identity will be created through carefully chosen visual devices used to represent the company including logo, packaging, marketing collateral, signage, stationery, website imagery, typography, and copy.

Through their carefully crafted brand identity, CrzMF will strive to develop an emotional response and a perceived image that will evoke in their users/clients feelings of:

- Trust and loyalty – when traditional timeless quality meets fine craftsmanship
- Exclusivity and affluence – when being fashionable and following cutting edge fashion trends makes one a member of an élite group, with a higher than average disposable income
- Freedom/creativity of artistic and personal self-expression through fashion – where classic outfits, youthful playful garments, and relentless experimenting make one a true trendsetter and fashion follower!
- Belonging to urban lifestyle – where diversity and freedoms associated with the metropolitan lifestyle are highly valued and incorporated into one's identity

Business Goals

Expose, Convert, Expand!

CRZMF would like to increase and maximize their revenue. The website will provide their customers with an opportunity to let more people find out about the company. The site will also allow its users to conveniently browse and buy products online.

CrzMF has the following business goals:

- Establish solid online presence through a mobile app and a website
- Sell their products and advertise their styling services online
- Help other brand designers sell their products on CRZMF's site
- Create a customer-centric culture by connecting with customers and building lasting relationships
- Help users learn about the latest fashion trends and provide essential fashion tips
- Have site users subscribe to a newsletter
- Increase conversion rate and brand loyalty
- Operate with a greater awareness of competitor pricing and promotional activities
- Increase their product quality to position the product as a long-term investment.

Success Metrics

Study, Analyze, Evaluate!

The company will measure their achievements by evaluating the following success metrics:

- Online sales
- Increased request for styling services
- Increased page hits and page views, as well as the time spent on the site per visit
- Newsletter subscription
- Comments on the blog
- Customers return with their first-purchase gift card
- Increased activity on social media sites (Facebook, Twitter, YouTube and site clicks) to evaluate consumers' conversion rate and interest in the line
- App downloads

Persona: James

Quote: *"You can never be overdressed or overeducated".*

Wants: James is always on a look-out for new ultra-modern designer brand men's clothes and accessories.

Age: 34 years old

Occupation: General Manager of a local fine dining restaurant in Ballard.

Family: Has been together with his partner Tim (a jewelry designer) for 10 years

Household Income: 180, 000/yr

Personal Profile:

James has been working in Hotel and Hospitality Industry after finishing his graduate studies in Hospitality Management at the Pennsylvania State University in 2004.



When James was offered a new job opportunity as a General Manager in Seattle three years ago, he and his partner Tim (a jewelry designer) left San-Francisco, where they have spent 10 years of their life.

When it comes to technology James considers himself very tech-savvy. He always prefers Macintosh products and is a proud owner of a MacBook Pro and an iPhone 5. He has been always interested in all the latest gadgets and expensive personal accessories. He also has a Swiss watch collection at home.

On his days off, James likes to detach from work. He likes surfing, skiing, browsing through art galleries and attending fashion shows. He and his partner also enjoy fine dining and oftentimes explore local restaurants together. James enjoys vibrant and fast-paced city living and finds Seattle too small. That is why travelling is an important part of their life. Both James and Tim take trips to Paris, London, and Milan to do shopping and experience fine European cuisine and Haute Couture fashion culture.

Internet Usage:

As a GM James has a very busy work schedule and spends many evenings and weekends at work. His work requires average computer proficiency skills and constant Internet usage for work-related matters.

User Goals: James is always on a look out for ultra-modern fashion trends. He is known for his immaculate and trendy fashion-style. He thinks that fashion scene in Seattle is duller and less exciting than the one in San-Francisco.

Wants and Needs:

Because James is tech-savvy, when browsing Internet at home he enjoys well-functioning and aesthetically pleasing apps and websites. He will only go for a visually appealing site.

He likes looking at clothes online. And most of the time he orders his garments when browsing fashion sites at night. He would like to be able to return clothes if the garment did not meet his expectations. However, he insists on having a very accurate measurement description accompanied by high-res images to make his decision-making easy and avoid unnecessary item return hassle.

James shops for clothes that are ultra-fashionable and trendy. Price does not really matter. However, he realized that recently he started looking for a promise of longevity in his garments. He is looking for the timeless quality. He would like to think of his clothes not only as his way to indulge his fashion drive, but an investment.

He also enjoys reading about fashion and has his own fashion blog. He is always looking for inspiration and ideas he can utilize in his own posts.

James and his partner would like to have a local style advisor as they used to back home in San-Francisco. However, they have not met anyone who could meet their demands.

He is also looking for an exclusive customer service and building a lasting relationship with the brand. He feels that emotional attachment to the brand is very important, and

he would like to associate with brands that convey superb quality and have that cutting edge look and feel to their pieces.

Most visited sites:

Mr Porter: <http://www.mrporter.com/>

Burberry: <http://us.burberry.com/men/>

Fashion Blogs: <http://www.theclotheswhisperer.co.uk/>,
<http://www.contemporarystandard.com/>, <http://www.inventorymagazine.com/>

Social Media Sites: Twitter, Facebook, YouTube