

## **Pitchboard**

### **Website**

uNotesStationery.com (not a real website)

### **Short pitch**

uNotes Stationery is made of teams of designers and market researchers that work closely with product manufacturers and suppliers to produce and sell stationery items.

### **Long pitch**

uNotes Stationery is an online stationery and gift shop that sells stationery items such as writing materials, paper, notebooks as well as small gift items and accessories. Products consist of ones designed in house and popular items imported from other countries. Our team specializes in designing and selling asian-styled stationery items to our clients at affordable prices.

### **Personas**

New College Student Client: Prospective new student client

New Office Worker Client: Prospective non-student client

Designer Recruit: Prospective new-hire or recruit

### **Comps**

I like the layout of their online commerce site:

<https://dribbble.com/shots/19546284-Jelly-Kelly-fashion-store-web>

I like the colors of the website:

<https://dribbble.com/shots/17965620-Pet-Care-Website>

I like the simple clean, look of the website:

<https://dribbble.com/shots/13892977-SFU-library>