

# Etsy Site Breakdown

Kayla, Tony, and Sean

# Etsy Site Breakdown

Audience:

18+ age, consumers interested in  
'one-of-a-kind' or specialty products.  
Interested more in style, craft, and  
'tastemakers'

Shop Owner



**Steven Solomon**

Cleveland, GA, United States

Shop Owner



**sarah mayan**

Have a question?

Contact Shop Owner



**Verónica de Arriba**

Granada, Spain

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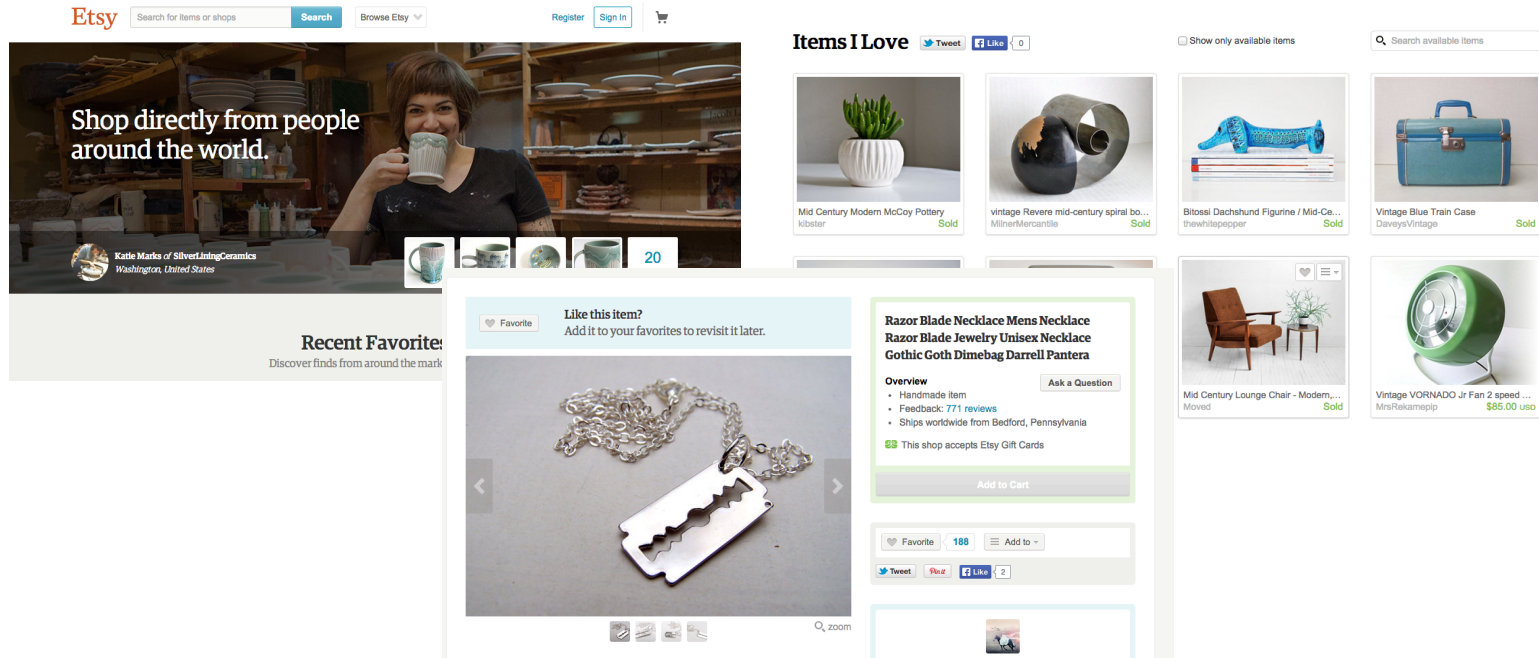
**Heather Knight**

Asheville, NC, United States

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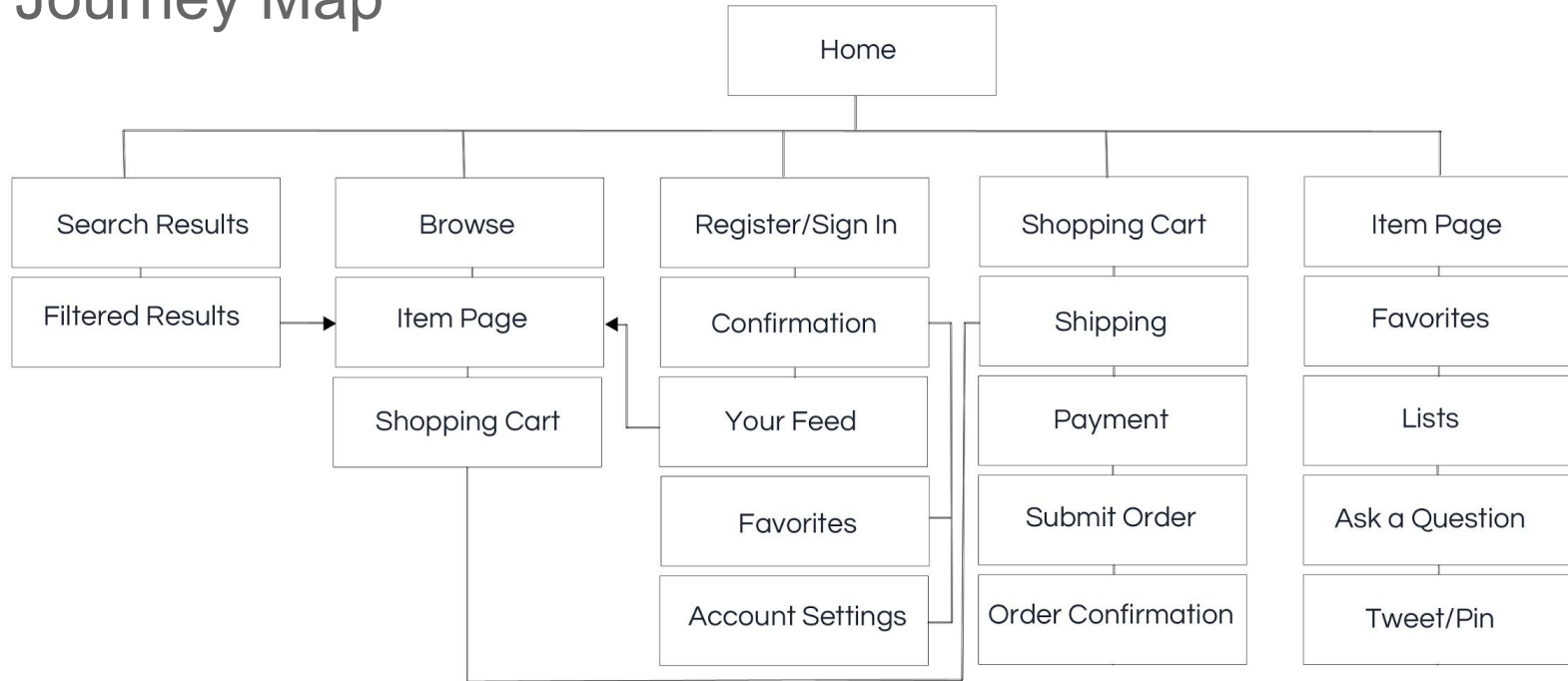
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Visual Design: Very clean, simple, and organized. Manages to display an array of information and content including product images, prices, comments, and details.



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## Journey Map



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## Key Takeaways:

- easy to use

- visually compelling

- builds strong loyal, community

- clean, organized structure