

Fine Blooms Products

Product Discovery

In this document we look at exploring ideas for various products we can introduce for the Fine Blooms boutique. These will include fresh, artificial, preserved and dry flowers, bouquets, vases, pots, planters, plants and some additional products.

Catgeories

Fresh Flowers	Succulents	Tubes
Artificial Flowers	Plants	Boxes
Preserved Flowers	Planters	Packaging Materials
Dried Flowers	Vases	Trays
Bouquets	Pots	Subscriptions

Problems

- Some items can be found on other websites for more affordable prices.

Questions

- Is there a need to include an SKU number for products for users that are browsing the website?

Fine Blooms Products

Product Discovery

Themes

Drooping / Sweeping / Waterfall



Fine Blooms Products

Product Discovery

Themes

Single flower type / Uniform



Fine Blooms Products

Product Discovery

Themes

Gradients



Fine Blooms Products

Product Discovery

Themes

Bursts / Fireworks



Fine Blooms Products

Product Discovery

Themes

Spots of Colour / Poka Dot

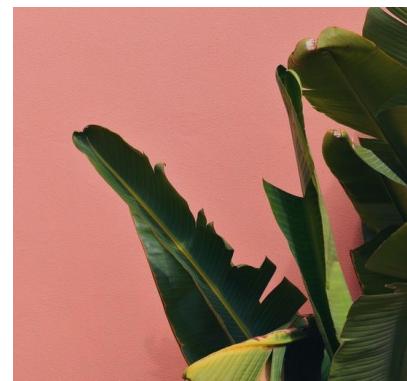


Fine Blooms Products

Product Discovery

Themes

Chic



Fine Blooms Products

Product Discovery

Themes

Organic / Natural



Fine Blooms Products

Product Discovery

Themes

Patterns



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Vases

Benchmarking

It is important to identify the exact types of vases we are looking to supply, and what style we are looking for.

Artistic



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Vases



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Dried Flowers

