

# Cellar Door Merch

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## About

*"We're named cellar door because a lot of these things happen in basements and garages. In spare spaces. Whatever extra space you can find."*

Cellar Door Merch was started by twins brothers Jake and Joe Lutter in 2014. It started out when Jake learnt how to screen print in high school. They would print band shirts after hours using their school's facilities.

A big focus of the company is DIY bands. Their mission is DIY for DIY. They work out of a basement, use a bathtub to expose, and their pantry as a darkroom. They like this DIY method so that they can keep costs down. Quality is not the most important factor but low pricing and high quantity for the struggling musician is. The screen printing is not a perfect process and that is an important part of their brand.

Jake and Joe are both in bands and have strong connections to the community. They know how difficult it can be for these musicians and want to be support them as much as possible. Their passion for DIY bands is why that to their services to be affordable and accessible. Most of the work they have done until now has been for musicians. Word of mouth and instagram have been the two main sources of marketing up until now.



*Ben, Jake, and Joe*

## What They Do

Though the main focus of their business is screen printing, they are also involved in making flyers, music albums, and CD packaging. Another new aspect of their business is the creation of music videos. They aim to provide a suite of creative services targeted to DIY bands.

CD doesn't buy shirts themselves. Instead the bands buy shirts and have them shipped to CD. Their pricing is calculated by screens and quantity. The price of the screen is dependent on the number of colours. They typically work in two colors and charge more for more colours. The screens take 4-5 hours to prepare and if a design needs to be printed again after a period of time, the screen needs to be made again. They charge a set amount for each print and offer discounts for more than fifty prints. The larger the order, the lower the cost of each item. The process of calculating the price has been complicated in the past. They've relied on looking on past text messages and now require a smoother system for both themselves and the customer.



*Examples of past work*



## Needs of the Website

*"We're all part of the music community but we're not very accessible. People might have heard of us but don't know how to contact us or place an order."*

They need a place for clients to set up jobs, order specific kinds of inks, colors and sizes. They need a terminal for orders and don't want to have to repeatedly share costs individually to clients. They need a website that they can share with people they meet and communicate what their business is about right away.

They want the website to be very accessible. Someone should be able to press a link and be able to order. It should be very convenient there should be no hassle in having to contact CD.

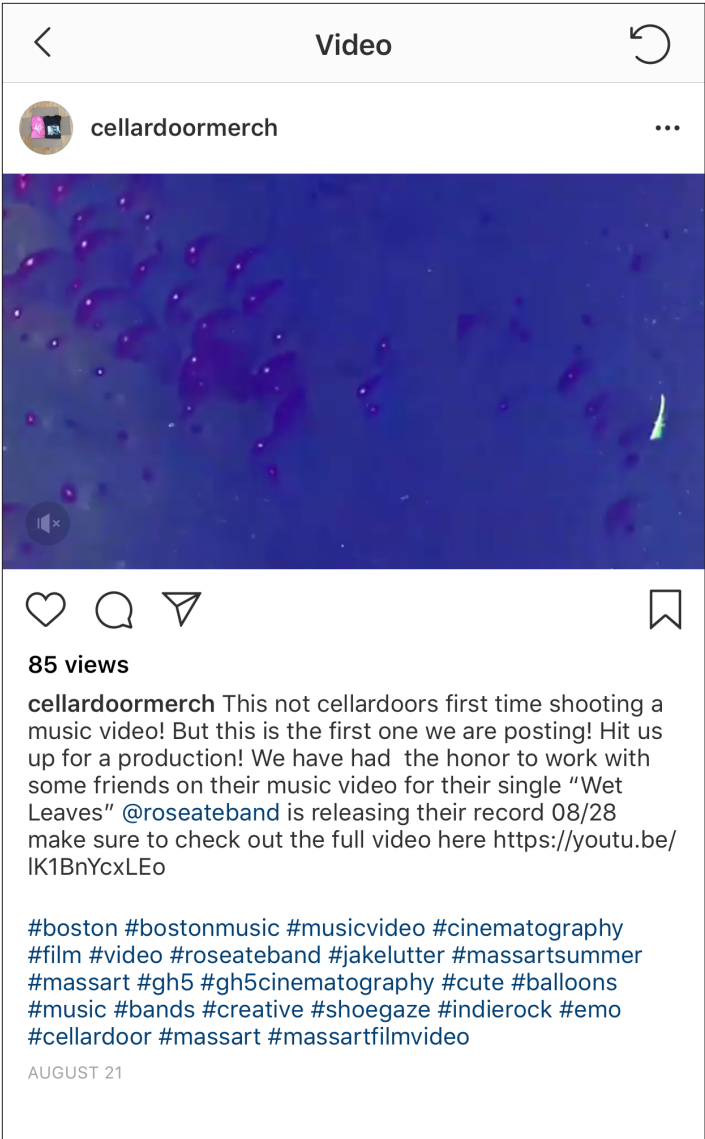
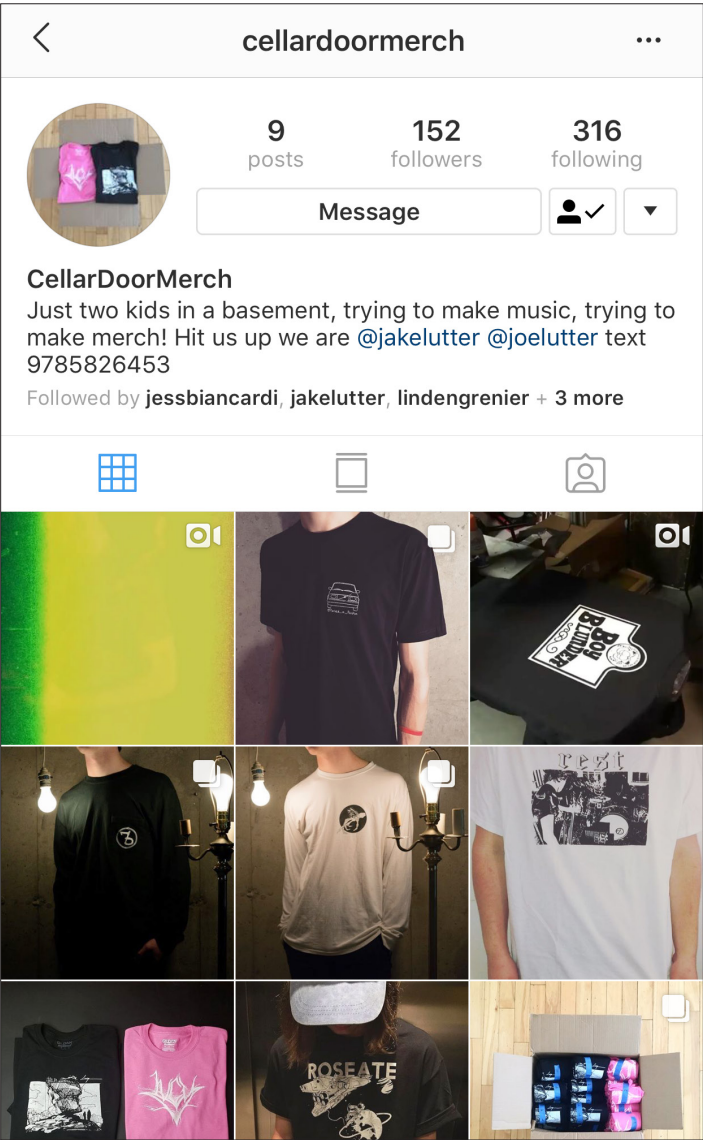
CD wants to be very upfront and transparent about their pricing. They have lower costs and are targeting an audience that needs affordable merchandise.

Since not everyone is familiar with screen printing, they want to make the process clear to potential customers. This also helps establish timeline for production and pricing.

The kind of artwork they receive has also been an issue in the past. Customers have submitted unfitted or unusable designs to be printed and extra design work has been required. The website needs to make this clarify this issue and separate design and printing jobs.



Cellar Door's instagram has been their main marketing avenue



# Features

## 1. VIEW PAST WORK

Potential customers should be able to view the screen printing jobs they've done in the past. Having previous cost estimates would also be helpful.

## 2. ORDER PLACEMENT

A convenient form submission system where artwork, pricing and timeline can be shared.

## 3. SHOWCASE OTHER SERVICES

Have flyers, design, and music videos also showcased on the website as other services available to DIY bands

#### **4. CLEAR PRICING**

The pricing system must be very clear throughout. The low prices because of a connection to DIY bands must be emphasized.

#### **5. ABOUT THE PROCESS**

An explanation about the screen printing process and how it relates to the production, timeline, and pricing of merchandise.

#### **6. CONNECTION TO BANDS**

Emphasizing the connection to DIY bands through the general look and feel of the website and by having links to relevant bands next to the work done for them.

# **Needs Assessment**

**Pallavi Rawla**