



..... Market Research & Style Guide



Contents

About Cool Cat Crafts	03
Profiling the Users.....	06
Site Goals.....	11
Previous Site & Branding.....	12
Style Exploration	13
Core Features.....	15
Site map	16
Wireframes.....	17
Mockups.....	23
Prototype	29

Small-scale Handmade Goods

- » Concrete Coasters
- » Decorated Tile Coasters
- » Stickers
- » Button
- » Magnets
- » Product line may expand

Desired Product Perception

- » Cute
- » Useful
- » Fun
- » Unique
- » High quality
- » Hand made

Values

Cool Cat Crafts is guided by commitments to

- » Craft –quality is key
- » Quirky -weird is good
- » Joy –delight in the little things
- » Integrity –tell it like it is, always
- » Life/Reality –humans are messy, embrace the imperfections
- » Make -and keep making

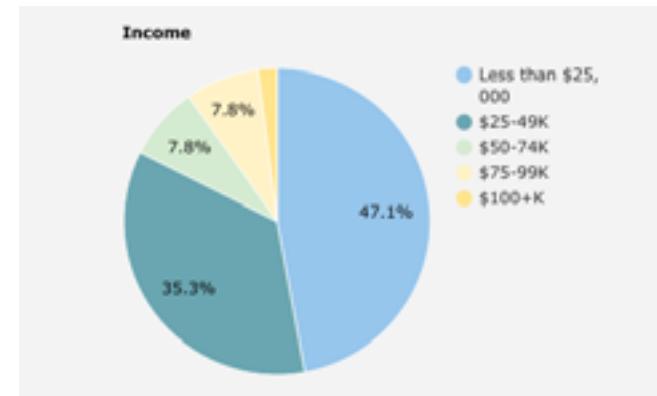
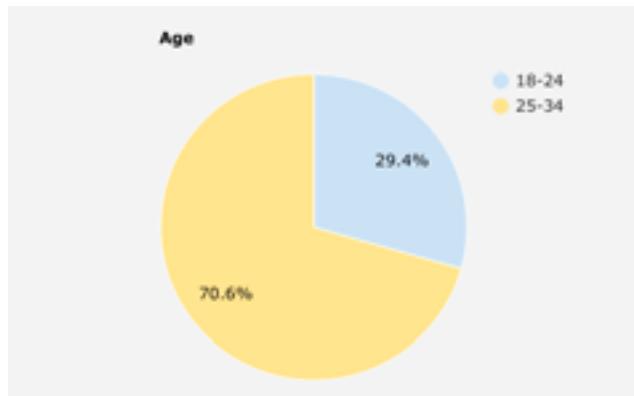
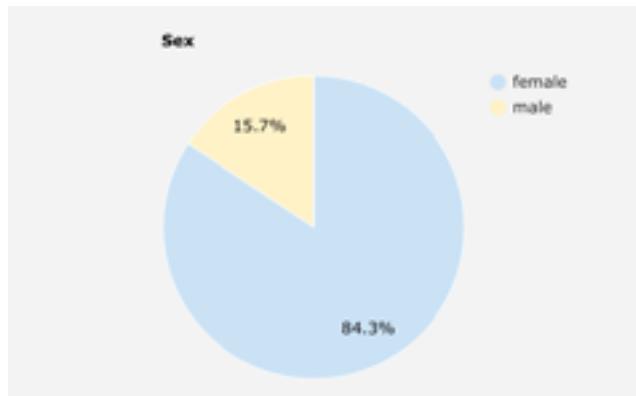
Small goods. Big joy.

Who Buys Handmade?

Etsy buyer research

- » The majority of respondents were female (84.3%).
- » Most respondents made less than \$50,000 a year
- » All respondents were between 18 and 34 years of age, while the majority (70.6%) were 25-34.

Source: www.westervin.com/blog/2012/03/15/etsy-survey-results/



Primary Target

22–40

Primarily women

College-educated

Young–mid career professionals

Homeowners (or well-decorated ‘adult’ rentals)

—especially first-time homeowners

Live in or near Minneapolis

—appreciate city living

Fashionable/trendy

Secondary Market

People buying gifts for primary market

Jennifer Yates

Age: 32

Profession: High School Teacher

Salary: \$64,000

Location: Columbia Heights, MN

Education: B.S. in Special Education, University of MN

Married: Yes

Kids: 2

Car: 2014 Toyota Prius

Homeowner: Yes

Internet Access: Home from laptop and mobile devices and desktop at work

Background: Jennifer lives with her husband, two children, and two cats. She loves staying active through outdoor recreation and loves to grow her own vegetables for healthy meals. After graduation with her degree, Jennifer started working in an urban school district where she loves working with her students and gets along with her colleagues—she's loves the community atmosphere. While her and her family enjoy living near the city, they frequently get away for the weekend to camp and pursue outdoor activities together. She likes to shop handmade for gifts and to decorate her home—she gets a kick out of meeting the people who make the items she buys, so she enjoys shopping at craft fairs and markets.

Interests: Jennifer has had a long time interest in the outdoors, and as a result, loves to hike, bike, camp, and garden.



Madison Gingrich

Age: 23

Profession: Finance Associate

Salary: \$58,442

Location: Minneapolis, MN

Education: B.S. in Accounting, Gustavus Adolphus College

Married: No

Kids: No

Car: none

Homeowner: No

Internet Access: Home from laptop and mobile devices and desktop at work

Background: One year ago Madison graduated from Gustavus and started working at Target Corporation in downtown Minneapolis. She had dreamed of moving to Minneapolis (or a bigger city) since she was little and she's now enjoying living the city life. She loves going out for drinks with her friends and going to concerts and shows. She is also interested in photography and likes to talk walks around the city to take shots—it's just for fun, but she has thought about using some of her photos to make cards that she can sell on Etsy. For now, she'll stick to buying cards that other people make.

Interests: Madison is excited to explore her city and spends most of her time walking around taking photographs or meeting friends out at new places. She also likes to watch shows on Netflix and go for runs to relax after long days at work.

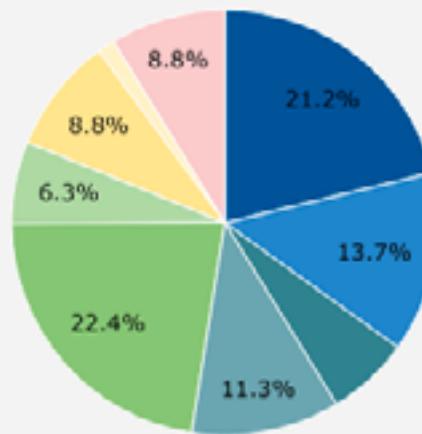


How Do They Buy?

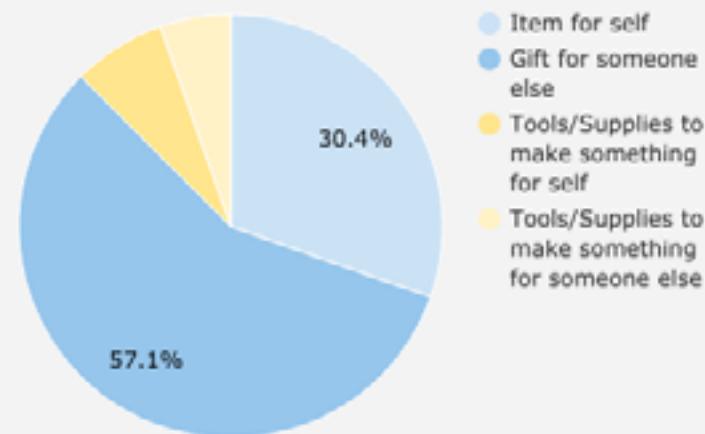
- » More likely to purchase gifts for others than items for themselves
- » Over half of respondents (51%) attended one or two craft fairs in the last year
- » Comfortable buying goods online (frequently through Etsy)

Graph source: www.westervin.com/blog/2012/03/15/etsy-survey-results/

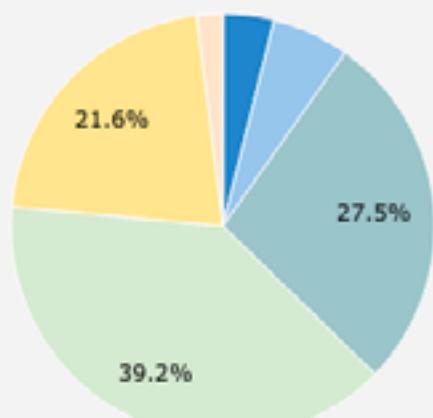
Popular Purchases



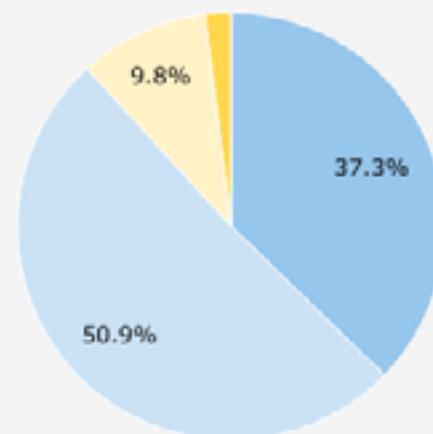
Most Recent Purchase



Price of Recent Purchase



Craft Fair Attendance



User Goals

- Find information on Cool Cat Crafts products
- Easily purchase high-quality goodies
- Learn information about Cool Cat Crafts
- Easily contact Cool Cat Crafts, if needed
- Learn about product care and use
- Learn about shop policies

Business Goals

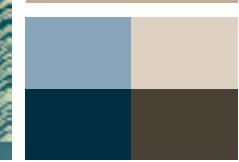
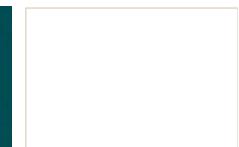
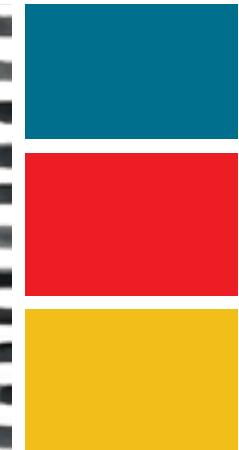
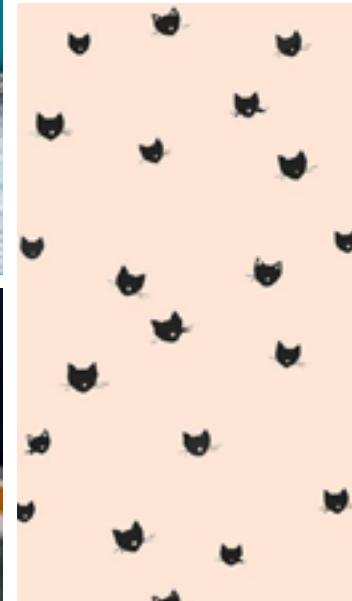
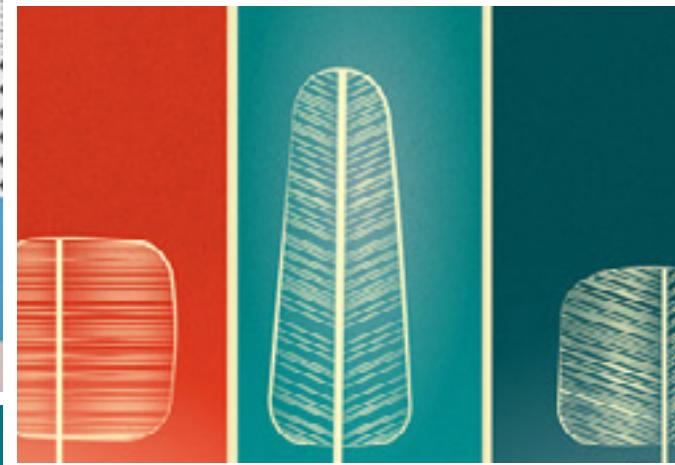
- Jump start sales and gain new customers
- Integrate with Etsy for inventory and listing management
- Easy to manage content, especially adding new products
- Gain and maintain client trust and loyalty

Current Site

- » Simple and easy navigation for users
- » Static HTML/CSS—no CMS
- » No eCommerce—just product info
- » Not integrated with Etsy
- » Static news and events with no social media integration
- » Email form is unnecessary
- » Desaturated palette with a bright pop of pink-red and minimal white
- » Bright photos



Cute.
Fun.
Bold.
Festive.



Style Exploration

- » Bold
- » Near primary colors—Color palette is gender/age inclusive and vibrant
- » Patterns! Lines, stripes, polka dots
- » Cats!
- » Bright photos with bold backdrops
- » Quirky, curly scripts paired with bold, condensed type for modern and offbeat feel
- » Logo is both straightforward and silly



Color Palette



Patterns



INDUSTRIA SOLID—print
SIX CAPS—WEB

Interstate Regular Compressed

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Interstate Light Condensed-print

Open Sans Condensed Light-web

Cu recteque percipitur pro, diem deseruisse cu per, in est, patto mandamus? Per eu inani metus, usu solum, augue graecis est impetus splendide ne sit. Habeo adipiscing ad pri, munere possim vim et?

Interstate Regular Condensed

Open Sans Condensed Bold-web

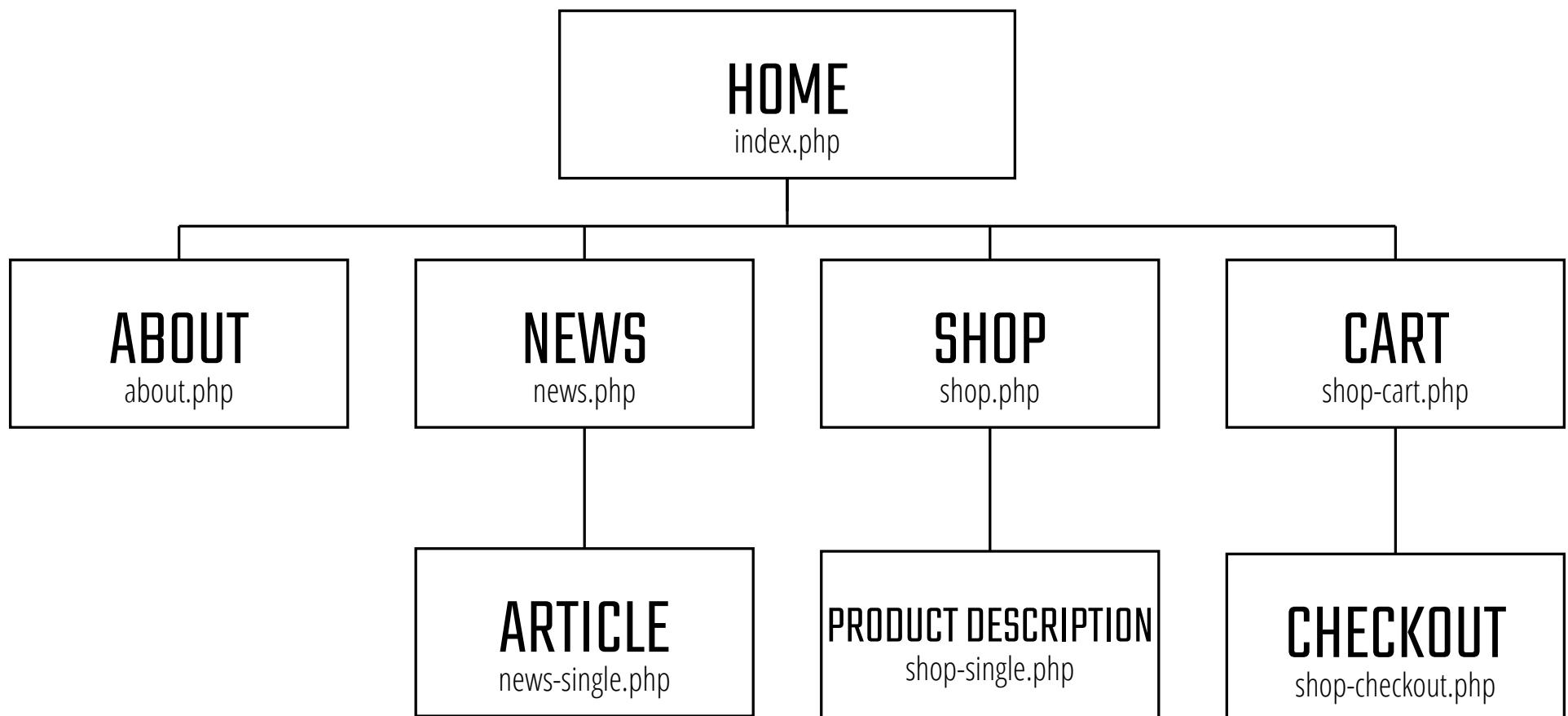
Emphasis and SUBHEADS
Iusto tempor omittam mea et.

Sacramento Regular
Callouts, quotes, and pizzazz!

Core Features

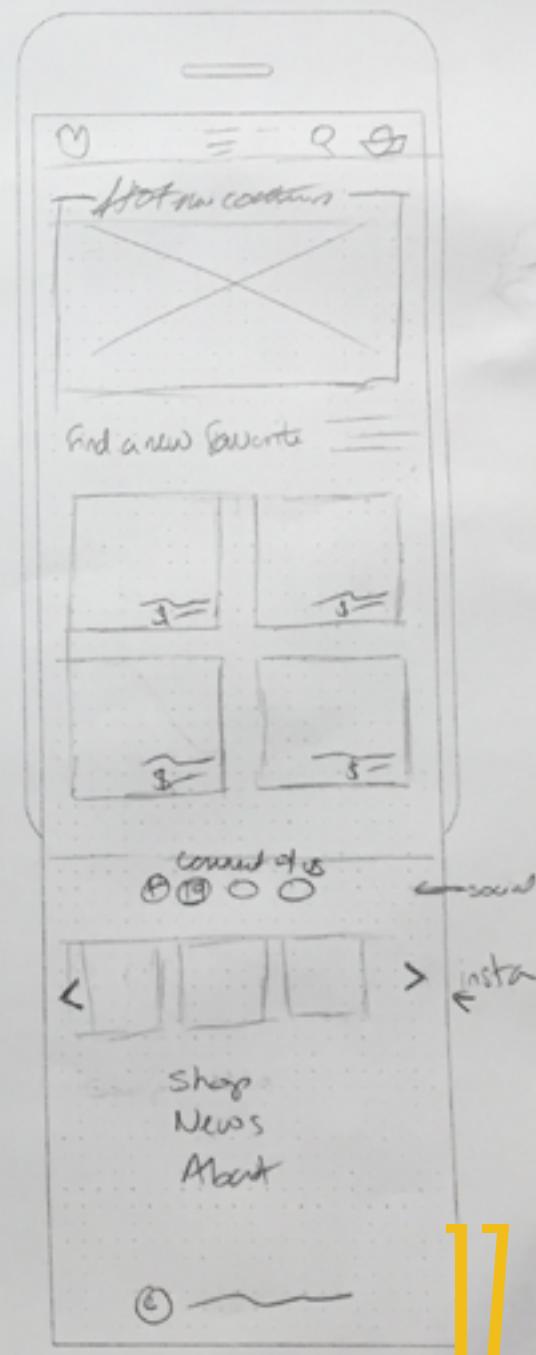
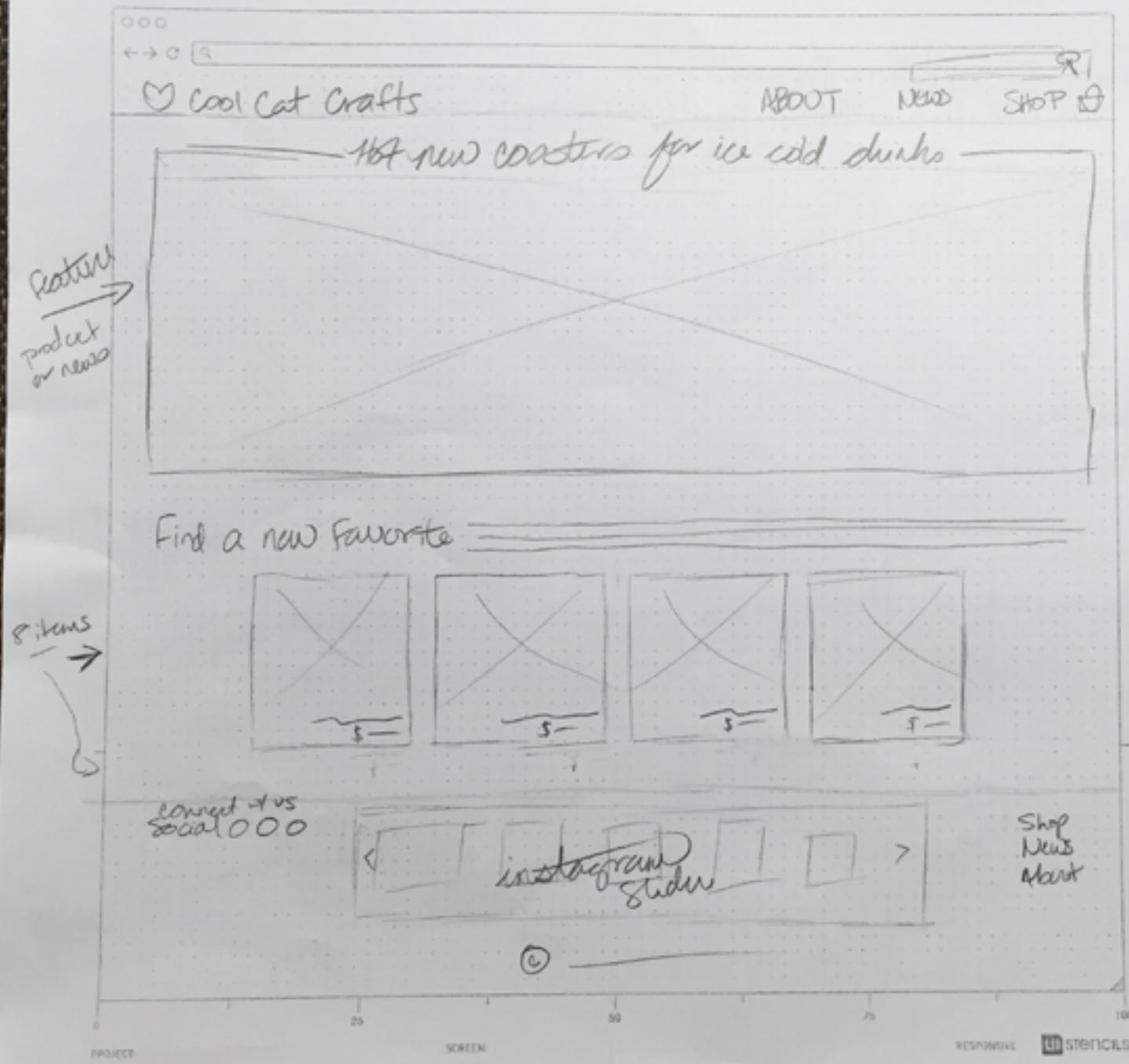
- » Well-designed
- » Easy navigation for users
- » Integration with Etsy
- » Easy to use content management system
- » Provide clear information about products
- » Provide contact information for further concerns
- » Responsive design
- » Fast performance

COOL CAT CRAFTS



Home

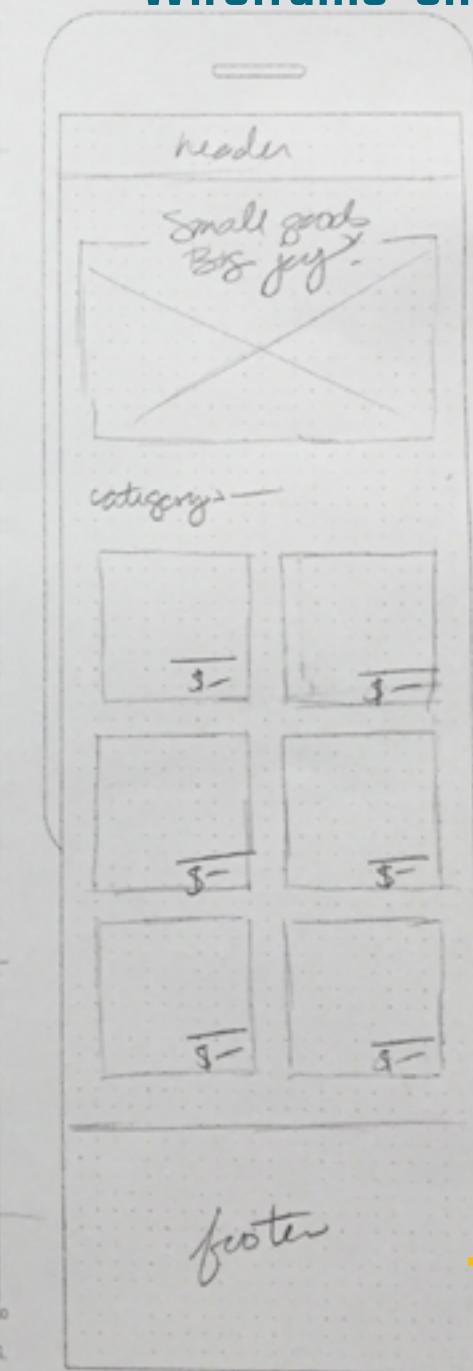
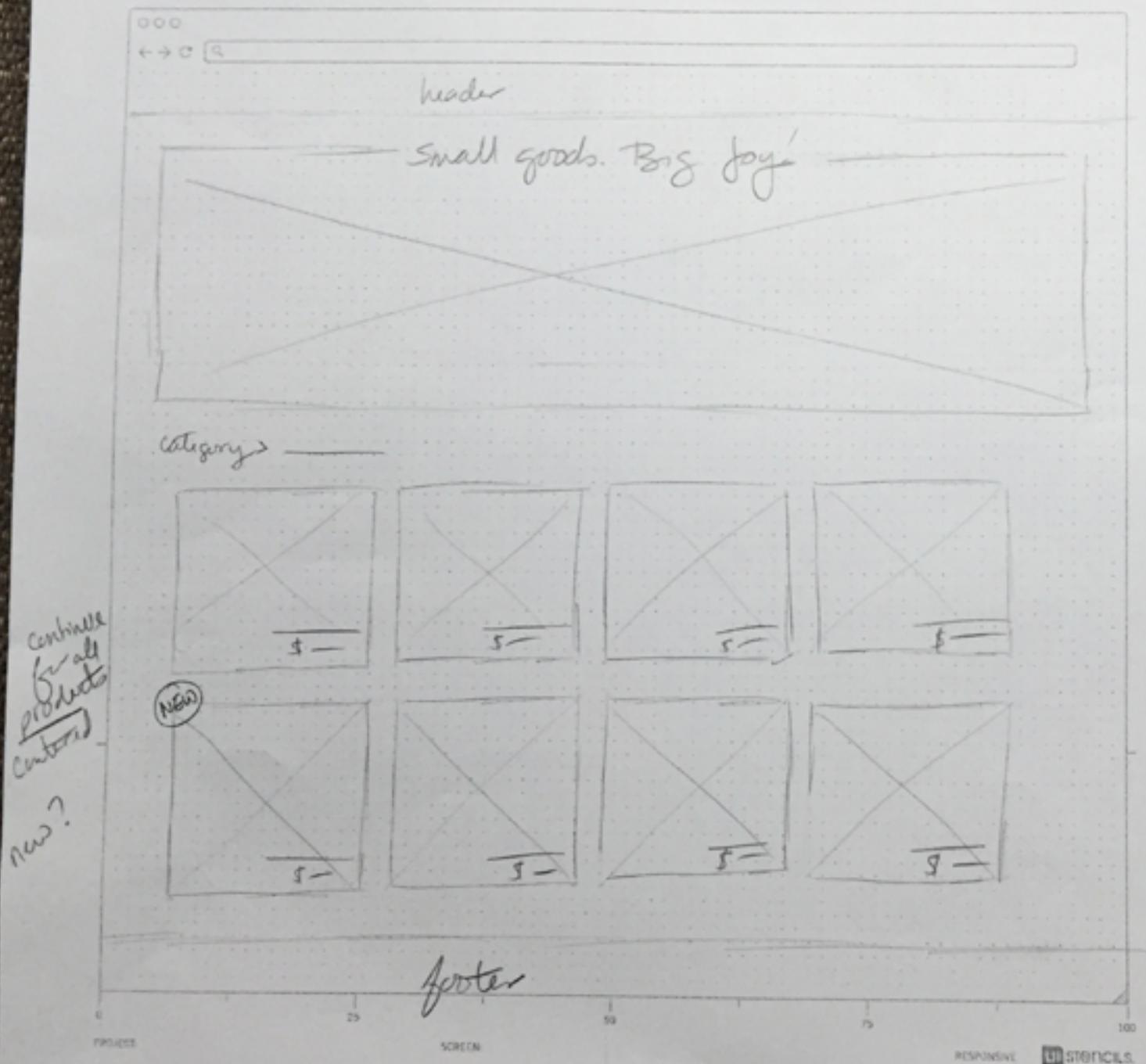
Wireframe: Home



11

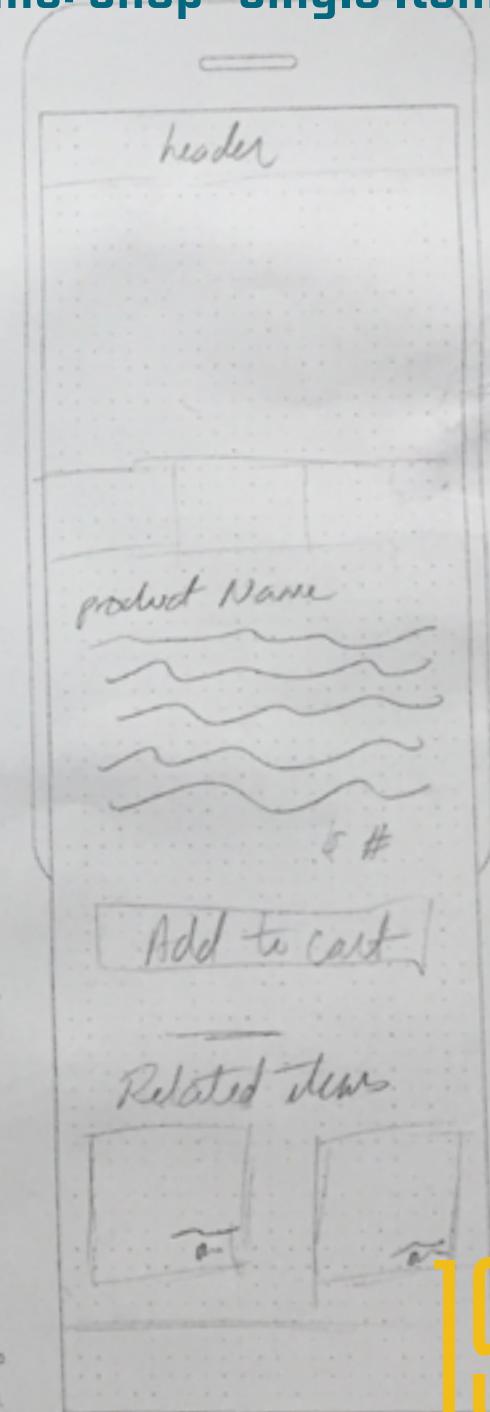
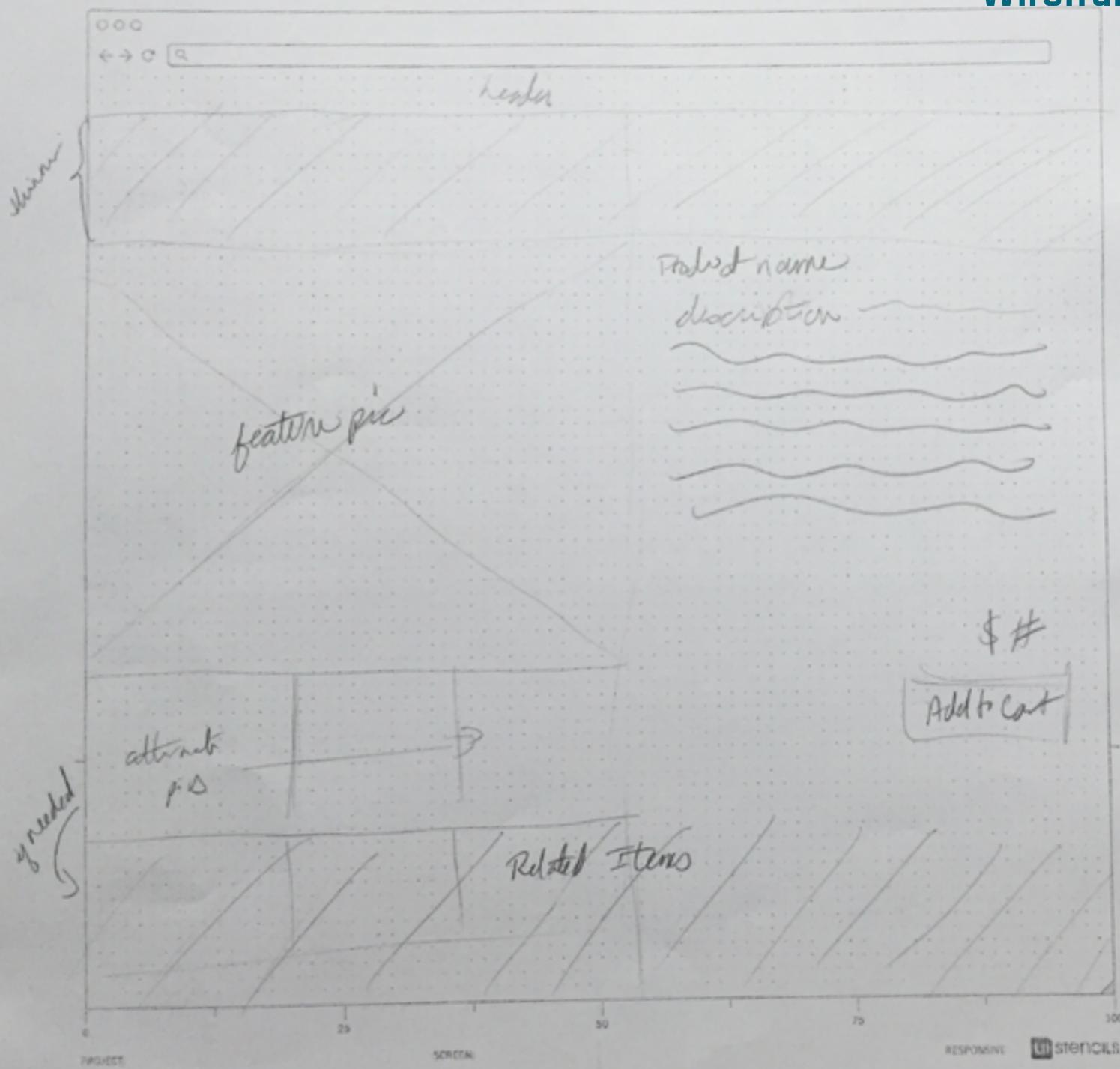
Shop

Wireframe: Shop



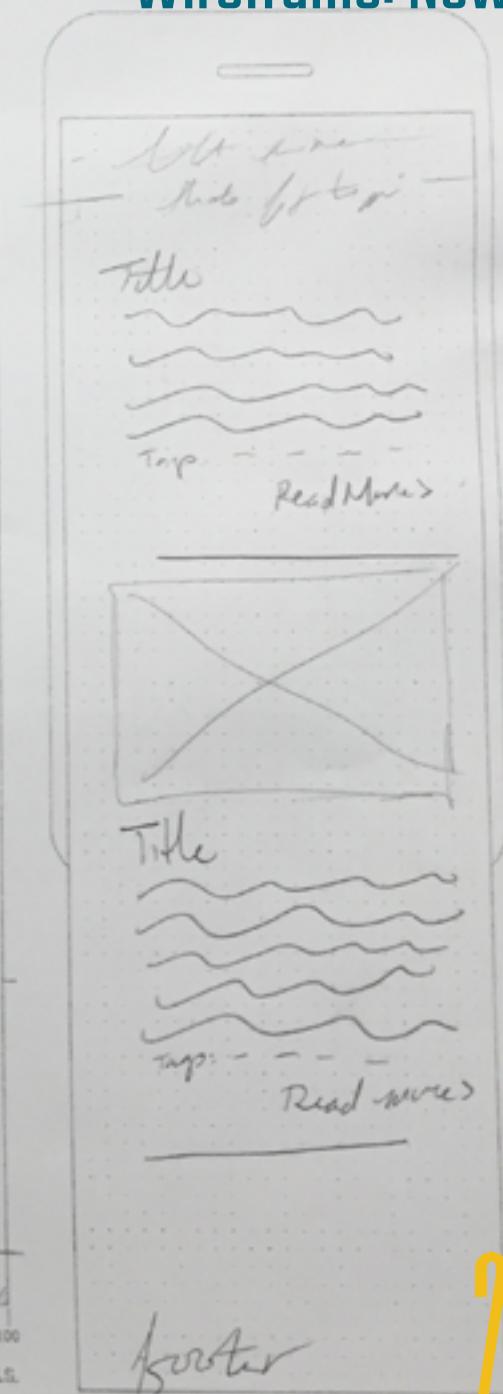
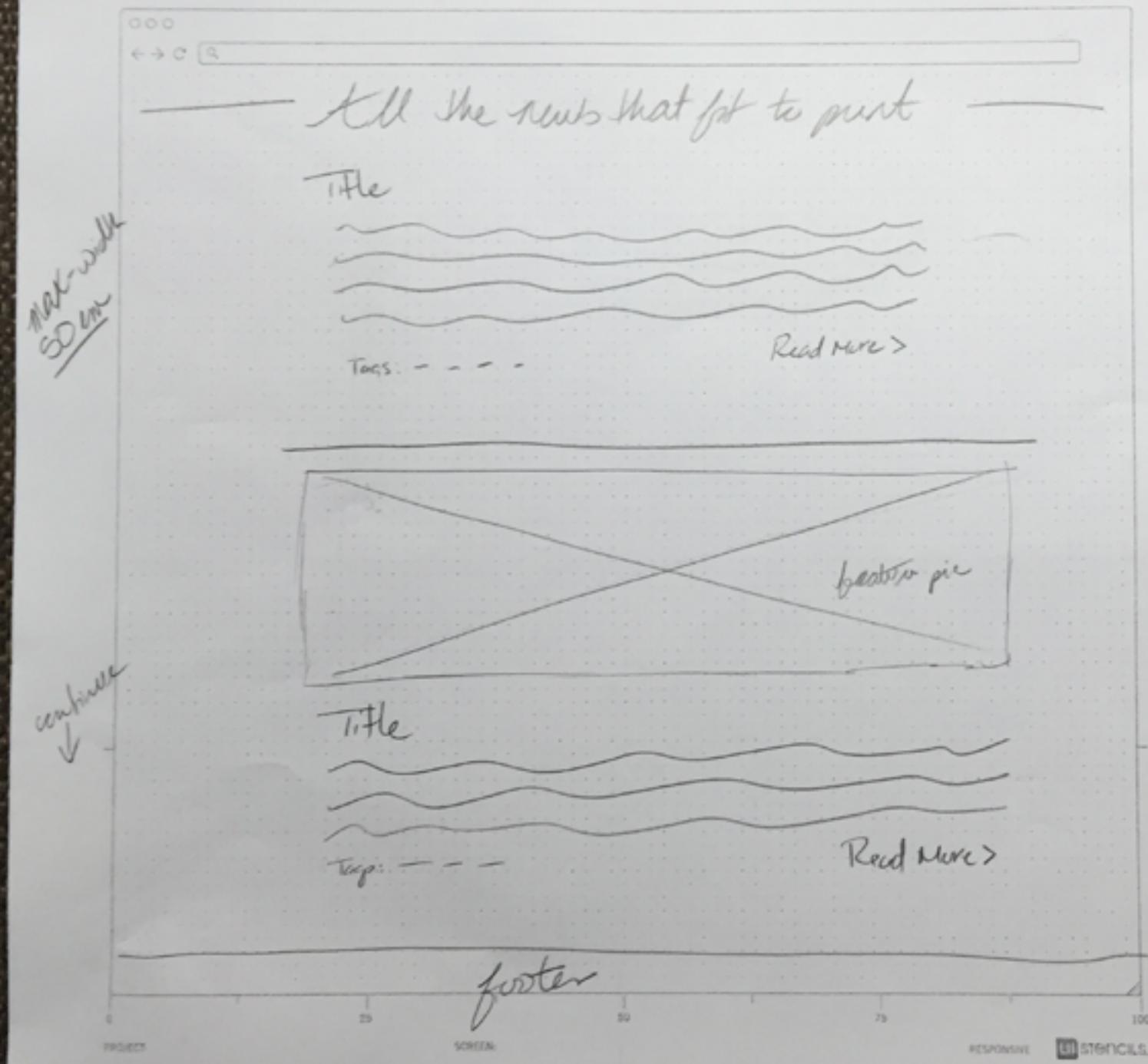
Single Item - Shop

Wireframe: Shop-Single Item



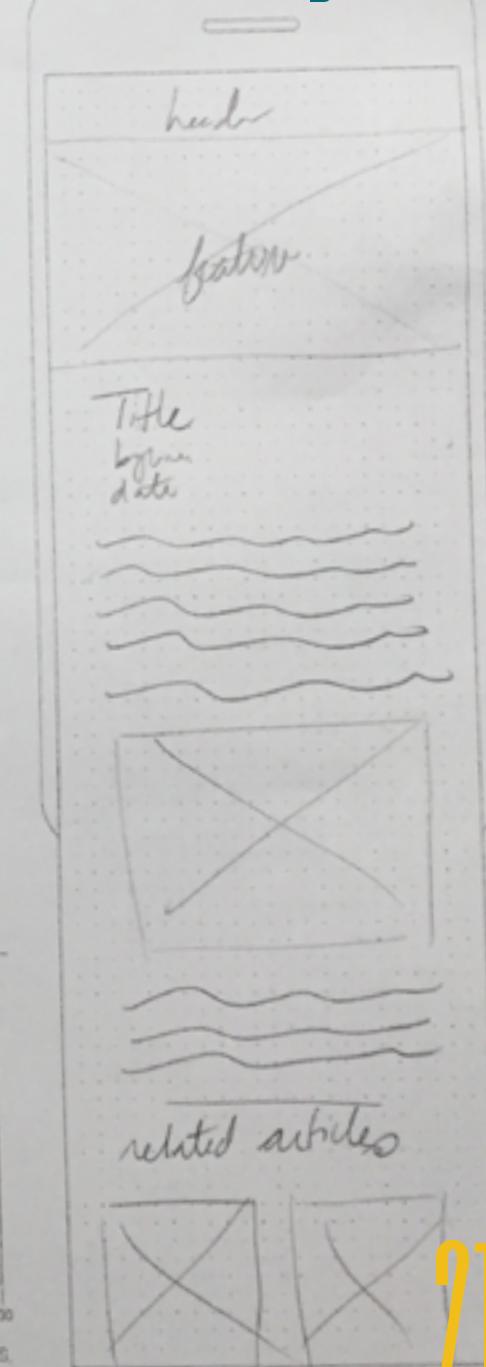
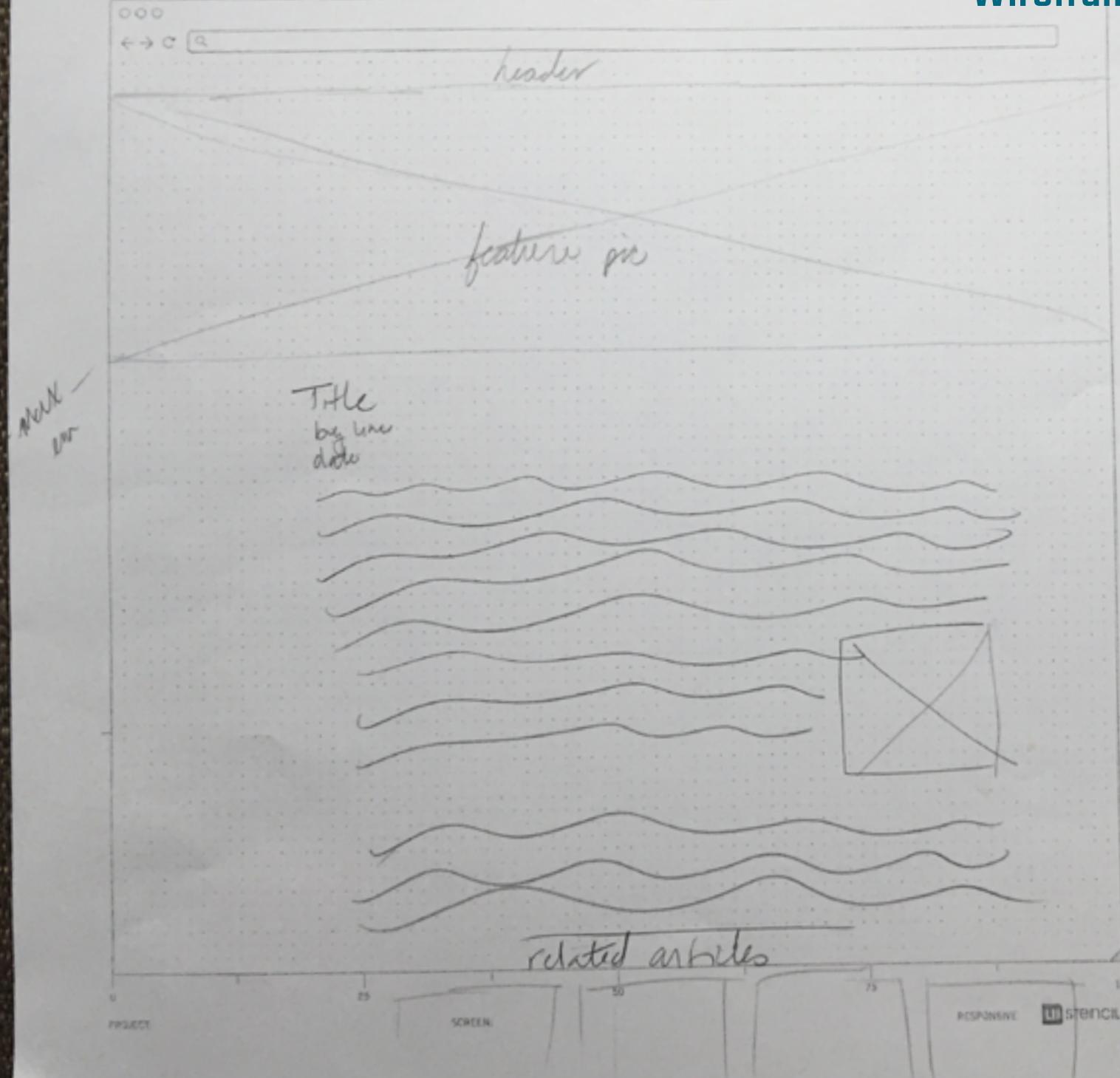
News

Wireframe: News

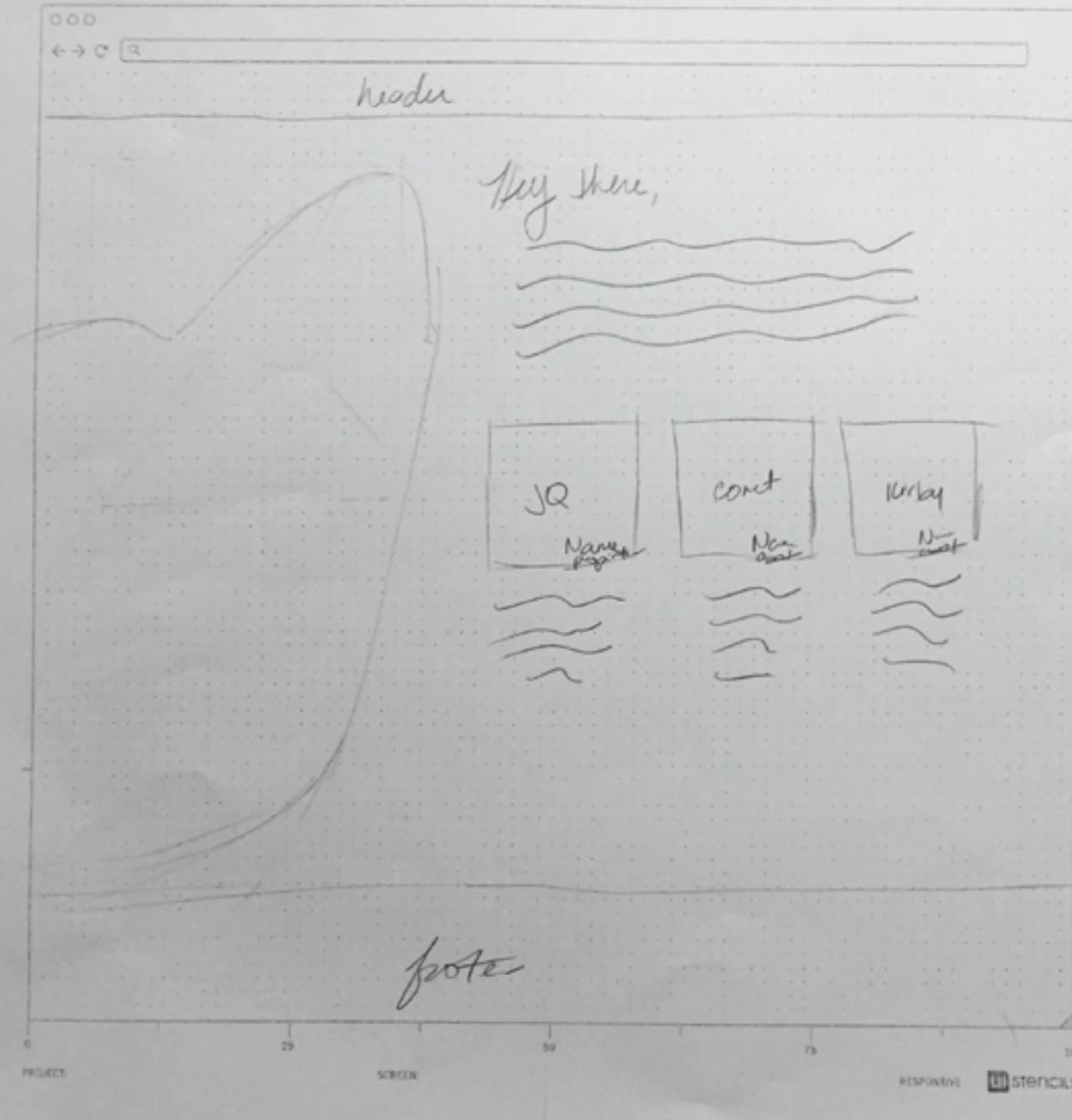


Single Item - News

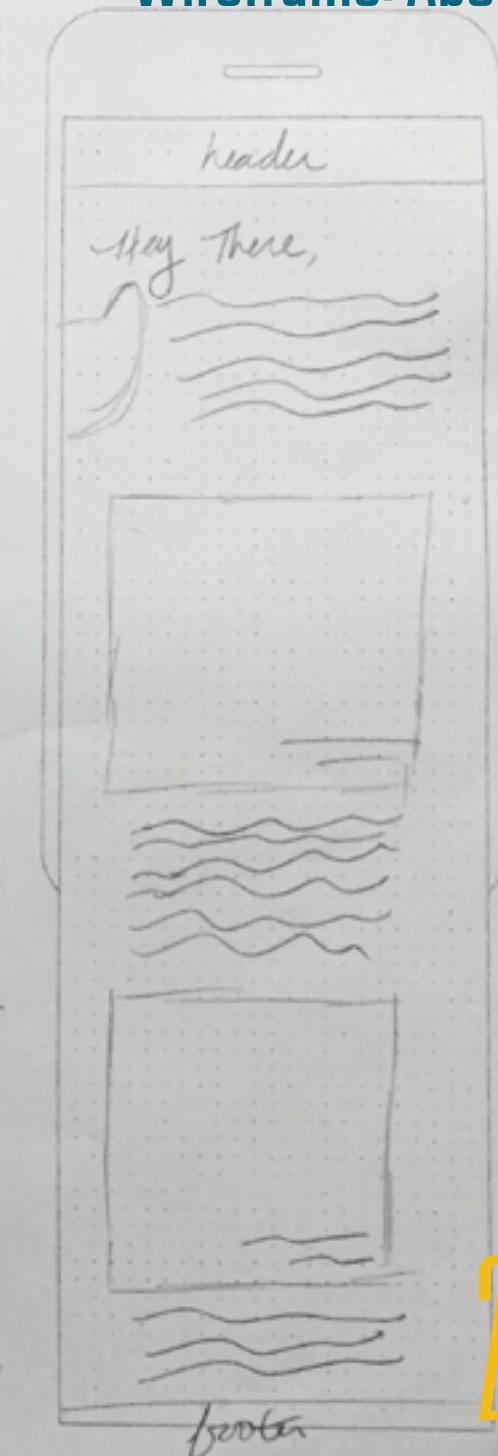
Wireframe: News-Single Item



About



Wireframe: About



21

Hot, new coasters for ice cold drinks



FIND A NEW FAVORITE



Product Title
\$32



Product Title
\$32



Product Title
\$32



Product Title
\$32

Plenty of gle. And even more glitter.



Mockup: Home

23

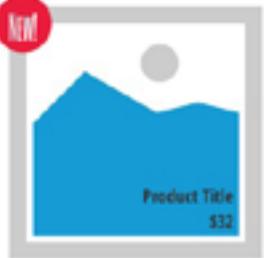
Small goods. Big joy.

Mockup: Shop



LET'S GET SHOPPING!

Category > Subcategory



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News About Shop



Mockup:
Shop-Single



PRODUCT TITLE

\$32

Option 1

-  1 

ADD TO BASKET

PRODUCT DESCRIPTION

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PRODUCT FEATURES

- *• Lorem ipsum dolor sit amet,*
- *consectetur adipiscing elit,*
- *Aenean euismod bibendum laoreet.*
- *Pro et viverra justo commodo. Proin sodales pulvinar tempor,*
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Category: tag1, tag 2, tag 3

Maybe you'd like these too...



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News About Shop

All the news that's fit to print

Article Title -Heading 3

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Tags: tag1, tag2, tag3

[READ MORE >](#)



Article Title -Heading 3

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Tags: tag1, tag2, tag3

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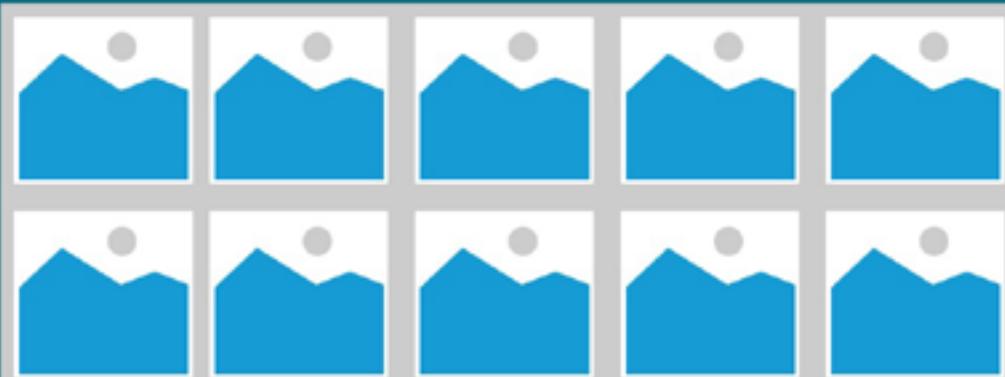
Article Title -Heading 3

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Tags: tag1, tag2, tag3

[READ MORE >](#)

Plenty of glee. And even more glitter.



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News About Shop

Mockup: News-Single

ARTICLE TITLE

01.01.2017

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Read More

Article Title

Article Title

Article Title - It Could Be Longer

Plenty of glue. And even more glitter.

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News About Shop

© Cool Cat Crafts 2017



Hey there,

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Jacqueline Quintanilla

Designer

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Kirby

Shop Assistant

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Comet

Shop Assistant

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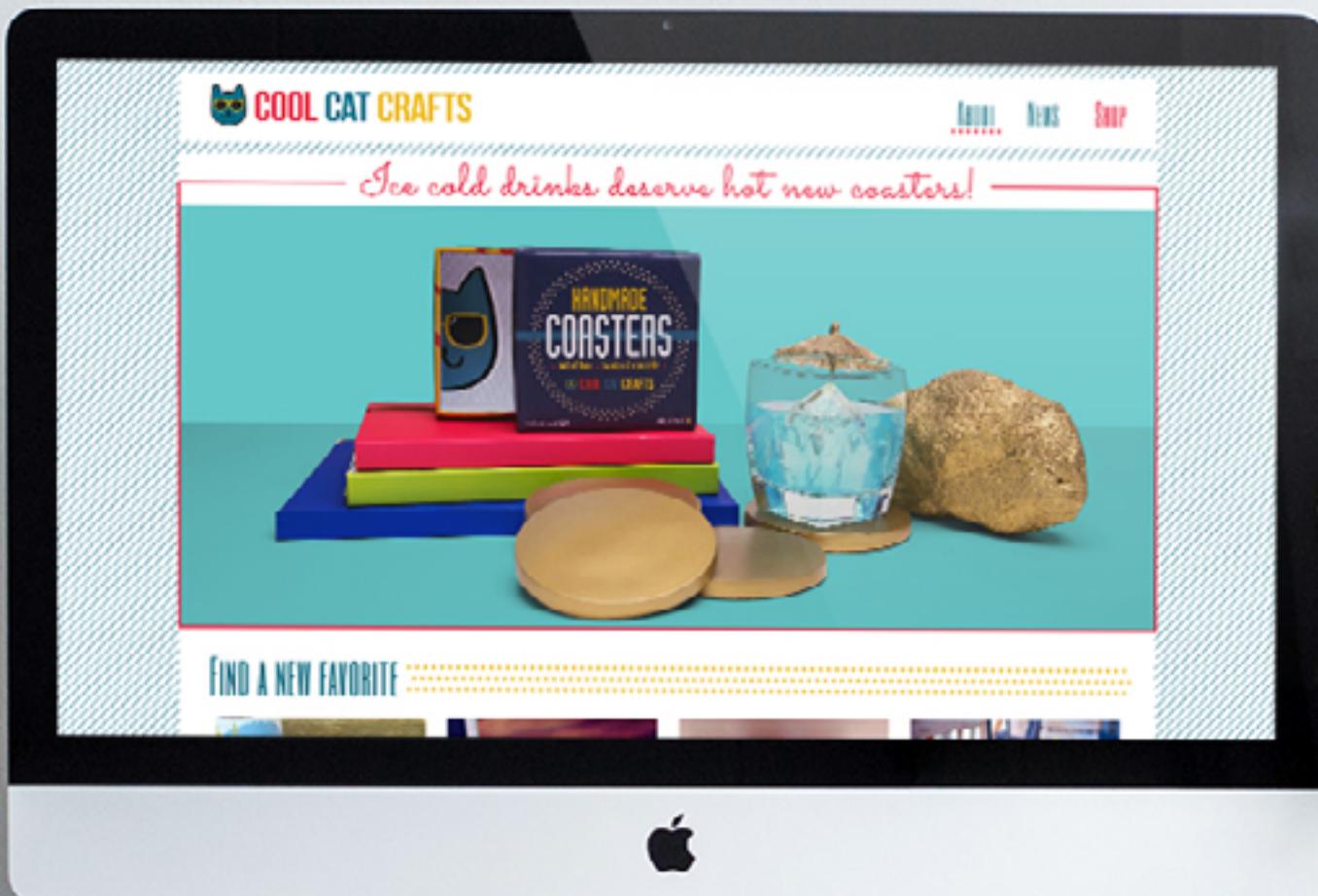
Plenty of gleam. And even more glitter.



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<http://8sgf62.axshare.com>