

WATS 3010 Intro to Bootstrap

Design Document

Name of Company: Mortise Designs

Description of design concept/approach:

- Mortise Designs is a custom woodworking furniture shop and they want to promote their growing hobby as a business
- The owners want to feature the projects so far and the design process
- The owners want to have a page that shows samples of woods and wood finishes under services
- Clean and simple design that is easy to navigate

Hope to accomplish with design concept/approach:

- Increase visibility of their business
- Inspire customers to commission a custom piece
- Have an inquiry box on the contact us page
- Make the site clean and simple to reflect the projects

Other websites for inspiration:

- <https://www.opendesk.cc/>
- <https://www.hydearchitects.com/>
- <http://www.casamance.com/>
- <https://www.mendo.nl/>
- <https://mogo1.myshopify.com/>
- <http://lettuceandco.com.au/>
- <https://purnatur.com/en/>

Other websites for comparable businesses:

- <https://jeremiahcollection.com/>
- <https://www.orwadesignsfurniture.com/>
- <https://www.nwwoodgallery.com/>

Target Audience:

- Demographics
 - Men and Women
 - Ages 28-65
 - Working with disposable income
- Motivations
 - Wanting handmade furniture and support small business
 - Comfort and utilitarian

- Appreciation of woodworking