

WATS 3010 Product Page

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
- Clean and simple design that is easy to navigate
- Encourage users to click “Shop Now” button
- Video will be looping in header showing woodworking in progress

Hope to accomplish with design concept/approach:

- Make the site clean and simple to reflect the projects
- Highlight some of the unique custom products that Mortise Designs has built

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.nwoodgallery.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 furniture
 - Appreciation of furniture made out of wood