

Barb's Bridal Boutique  
Martha and Sam W.

#### Top Goals for the Business

- Increase sales of designer dresses
- Increase in-person traffic to our stores through free try-on appointments
- Increase engagement on our social media

#### Top Goals for the Website

- Allow prospective customers to browse our dress catalog online
- Encourage customers to come in and talk to our sales associates about their wedding
- Allow customers to see stories from other brides and share their stories
- Build trust with customers by introducing ourselves and our history
- Allow customers to find our store location and hours easily

List of the content that is needed for the website, organized under sections. Start of navigation.

- Homepage
- Catalog  
(list of dresses they have) with a filter of types, style, color, length, price, sale
- Blog/Forum  
(where brides can share stories)
  - share comments, photos, stories, brides could subscribe to blog?
- Hours and location
- About page
- Make appointments  
(where brides can come in and talk to associates)
  - calendar or list of times that are available to meet with associates (Might include?)
  - form to fill out to make appointments

List of the types of templates/layouts that you may need, based on content. Ex:  
Homepage, contact page, products page, and calendar page.

- Homepage
- Product page
- Contact page
- Blog page

List a short analysis of the most common themes you notice from competitive websites.

the dress.staging4.net

- pop up for subscribing to their website (Bad)
- responsive
- text hierarchy (Bad)
- not able to do anything on website (Bad)

-white space

blovedbridal.com

- responsive
- bright, clean, photography
- appointment page to submit info for appointment
- typography could use some work
- has map iframe to locate store
- homepage, appointment, designers, blog, our story, location, contact
- has logo above navigation
- color palette
- whitespace
- does not show dresses, have to come into the store (photography as tease for what they have)
- tone and voice, clean, confident, modern

www.elysesboutique.com

- terrible design
- typography (Bad)
- not responsive
- everything listed on homepage (info, contact, hours, about, etc)
- inconsistent photography
- color palette (Bad)
- expanding of photos (Bad)
- shows dresses
- bulky, loud

(Additional Website) - BHLDN bhldn.com

- clean design
- responsive
- clear navigation
- good use of photography
- good filtering options and categories
- soft and feminine tone