

SHOP SITE

THIS SITE IS FOR "SCRIPT"—A BOUTIQUE SHOP THAT OFFERS INVITATION DESIGN, SPECIALIZING IN HAND DRAWN CALLIGRAPHY. SPECIALIZES IN INVITATIONS FOR ANNIVERSARIES, BIRTHDAYS, WEDDINGS + ANY SPECIAL OCCASION.

USER #1

→ SARAH, 46

- DAUGHTER WHOSE PARENTS ARE ABOUT TO CELEBRATE THEIR 50TH WEDDING ANNIV.
- VISITS SITE LOOKING FOR INVITATIONS.
- NEEDS : PRICING, INVITE DESIGN CHOICES, LOCATION OF STORE, HOURS
- NEED TO SEE QUALITY + DETAIL OF DESIGNS
- CONSIDERING CALLIGRAPHY BUT SITE SHOULD HAVE A "HAND DRAWN" FEEL TO IT.
- NOT COMPUTER SAVVY — SHOULD BE EASY TO NAVIGATE

USER #2

→ BOB & MELANIE, 30

- COUPLE LOOKING FOR WEDDING INVITATIONS, PLACECARDS + WEDDING PROGRAMS
- VISITS SITE FOR DESIGNS, PRICING, + SHOULD SEE IT FOR CREATIVITY + WHAT CAN BE OFFERED.
- INTERESTED IN CALLIGRAPHY ESPECIALLY. DETAILED VIEWS OF LETTERING CHOICES.
- STORE HOURS, ADDRESS
- POSSIBLE PRICING PACKAGES AS OPTIONS?