Knit Kitty 1-minute pitch

Vivian Yu
Gina Lee

- How your brand uniquely identifies your company

     Our brand, Knit Kitty, is uniquely identifies that our company manufactures a handcrafted knit hat to the customers who love cute items. Our logo and brand name well represent our company characteristics.
          Logo: Cat shape hat over the brand name

- How the website reinforces your brand

     In the website, we used a friendly tone of voice which supports our brand to brand's character and personality (cute).

     Also, the website build credibility for our brand. Website reinforces to form a good impression to the customers.

     The website becomes a place to communicate with customers.

- How your website makes it easy for users to find and purchase product

     - Customers can see the most popular items in the first entry of the website. This gives sort of a idea to a new customer so that they can start purchasing products.
     - Also, we have 2 interaction spots that customers can commit their purchase ("BUY" icon on the navigation bar and, "Shop now" link on the banner bar on top the body section).
     - After customers select the product they want, "Add to cart" button, on product detail page, direct them to make a next step.
     - After adding to the cart, customer can see a little pop-up screen, on the top right corner, what they have just added. They can review their cart by clicking this window (or "Cart" icon on the navigation bar).
     - In the Cart page, customers can see brief details of the product they have select (also, they can edit/remove their items). This is the final step for customers to place their orders by clicking "Next Step" button on the bottom right.