

a form

to capture information to deliver content better

CTA call to action

easy for user to sign and and navigate the page

`<h1>welcome shoelover!</h1>`

`<p>brief information about the perks</p>`

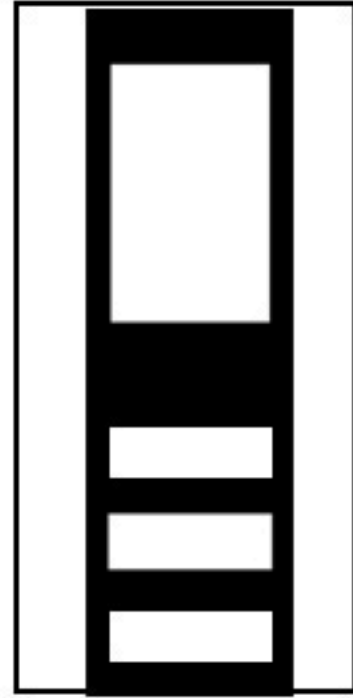
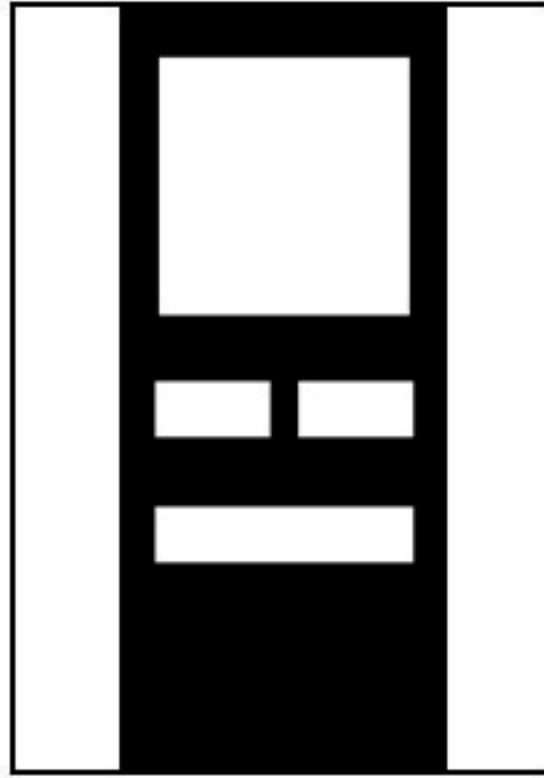
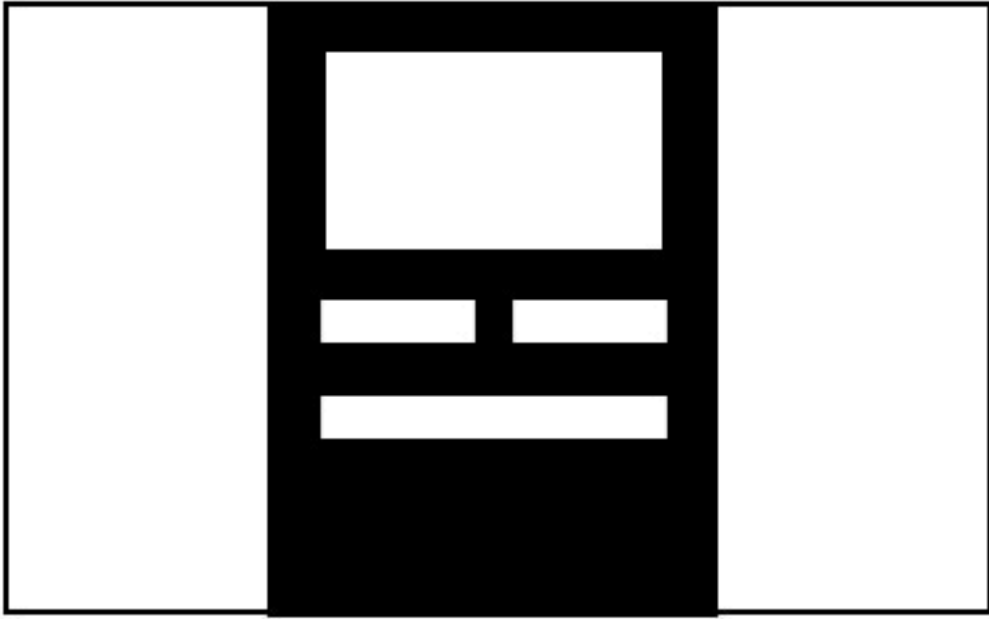
logo	image
h1	cta button
p	div under form
form	inverted form

**cta**

`<h1>Welcome shoelover</h1>`

**fun direct exciting loud**

**DSW**



# Dsw Designer shoe warehouse

we make people feel great through the power of shoes

student	business	business goal	client value	user value
Rob	Dsw designer shoe warehouse	we make people feel great through the power of shoes	any shoe, any time, anywhere, we're here to help you find the right shoe no matter what. theres a shoelover behind everybox!	if i lose my receipt they can look it up by my account. Dsw keeps track of purchases for easy re-order. free shipping to your front door and free returns to the store. Rewards & promotional coupons on top of warehouse prices