



Plan it

Pretty

Client Brief

by Don Lamb

Don Lamb



Planit*Pretty*

www.planitpretty.com

About The Company

Plan it Pretty creates, produces and sells quality stickers for popular planner books. To date they have dozens of patterns that can be shipped out or printed from home.

The main message of the website is that we produce and sell top quality stickers printed on top quality papers that are all designed in house by our house designer.

Target Audience

The general public. 95% of our customers comes from individuals who hear our message thru our etsy page.

Our products are used by a variety of people of all ages and backgrounds from small children to working class people and even the retired. Our target customers are those individuals who use physical planners on a daily basis.

Businesses. 5% of our funding comes from businesses. We would like to strengthen our relationship with local and national business to get our product into more areas of commerce.

If we could attract local stationary, school supply and craft stores we can increase our customer base expedentally.

Website activities and objectives

Please describe the major objectives for the site, as well as the activities you would like users to perform

We would like the general user to engage in the following activities on our website. Items are listed in order of importance.

- Purchase Stickers to be shipped out.
- Purchase Stickers to be printed at home.
- Follow us on social media channels
- Follow our Etsy Page
- Contribute comments on products

This ties in with our major website objectives.

- Create awareness about our product
- Generate merchandise sales
- Build an online community
 - Build a reputation as a seller of top quality products
 - Advertise why people should shop us over our competitors

Navigation structure

The website will contain the following navigation structure.

- Home
- About
- Products
 - Individual pages
- Cart
- Contact Us

Website features

*Please outline the special features required for the site.
Please include reference links where possible*

The website should contain the following special features.
Additional features maybe added as needed.

- Product Pages with complete descriptions and links to cart as well as comment sections
- Galleries of all the different products sold with links to individual product descriptions
- Newsletter subscription and/or HTML mailer
- Online shop selling all our products
- Visual events calender highlighting special events and holidays where limited edition products may be purchased.
- Website keyword search

Competitor websites

Panduh.com

We like the product pictures and animations used on this website.

BETTY SMITH

Name Businesswoman Betty

Gender Female

Age 36

Education Associate's Degree

Occupation Sale's Rep

Marital Status Married

Location Royal Oak



Motivations

Betty is a on the go sales woman with a down to earth attitude. While she has a smarth-phone, Betty still likes to write in a physical planner. A planner helps her to remember all the important things in her day to day life. Betty likes the personal feel of hand written notes taken in her hand there for her to lookover when she needs too. Betty would love to personalize her planner even more with Plan it Pretty's wide selection of stickers.

Criteria for Selecting Stickers

- Lots of variety of stickers.
- The stickers need to be resonably priced.
- Ease of ordering new stickers.

Frustrations with other Sticker companies.

- Low quaity of sticker material.

Additional Quotes:

I love to personalize my planner with an assortment of stickers.

Nothing beats the feel of hand written notes in my planner and along with the great selection of stickers, you can't get that on some smartphone app!

SALLY JONES

Name Sally the Student

Gender Female

Age 12

Education Middle School

Occupation Student

Location Sterling Heights



Motivations

Sally loves to write in her personal planner and she loves to personalize her planner with all sorts of Stickers! Sally's parents want an easy way to order more stickers for her everyday use!

Sally is a very organized girl and a great variety of stickers helps her keep her unique style and showcase it in her planner pages.

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Additional Quotes:

Stickers like make my planner totally awesome!

I like stickers with animals on them like cute little puppies and kittens!

NEW SEASONAL ARRIVALS

SHOP

LATEST

ITEMS

LATEST

FOOTER

EVENTS

BLOG POSTS

LINKS SITE MAP



Plan it Pretty

Style Tile

This is an Example of a Header

Font: Name #hexcode

This is an Example of a Sub Head

Font: Name #hexcode

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

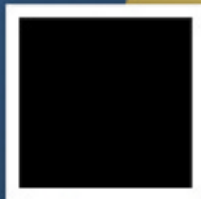
Adjectives

Fun

Golden

Dazzle
Pretty

Possible Textures



Possible Colors