

Costume Jewelry and Arts and Craft Shop

Mary and Joanne know each other since childhood and have been best friend for a long time. Both like to do arts and crafts and started to create some nice costume jewelry for themselves and their friends. They would even do custom design if someone is interesting in them.

A close friend of them suggested that they should start a small business selling their creation. They started of renting a kiosk in one of the local shopping malls during weekends. People show interest in their costume jewelry, and sales was picking up slowly.

They decided to go outside of their comfort zone and go on a roadshow, renting kiosk in different shopping malls close to where they live, sales was not as expected, but there were customer asking for their contact information, and if they will sell their product by mail order, or even on the internet, and if they have a website that they can look at their creations. Some customer asking them when they will be back in the same shopping mall or area so that they can bring their friends to see their costume jewelry and maybe do some shopping too.

Mary's husband works in Information Technology and suggested they should talk to a web designer to help them out in creating a website for them, but they need to determine and set some goal and what the website needs to achieve before engaging a web designer. They would also need some help in creating a branding that fit them and they can use.

Mary and Joanne sit down and define a few general goals for the website:

- To display their costume jewelry, arts and crafts
- To be able to get online order or special request/custom order
- Letting customer know their kiosk schedule so they can come visit
- To get feedback and suggestion from customer

And what they would like the website to achieve, at least in the very beginning:

- Expand their sales and revenue
- Get idea from customer what they like to see in their product line
- Promote their business
- Let customer know where their next roadshow, i.e. time, location and duration.

You as the selected web design and development team will needs to help them in creating a website that will meet all their goals and what they would like to achieve using the website. You will also need to write a full design and development report so that they have a reference on how the website were designed and developed so that they can follow up with future design and development with their website.