

HOME

ABOUT

APPAREL

ACCESSORIES

HOUSE

CONTACT



**BIKINI
TOPS**

**CROP
TOPS**

**BEANIES
&
HATS**

SCARFS

BRACELETS

**SCRUNCHIES
&
BANDANAS**

**LANYARDS
&
WRISTLETS**

LAPTOP BAGS

**BACKPACKS
&
BAGS**

**STEERING
WHEEL
COVERS**

**AIRPOD
CASES**

**KITCHEN
SET**

**SOAP SAVERS
&
BAGS**

DISH TOWELS

COASTERS

BLANKETS

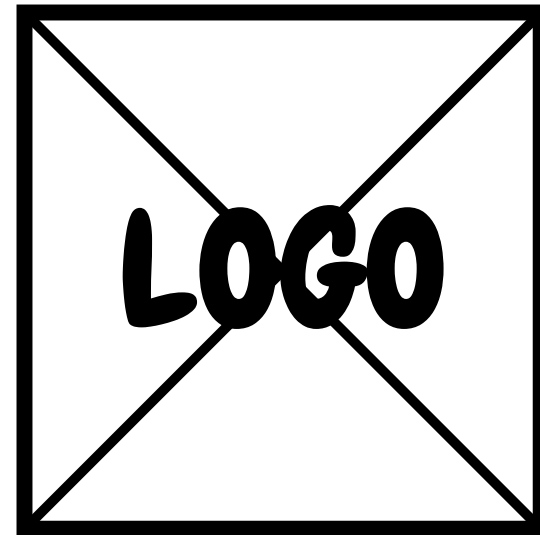
HOT PADS

**PILLOW
COVERS**

POTHOLDERS

Crafty Catmull Sitemap

BY: BROOKLYN COVINGTON



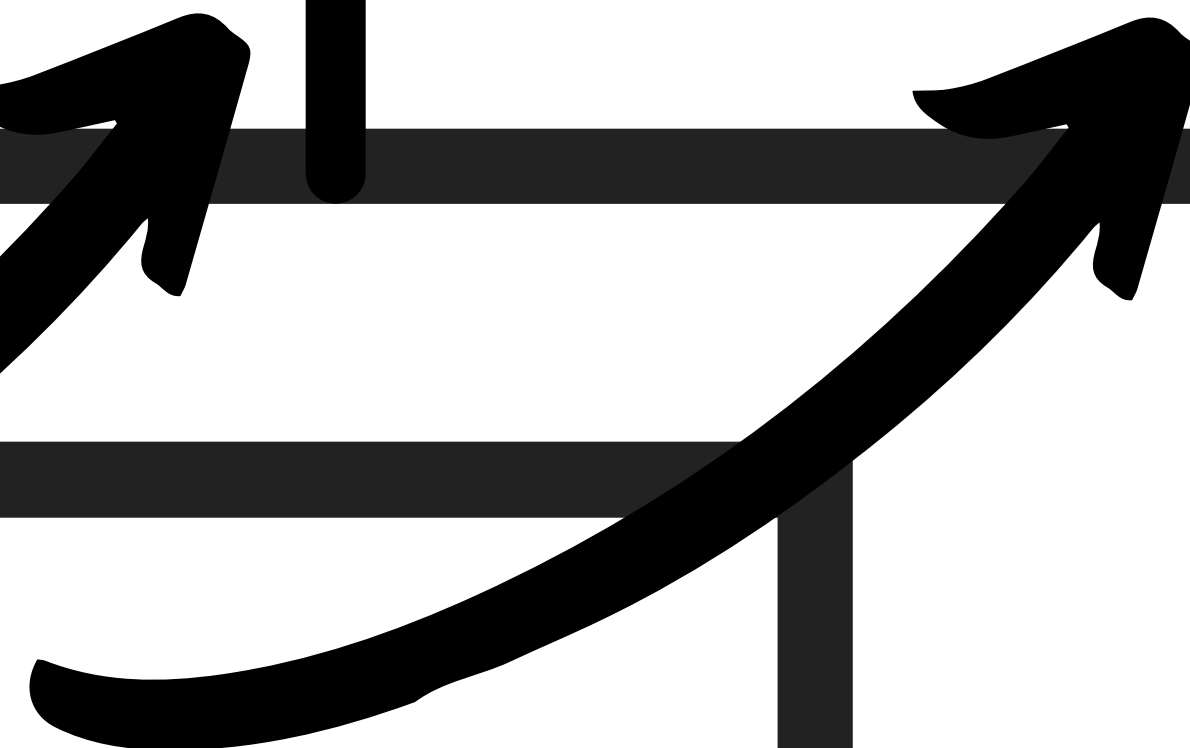
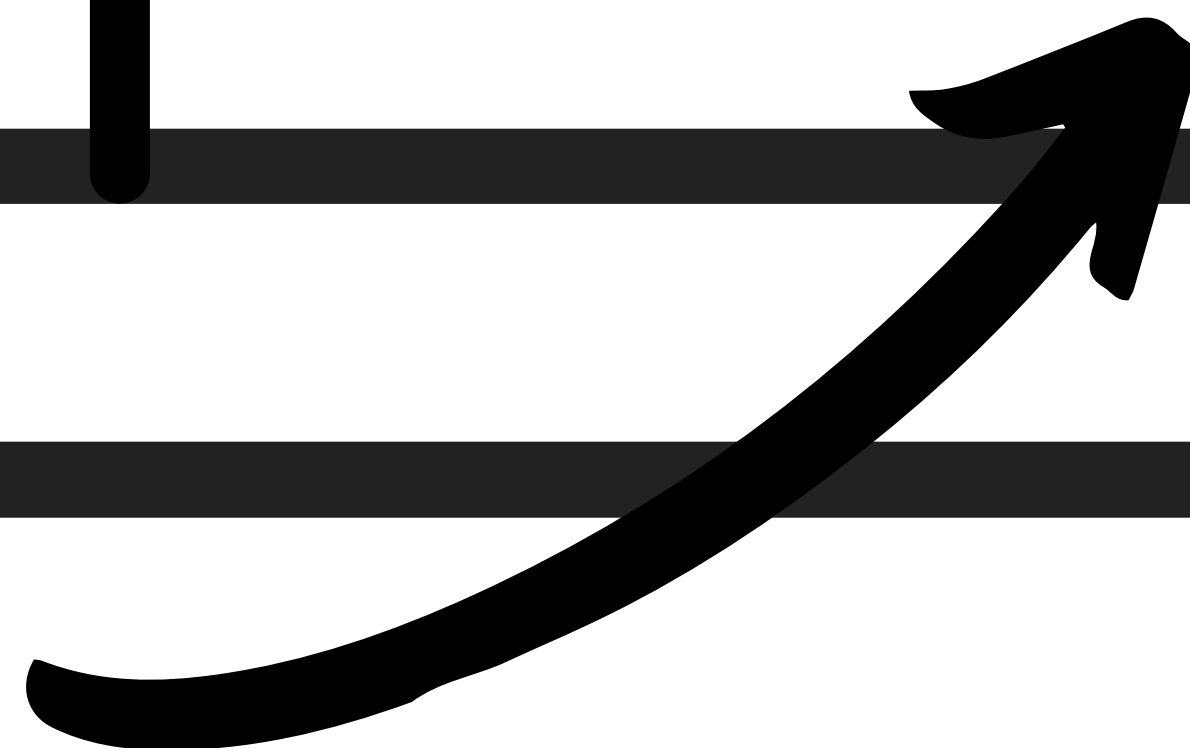
ABOUT ▾

APPAREL ▾

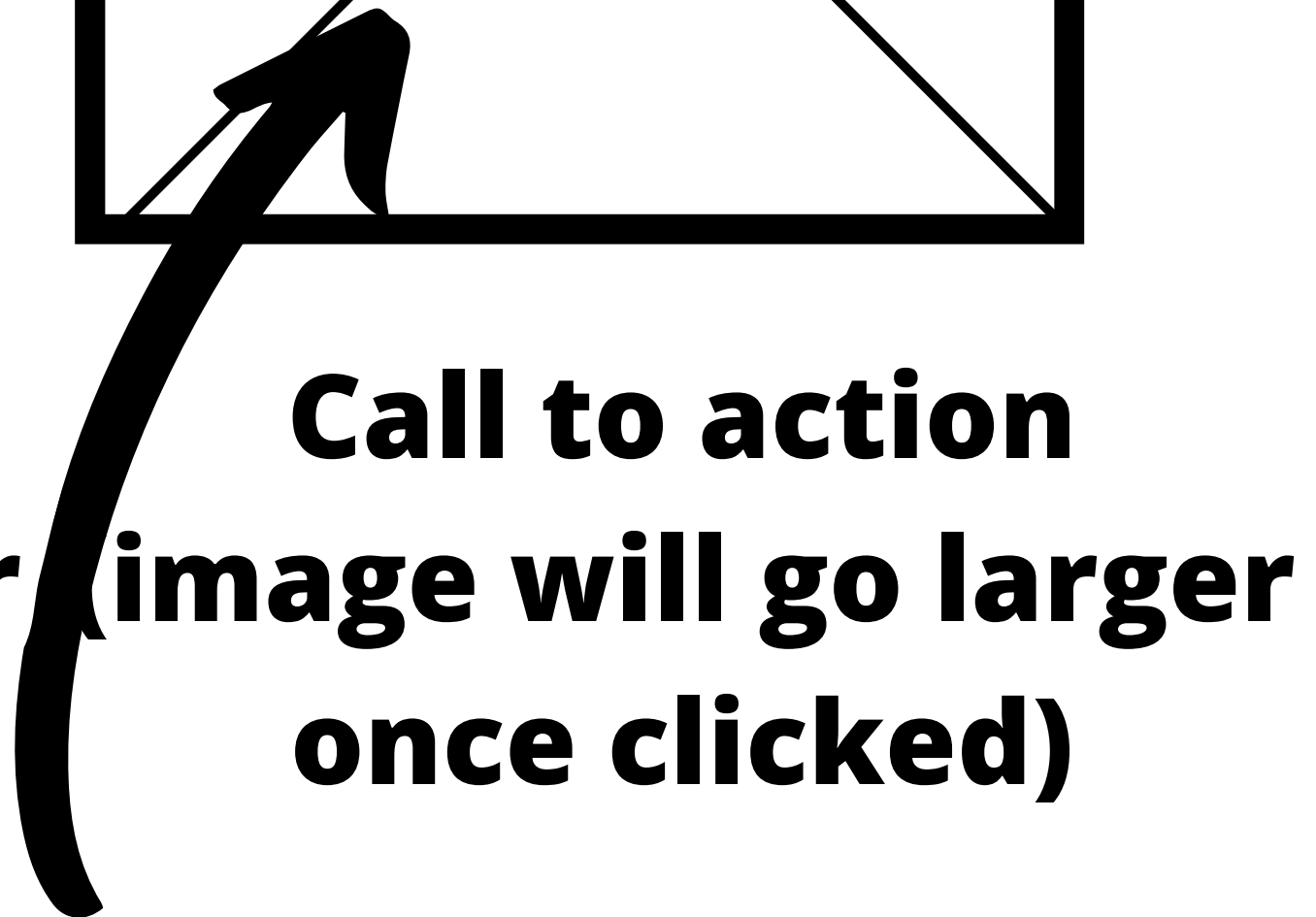
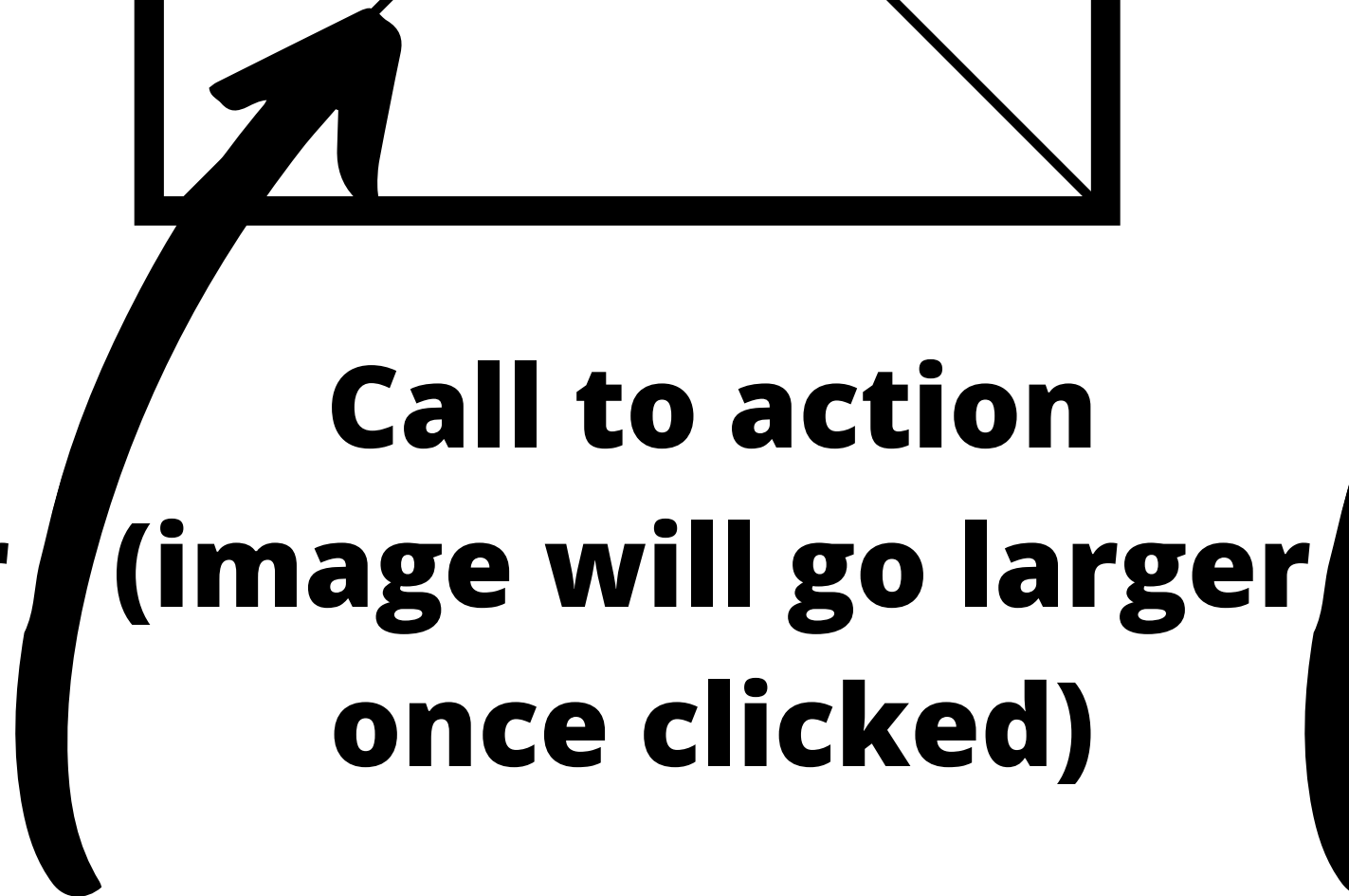
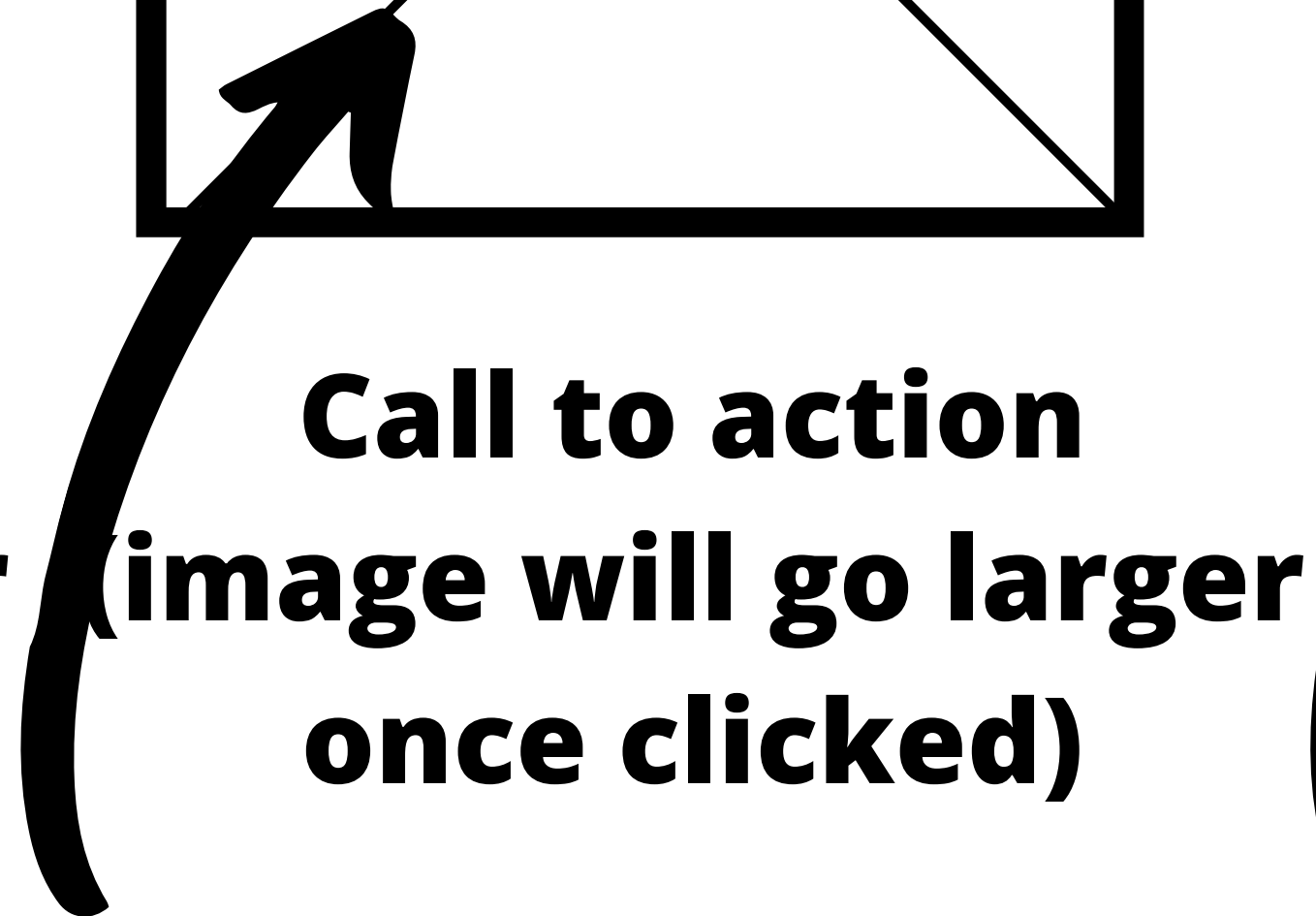
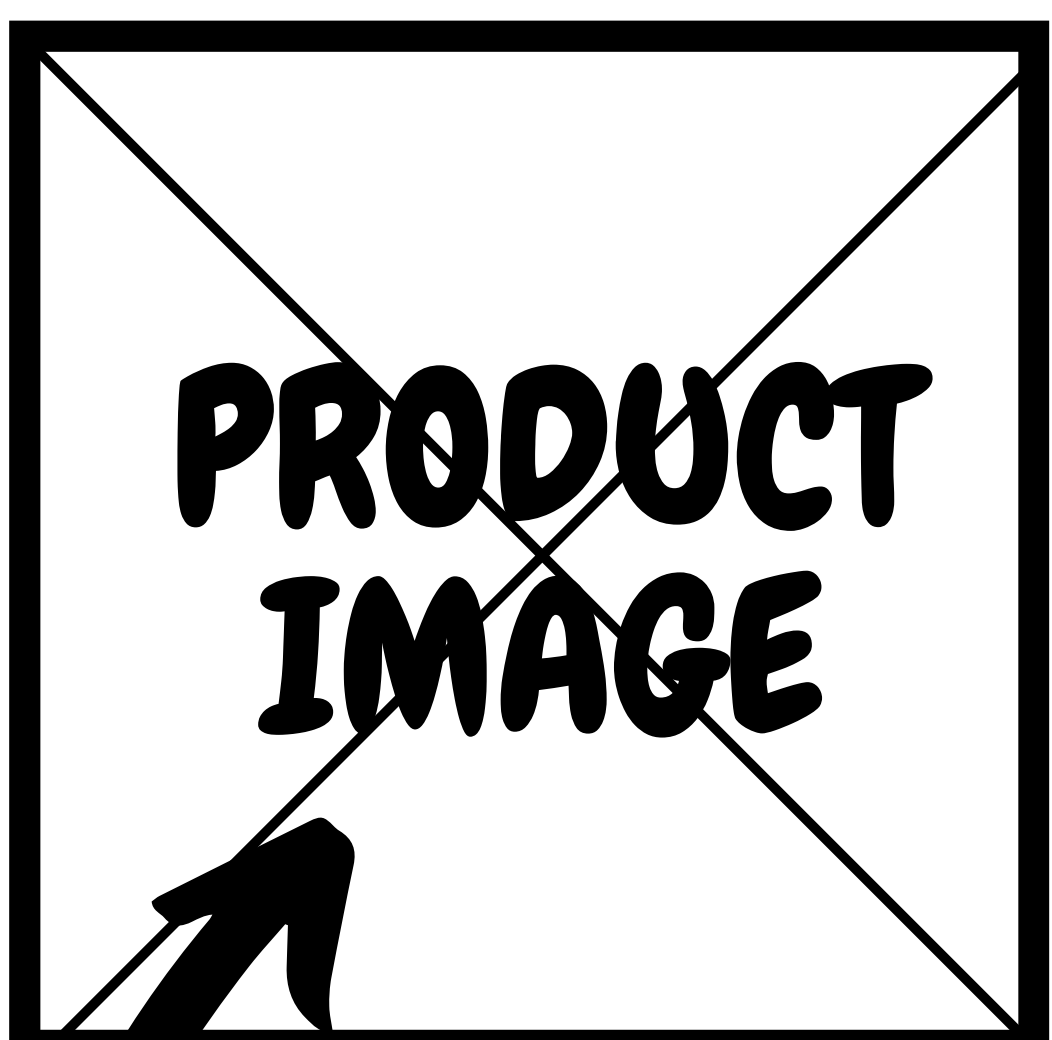
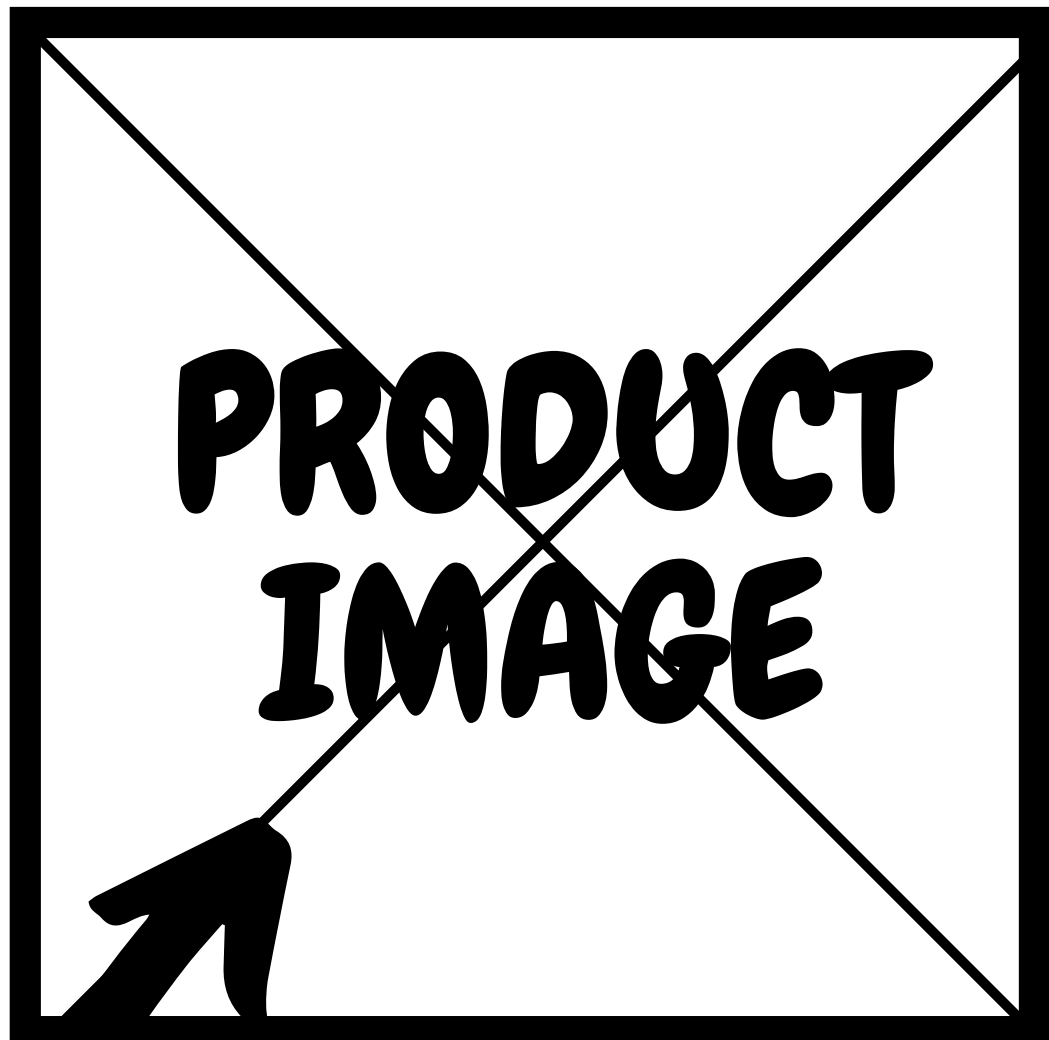
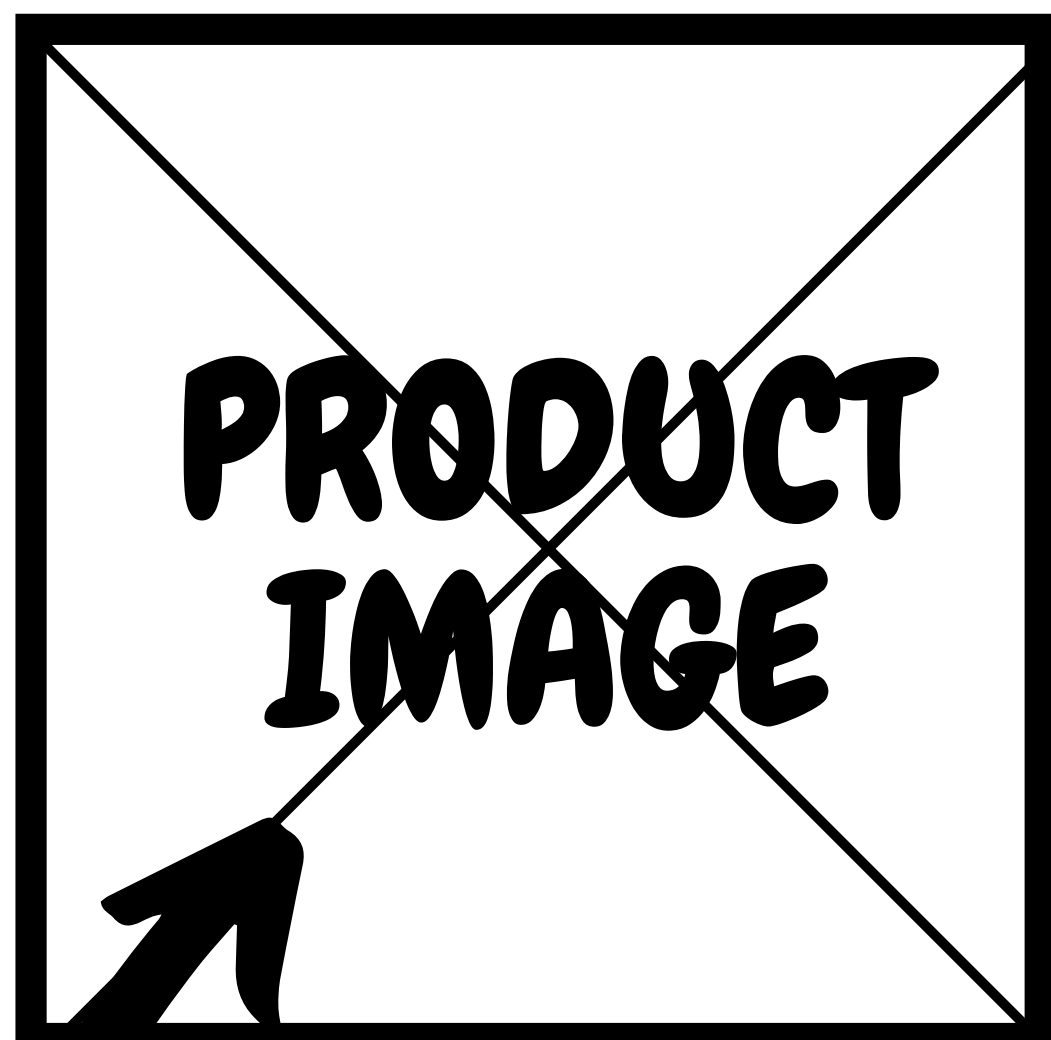
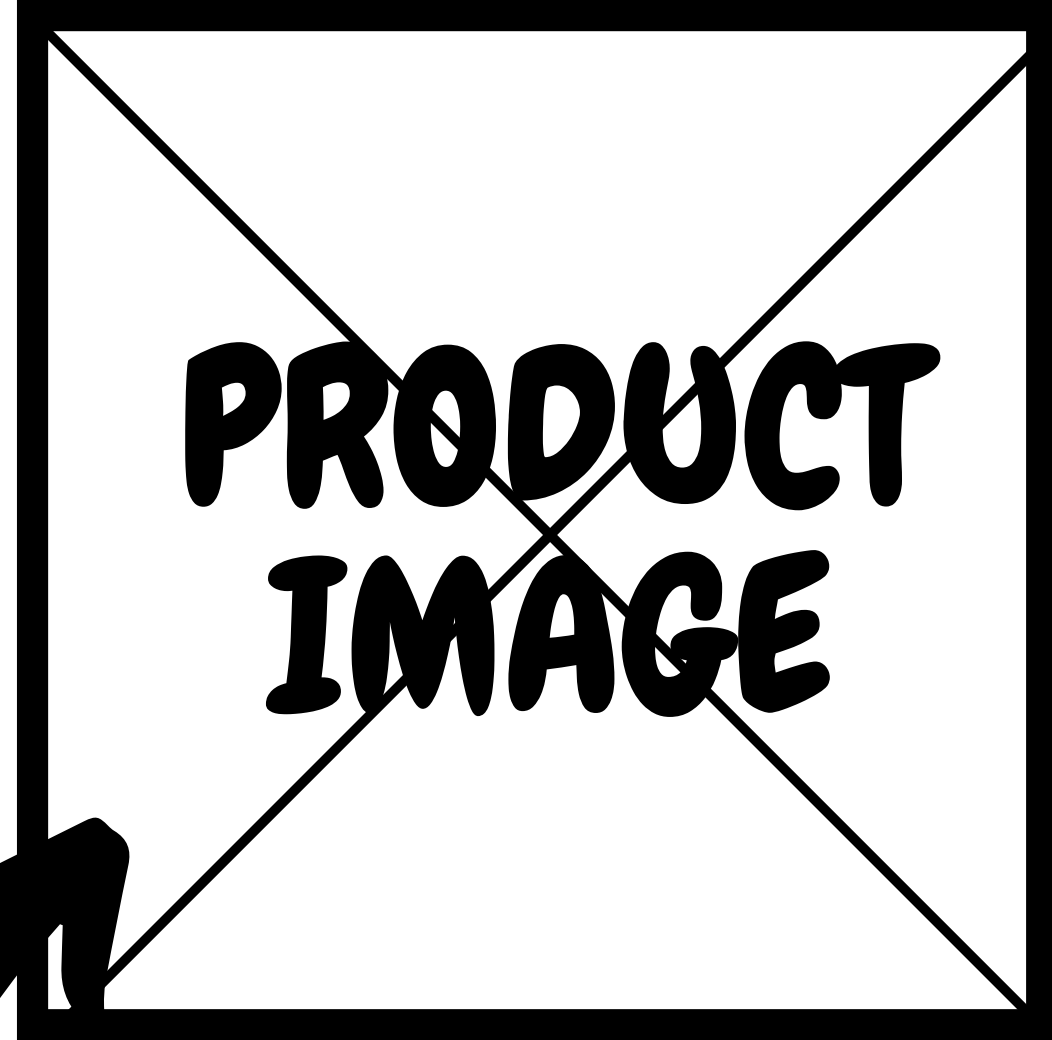
ACCESSORIES ▾

HOUSE ▾

CONTACT ▾



Call to action **Call to action** **Call to action** **Call to action** **Call to action**

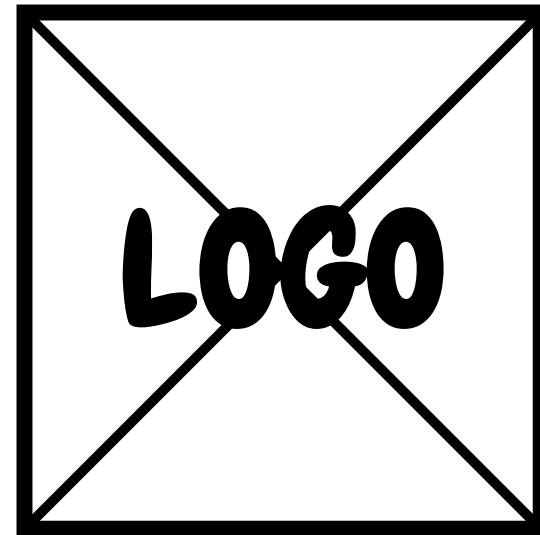


Call to action
(image will go larger once clicked)

Call to action
(image will go larger once clicked)

Call to action
(image will go larger once clicked)

Call to action
(image will go larger once clicked)



ABOUT v

APPAREL v

ACCESSORIES v

HOUSE v

CONTACT v

**"WELCOME TO
APPAREL!"**

**BIKINI
TOPS**

CROP TOPS

**BEANIES
&
HATS**

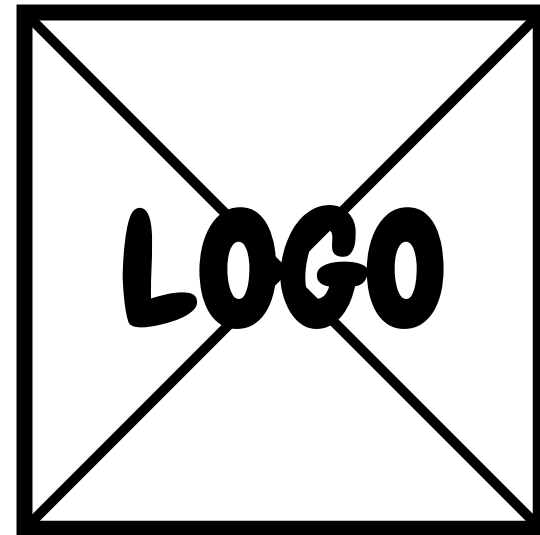
SCARFS

**Call to action
(image will take
user to page)**

**Call to action
(image will take
user to page)**

**Call to action
(image will take
user to page)**

**Call to action
(image will take
user to page)**



ABOUT v

APPAREL v

ACCESSORIES v

HOUSE v

CONTACT v

**"WELCOME TO
BIKINI TOPS!"**

**BIKINI
TOPS**

**Call to action
(image will go larger
once clicked)**

Call to action

ADD TO CART



Samantha Jewel

Scenarios

COLLEGE STUDENT

Demographics

INCOME: \$20,000-\$35,000 PER YEAR
AGE: 19 YEARS OLD
STATUS: SINGLE
OCCUPATION: BARISTA
LOCATION: OGDEN, UT

1. SAMANTHA WANTS TO FIND A CROCHET CROP TOP WITH THEIR FAVORITE COLORS BECAUSE CROCHET TOPS ARE TRENDING ON SOCIAL MEDIA RIGHT NOW.

2. SAMANTHA RECENTLY MOVED INTO THEIR DORM FOR FALL SEMESTER AND WANTS TRENDY ITEMS TO MAKE THEIR DORM LOOK FUN. SHE NEEDS COASTERS, A BLANKET, A PILLOW COVER, AND A KITCHEN SET.

Motivators/Values

1. SUPPORTS LOCAL SMALL BUSINESSES
2. SUPPORTS THE QUEER COMMUNITY
3. THRIFTS CLOTHING
4. AWARE OF SOCIAL TRENDS

Fears/Resistances

1. WEARY ABOUT SPENDING TOO MUCH MONEY
2. UNCERTAIN ABOUT BRAND NEW, SMALL BUSINESSES
3. HAS NEVER BOUGHT ANYTHING THAT WAS CUSTOM MADE

Crafty Catmull Personal Persona

BY: BROOKLYN COVINGTON