



Brand Identity:

The word “R A W” is the jumping off point for the brand identity of Julie Lindsay R A W. Nothing is more primitive or adventurous than wandering through the unpredictable desert terrain with its many offerings. But that isn’t an issue for the R A W girl. She thrives most when connected to nature. She is a wanderer whose is not afraid to be bold. She tends to take the path less traveled, but still enjoys the finer things in life. She sees everyday as an opportunity to unearth and discover new things. To her, life is precious and she wants to experience it all.

Natural, authentic materials, handmade craftsmanship and attention to detail are hallmarks of the R A W brand. The R A W girls wants something that not everyone is carrying. She is unique and her bag needs to reflect that. Imagery associated with the R A W brand includes succulents, cactus, nature, sunshine, unrefined materials and gorgeous “unstyled girls with style”.

Example personas of the “R A W girl” include:

- The Free Spirit
- The Lone Wolf
- The Kind Soul
- The Trend Setter

Business Goals:

Julie Lindsay, the eponymous founder of Julie Lindsay Handbags, is about to launch a second brand, Julie Lindsay R A W, to address the lower price points of the high end handbag market and reach a younger clientele.

Goals of the website: The primary goal of the website is to increase sales. Increasing sales through the website will be accomplished using the following strategies:

1. Provide a delightful customer experience to all site visitors.
 - a. The site will be easy to learn, easy to use and useful.
 - i. Easy to learn - We will leverage the customer's mental model by patterning site work flow after the most successful handbag e-commerce sites (Nordstrom, Kate Spade, Rebecca Minkoff, Timbuk2, etc.)
 - ii. Easy to use - The site will have a clean design and follow established usability principles and conventions.
 - iii. Useful - Customers will be able to browse the entire "Julie Lindsay R A W" collection and see every handbag style in every color available with dimensions and prices easily accessible. Customers will be able to see the insides of bags and shots from many angles of the bag. Orders and returns will be handled from the site.
2. Reach a wider audience than brick and mortar boutiques.
3. Develop a brand awareness of the Julie Lindsay R A W line using imagery, typeface, and design

Success Metrics:

Success will be measured using the following metrics:

- Ratio of visitors to purchases over time
 - Are site visits resulting in purchases?
- Percentage of abandoned shopping carts
 - Are customers experiencing delight from beginning to end of the purchasing process? Higher percentage of abandoned carts will indicate low customer delight.
- Percentage of sales from website vs. brick and mortar boutiques
 - Are we reaching a wider audience than brick and mortar boutiques?