

Brand Identity

We at **Metrotextual** love our gear. But we realize that we all carry an amazing amount of it around with us everyday. So we search the world for accessories for the modern designer and tech worker or anyone who shares our aesthetic.

We look for functional, stylish designs that have an edge, whether brashly modern, or evocatively retro. We have an eye out for those small details that turns something ordinary into awesome.

We won't waste anyone's time on cheap disposable items, we are looking for accessories that will last, fitting smoothly into one's busy day, serving you well.

Business Goals:

The **Metrotextual** website will provide a place for our users much like a design site. We seek to make the site a fun, visually stimulating place to visit whether shopping or just browsing during one's lunch break or free time.

Metrotextual will feature items we have for sale as well as items on the bleeding edge that we are looking at and thinking about, and invite the user to register their opinions via email, Twitter, or Pinterest. In this way we can turn over inventory that is assured to appeal to our users.

Success Metrics

The success of the **Metrotextual** site will be measured in three principle ways. Certainly sales will be the primary metric. However, we will also monitor the participation of users in our search for new items. Watching the feedback about items we are considering stocking will aid us in selecting those items, but also will help us detect new developing trends.

We hope to use this as a collaborative enterprise with our users, giving the users a sense of participation. We recognize the need to act quickly since if the user can find something herself, then we are only catching up.

This serves the metric we value almost as much as sales, the time our users spend on the site. We will also be monitoring number of visits, and view times.