

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.

Ryan

Age: 32

Occupation:

Web Designer and Developer

Income: \$88,000

Marital Status: Single



Ryan is a web designer from Detroit who moved to Seattle ten years ago. He enjoys the city, and the outdoors. He just moved to a condo in South Lake Union, but is a little annoyed with the noise levels.

Although he takes the bus to work, he drives a restored red '62 Skylark convertible he bought from his uncle. He had it wired for Bluetooth so he can play tunes from his phone and still keep the original AM radio in the dash. In his spare time he hikes, skis, bikes, and goes to a lot of clubs and concerts.

Having ten years experience, Ryan has a good amount of disposable income. He takes design seriously and appreciates good quality products. He likes his accoutrements to be well-designed and look cool. He has a reputation to keep up, and he does. Ryan uses art supplies for work primarily in designing sites and wire-framing, but he always carries a pad and pencil with him so he can jot down design ideas. He also loves his gear, and is careful to balance good design with excellent functionality.

He is not afraid to use something that seems old-fashioned if it works and keeps working. He agrees with his farmer grandfather, who has an appreciation for old tools that have lasted a long time. Ryan has some of his grandfather's old tools, which he displays with pride at home and in the office.

Ryan also loves his Apple stuff, but will reluctantly admit that he also has a pc and works on both.

Ryan is on the internet constantly at work and almost that much at home.

Kat

Age: 28

Occupation:

Marketing Assets Manager

Income: \$63,000

Marital Status: Single



Kat is an asset manager for a marketing firm. She lives in West Seattle near the beach.

She was born in the Czech Republic and moved to the U. S. with her parents when she was in grade school. She has her U.S. citizenship, but she still has family back in Prague and tries to visit them every year.

Kat loves to travel. Now that she can afford it, she appreciates high quality products that tend to make travel more convenient for her. This includes bags, and anything that makes her electronics easier to use on the road. She blogs about her travel and frequently does Facebook updates when she is traveling. A good number of her friends keep up with her updates and use them to guide their travel decisions.

Her mother is an artist and she has inherited a great deal of talent, which she uses to help her in her work designing statistical diagrams, but she also draws and paints at home. She loves to check out drawing supplies and pads, anything she can use to sketch on the run, or at home.

Kat's taste leans toward a more European design aesthetic, clean lines with bright modern colors. But she has a great appreciation for classic design and loves to mix elements from both.

She drives a 1995 BMW that her father gave her, but usually rides her Vespa to work and around town when it's warm.

Kat uses a PC at work and a Mac at home.

Kat tries to limit her online usage while not at work, but she admits that between her laptop and her mobile, rarely an hour goes by that she hasn't been online.

