Design Brief for Aether

# Business Overview

Aether is a unique website that sells tarot cards, essential oils, crystals, etc. in the retail business sector; while raising awareness of the safe use of essential oils and how they can be used in day to day life, as well as give knowledge to the general public on the use and meaning behind tarot, crystals, smudge sticks, and the like. This is unique within the marketplace because this business not only sells products, but also wishes to educate the general populace to get rid of the stigma surrounding these items and the beliefs surrounding them. Customers can currently buy products from Aether online via their website.

# Project Objectives

Project objectives will be given by instructor at a later date.

# Target Audience/Markets

The target audience for this business is persons between the age range of 16 – 40, most popular among but not limited to the female variety. Location of target audience is generally urban and city areas with small-limited reach in rural areas depending on different factors (most commonly of the religious variety). Occupation is the hardest to predict in my opinion but most likely has more flexible characteristics like student, art, marketing, teaching, social media, etc. Education of the target audience is those with a high school diploma or in the process of getting on. Those that have dropped out of school are more unlikely to be part of the target audience as they tend to be more pragmatic and reject this type of business. Psychographic characteristics of the target audience: they tend to be more go with the flow kind of people, though that does not mean they lack the need for control. These kinds of products can in the target audiences’ mind bring them a sense of having more control over their own lives and relief in that knowledge. They will tend to care about the environment and find solace in it. The target audience will generally have higher amounts of stress and anxiety and will attempt to gain a handle on these with the use of the products. There is a bit of a chaotic nature about the target audience, I say this because interest in this kind of product tends to go against society belief and especially that of most religions so those that gravitate towards this will most likely feel a sense of being on the outside of even their closest circles and can seem a bit chaotic because of this. Most of the target audience will belief in some kind of other power in the world, whether this power be God, gods, or just spiritual. Those that tend to call themselves atheist tend to shun these kinds of products and though there are many from devout religions that shun it as well, that tends to come with it being seen as taboo rather than fallacy. People that tend to associate themselves as agnostic or more open in their beliefs tend to be more open and willing to buy these kind of products, though there are religions within Wicca, Voodoo and some Native American beliefs that use some if not all of these methods in their practices. The target audience is generally from broken homes to some degree. They will drive older cars, most likely used. Ownership of a pet is likely as they will find comfort in the animals they own, and that comfort is also something they wish to find in these products. They will be Instagram, Pinterest, and Tumblr users, hoping to find a community within people that have similar interests and give a visual to their inner thoughts and ideas. The target audience tends to be creative in their lives, using different mediums to express something to the world in hopes to find something that connects them with the world around them (be it people, places, whatever).

# The Problem You’re Facing

The main problems being faced with this project are that this is a new company being built from the ground up so there is no existing website or anything available outside of the concept in my head. There are similar sites out there but, as with all businesses, that similarity does not help in the grand scheme of things since it just adds another level of issue when it comes to distinguishing yourself on the market and trying to get consumers to choose your products over theirs.

# Project Specific Information

Project specific information will be given by instructor at a later date.

## Scope or Size of the Project

The scope of the project though not fully given yet by the instructor can be seen as rather large since this project is creating a new business from the ground up.

**Features and Functionality**

I need my design project to be a semi-professional site that might potentially look good in a portfolio as well as be a destination for users to learn about products they may not known very much about. Some features that would be useful for this site are:

* Pop-up for email sign-up when homepage loads with a button to sign up later if they choose
* Out of stock items would have a space for an email if they want to be notified when the item comes back it stock
* Contact page with form
* Cart option
* Different sections for different product types with the ability to narrow down list items by colour, type, properties, etc.
* Make it responsive to size of browser window