

How  
should we  
do it?

A woman with dark hair, wearing a light pink long-sleeved top, is lying in a white mesh hammock. She is smiling and has her hands behind her head. Her feet are propped up and are covered in sand. The background is a bright, out-of-focus outdoor setting.

# easy

Ordering from home means no queue, no changing rooms, there isn't an easier way to shop.

We will develop ergonomic guidelines to help the users to browse easily and intuitively.

# simple

Let's keep it simple in term of design and activation ideas. The information hierarchy and navigation must be extremely clear. We will design a pure, elegant, and clean identity. We have to keep in mind that products must be the stars.





# close to you

HomeShoppers choose some products for themselves or relatives. This is something they will wear, see, or use in their everyday's life. We are entering in their intimacy. IT'S ABOUT "ME", "YOU", "US".

# Treat yourself

Let's make HomeShopper's life better.



# DIGITAL:

We will create new zones on the web site in order to stimulate interaction.

Interaction is a call to the user to come back regularly to the website and share it with his friends.

1- **“Your Home”**: interact and share. A forum where the shopper can express her ideas and comment the others’s.

2- **“Your World”**: be Informed. A selection of articles dealing with fashion, home, lifestyle trends

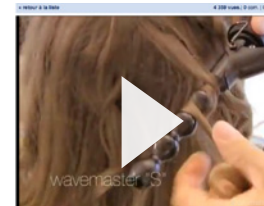
3- **“My incredible”** is a contest linked with a facebook profil. Facebook is a good option to give life to a website and to create some traffic. The customer has to tell the most incredible story or to post the picture of an unexpected object. Votes via the facebook interface for a winner. The big price will be a voucher for the HomeShop.se.

4- **“Our selection”** zone: will give the opportunity to highlight new products and promotions.

5- **“You can’t miss it”**. Discount zone.

# ADDITIONAL IDEAS TO STIMULATE THE SHOPPER:

- New videos demonstration on main products.



- Iphone app: Quick and easy. The shopper can discover new trends, do shopping, and track the orders.



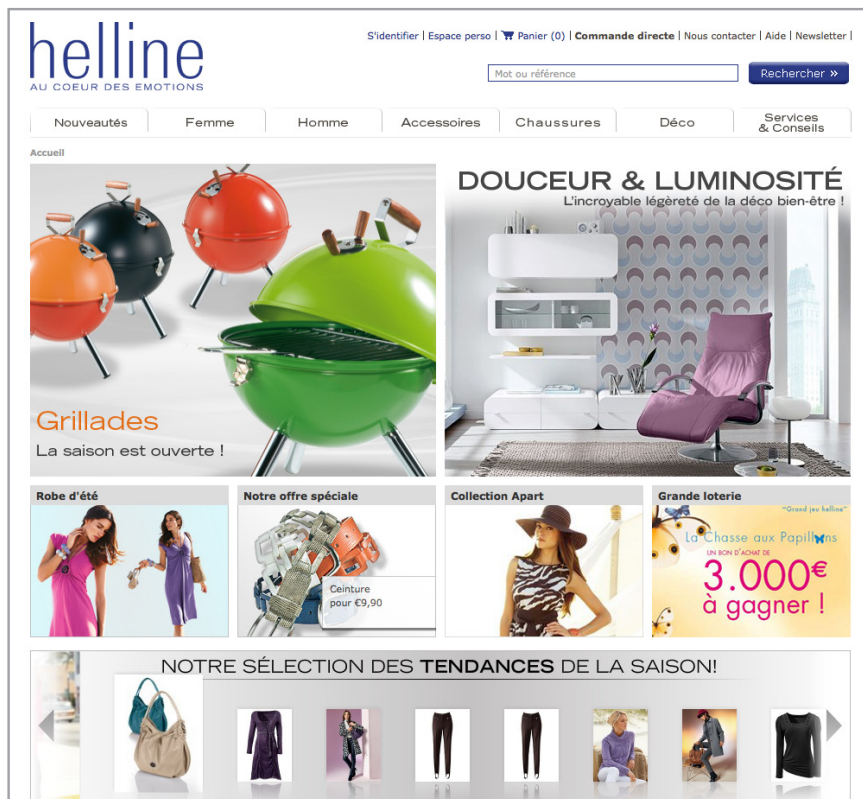
- Emailing. Sent every month with new products and promotion.



# Website look & feel

The design and wireframe will be simple:

- navigation bar extremely visible
- big areas showing the products
- simple colour palette



Please consider this is a first draft. This document is for concept ideas only. All elements can be discussed further.

# PRESS:

Everyday's life could be better.

We will demonstrate with humour what can happen without HomeShop. An everyday's life situation twisted with an unexpected element.



Press insert: Ad + digital code. The customer enter the code on the HomeShop website to know if she has won a prize.



*Please consider this is a first draft. This document is for concept ideas only. All elements can be discussed further.*

# LOGOTYPE:

We designed a playful logo.

We want to keep it extremely simple to illustrate how easy it is to shop with HomeShop.se. It's like items to be assembled. Some arrangements add a second meaning: "Me" or "Shop me".

**HO**  
**ME**  
**SH**  
**OP.se**

**HOME**  
**SHOP.se**

**SHOP**  
**ME.se**

Bold typo in capitals for modernity while warm and bright colours add conviviality and femininity.

