

Rosebud Perfume Company: Web Redesign

Background Information

Founded by Dr. George F. Smith in 1892, The Rosebud Perfume Company began as a small drugstore in Woodsboro, Maryland. As the company grew, they moved across the street into the old hotel building, known as the “Rosebud Building”, in which the offices are housed to this very day. They are well known for their Rosebud Salve product—a lip balm formulated by Dr. Smith that could be used for various minor skin irritations. Well over a century later, the Rosebud Perfume Company is still family owned, and Rosebud products are still being sold locally, nationally, and internationally.

Primary Objective

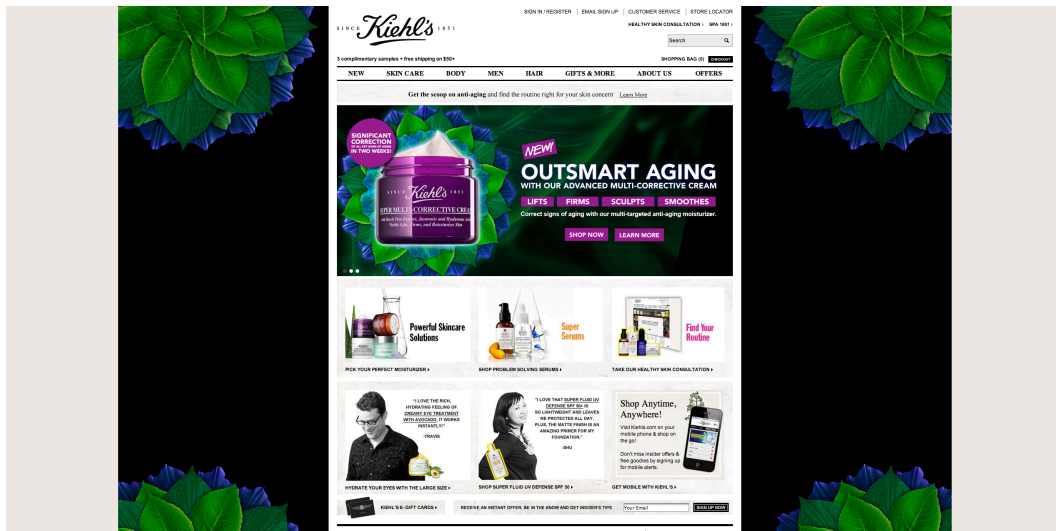
The primary objective of this project is the redesign Rosebud Perfume Company’s website to attract a young and modern audience while appropriately reflecting the company’s traditional long standing history of making lip balm products.

Target Audience

- Age: 18+
- Gender: Female
- Income: Average–High Income
- Spending Habits: Moderate–High
- Special Interests: Loves to get dolled up and takes good care of their skin
- Geographic Location: Worldwide

Competition

- **Kiehls** <http://www.kiehls.com/>
Pros: Visually appealing & easy navigation.
Cons: A lot of information makes it a little overwhelming.

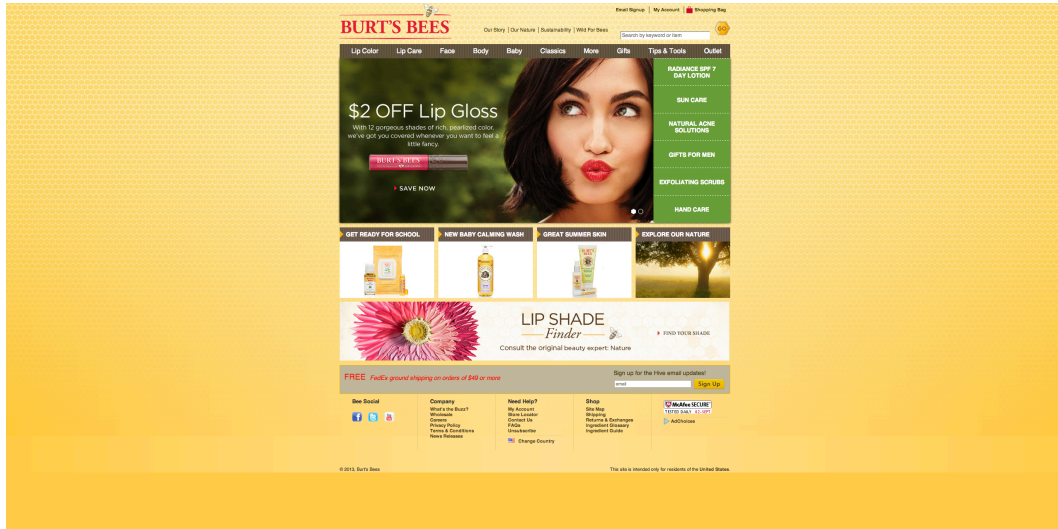


- **Burt's Bees**

<http://www.burtsbees.com/>

Pros: Colorful and attractive.

Cons: Poor image quality.

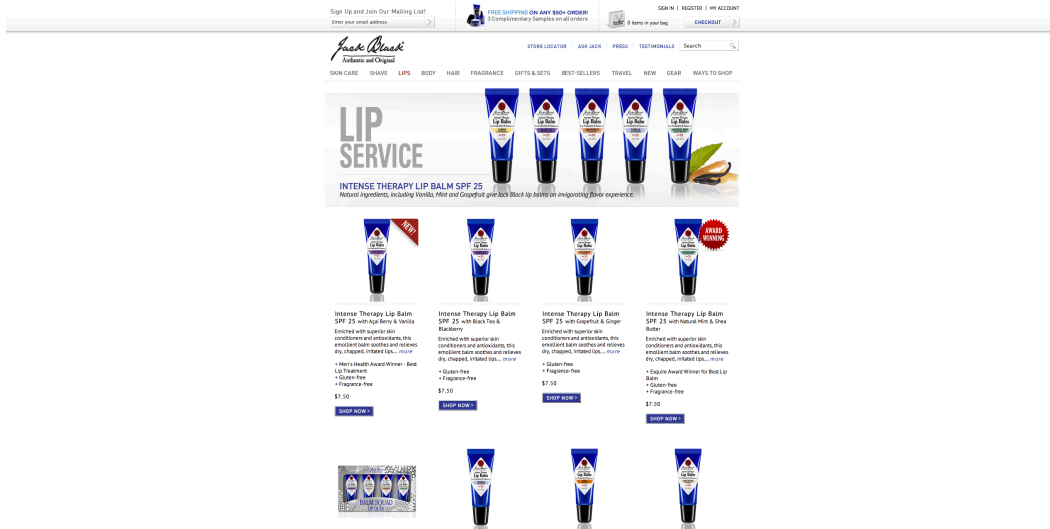


- **Jack Black**

<http://www.getjackblack.com/lips.aspx>

Pros: Very clean and easy to navigate through.

Cons: Website could use more design and color.



Assets Needed

- Photographs / Imagery of Rosebud products.
- Descriptions of Rosebud products.
- History & Background Info on Company.
- List of Retailers.
- Logo.

Existing Look and Feel

Currently Rosebud Perfume Company's website is rather dated. Navigation is simple, but web design could definitely use some work, and more photographs of the products would be a big enhancement. Currently there is a lot of company history information, which is great.

