

BRIEF  
DESCRIPTION

Taking cues from a recent trip to Japan, Dean and Cassy Song were inspired to bring a piece of their travels back home with them. Their love for design and appreciation of quality goods led to the opening of their gift boutique in the Spring of 2013. MONO, which means “things” in Japanese, sells small design goods to improve your home, office and lifestyle. Their items include stationery, office supplies, homeware, personal accessories and other unique products carefully sourced from US and International vendors with a keen eye for design aesthetics.

PRIMARY  
OBJECTIVE

Create a well designed e-commerce website that informs existing and potential customers about MONO's company, mission, and products.

PROJECT  
DELIVERABLES

- + Designed Website with Shopping Cart
- + Project Brief (PDF)
- + Final Portfolio Entry (PDF)

TARGET  
AUDIENCE

- + Age: 18–35
- + Gender: Male and Female
- + Income: Average–High
- + Spending Habits: Moderate–High
- + Geographic Location: World Wide
- + Special Interests: Art, Design, Shopping, Photography, Stationery.

ASSETS  
NEEDED

- + Images of Products
- + Wordpress & E-commerce Website Solution

CURRENT  
WEBSITEEXAMPLES //  
INSPIRATION