

Mel Mercille

INTM 3200 | Project 1 | [geraniumboutique.com](http://geraniumboutique.com)

## Objective

The purpose of the website is to drive traffic into the boutiques, create brand awareness and increase sales.

## Target Audience

Women 18 - 34 who are educated, fashion forward and budget-conscious.

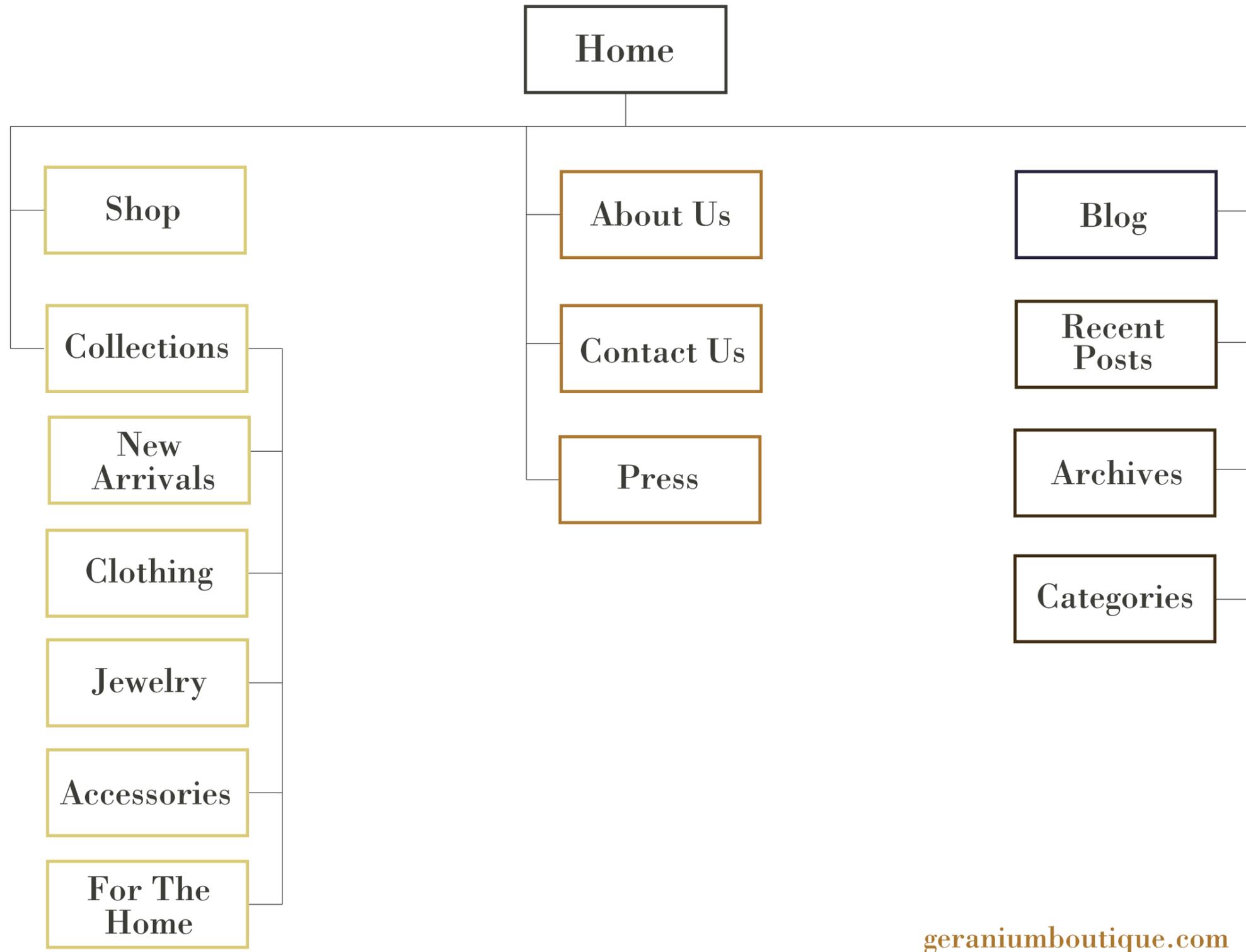
## Expected Outcomes and Benefits

Increase traffic to the boutiques by 20% and brand awareness will increase by 35% (based on Facebook likes, Instagram and Pinterest follows) within 6 months of launching the new website. Sales will increase by 15% in this timeframe as well.

## Description of Project

Geranium Boutique is a local St. Louis chain consisting of two locations—The Boulevard in Brentwood and West County Mall. Geranium currently only has a Facebook page.

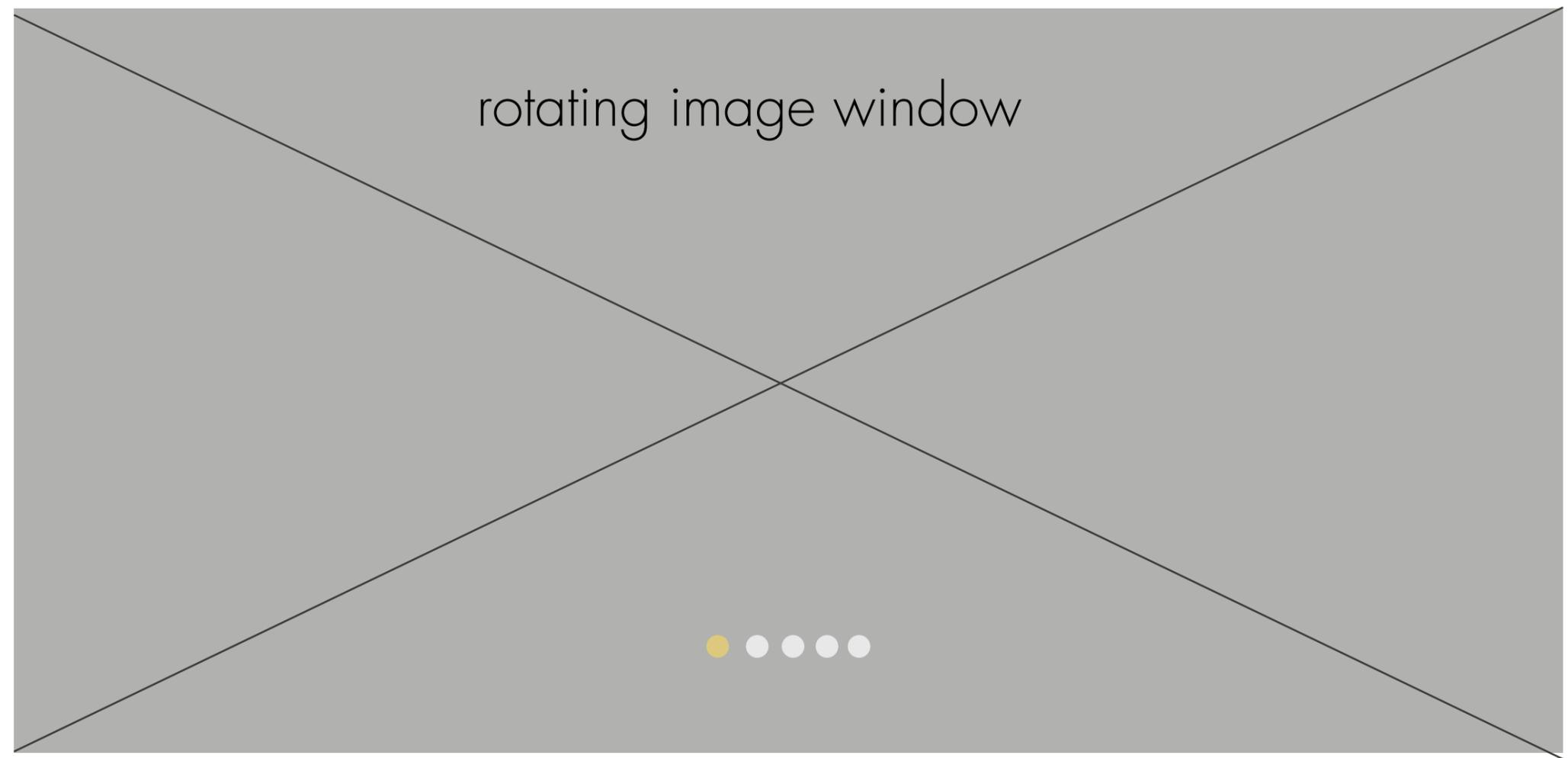
Create a website for Geranium that clearly defines the brand and speaks to the target audience. The website will feature merchandise, images of the boutiques, and will include a blog as well as links to its social media sites.





**biz description + locations**

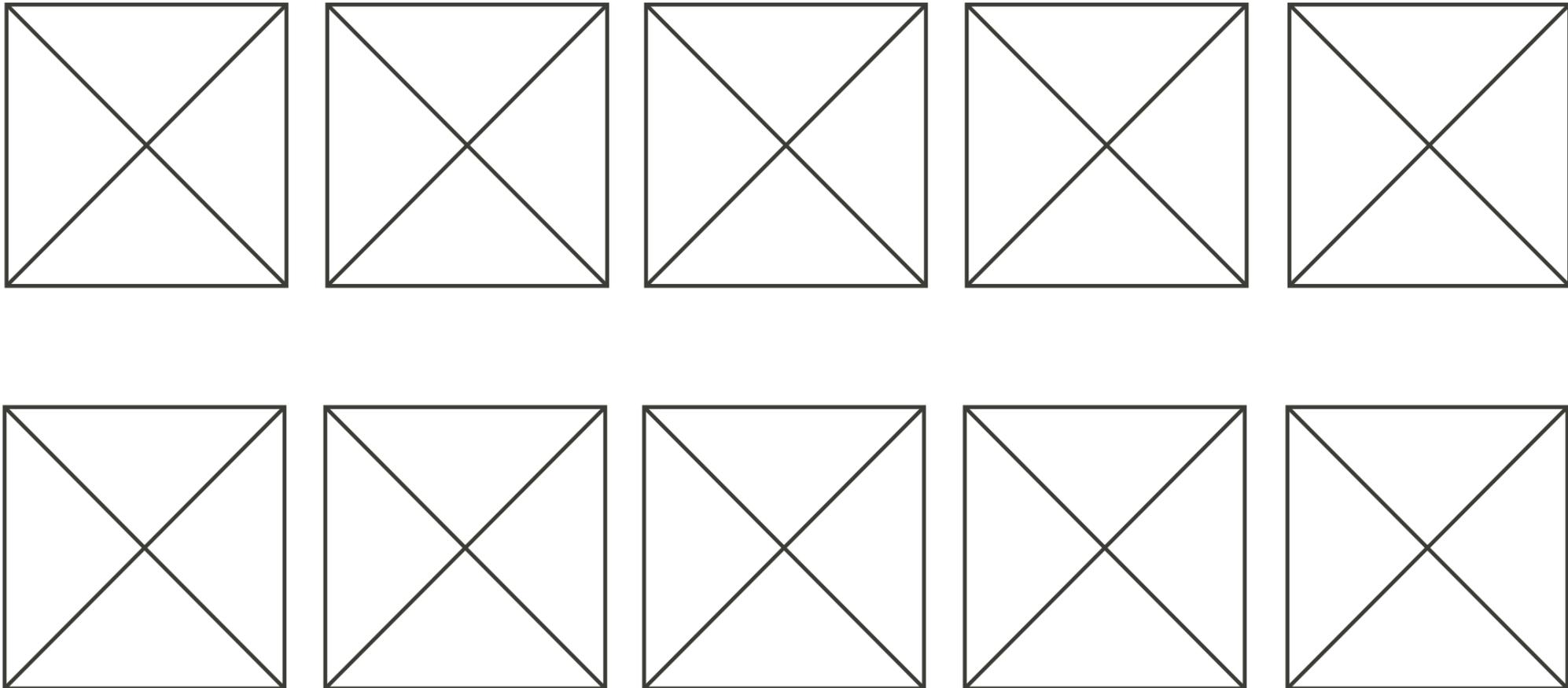
**home | shop | about us | blog**



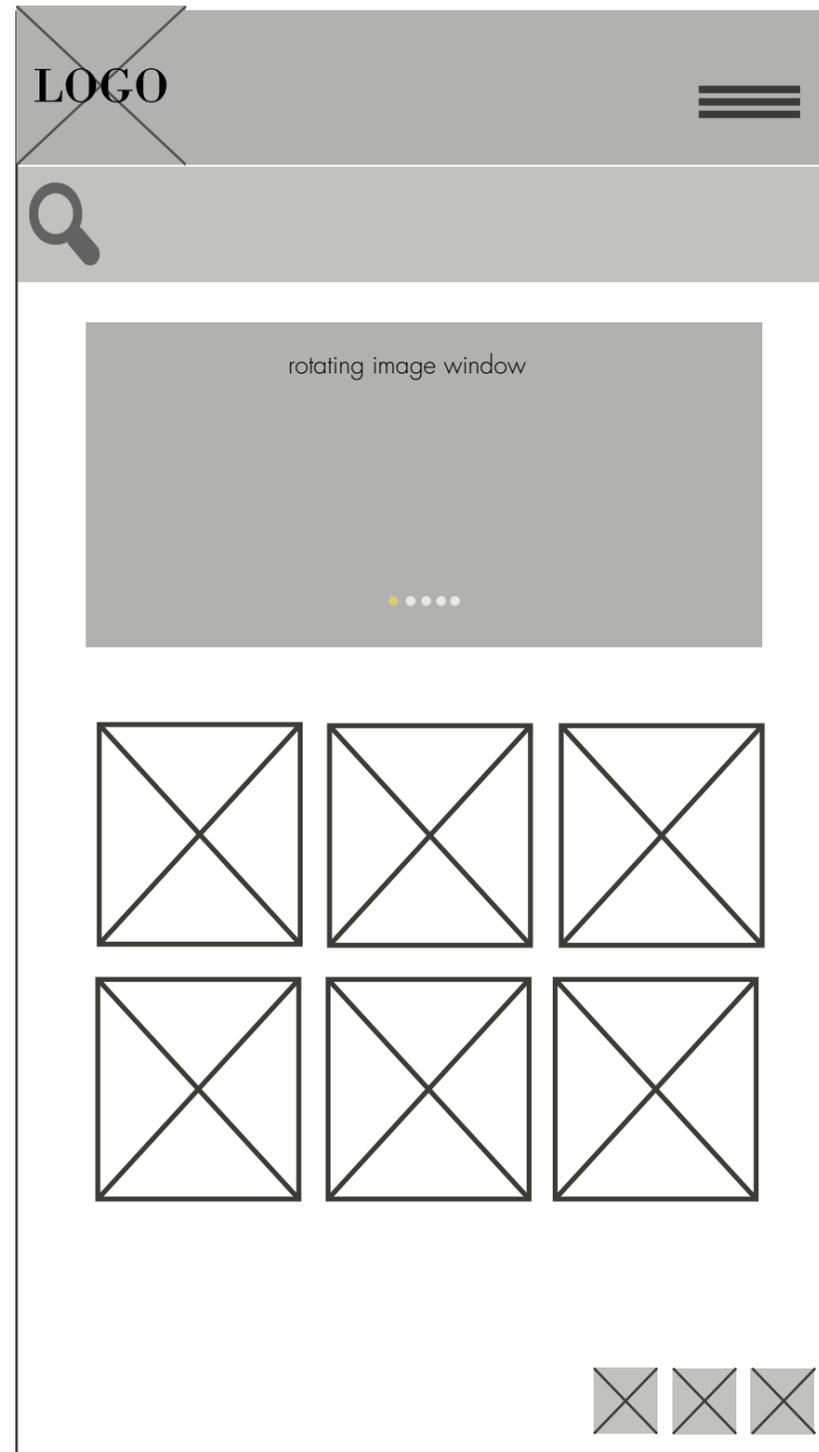


product shots with descriptions & price points listed below each image

left rail category menu

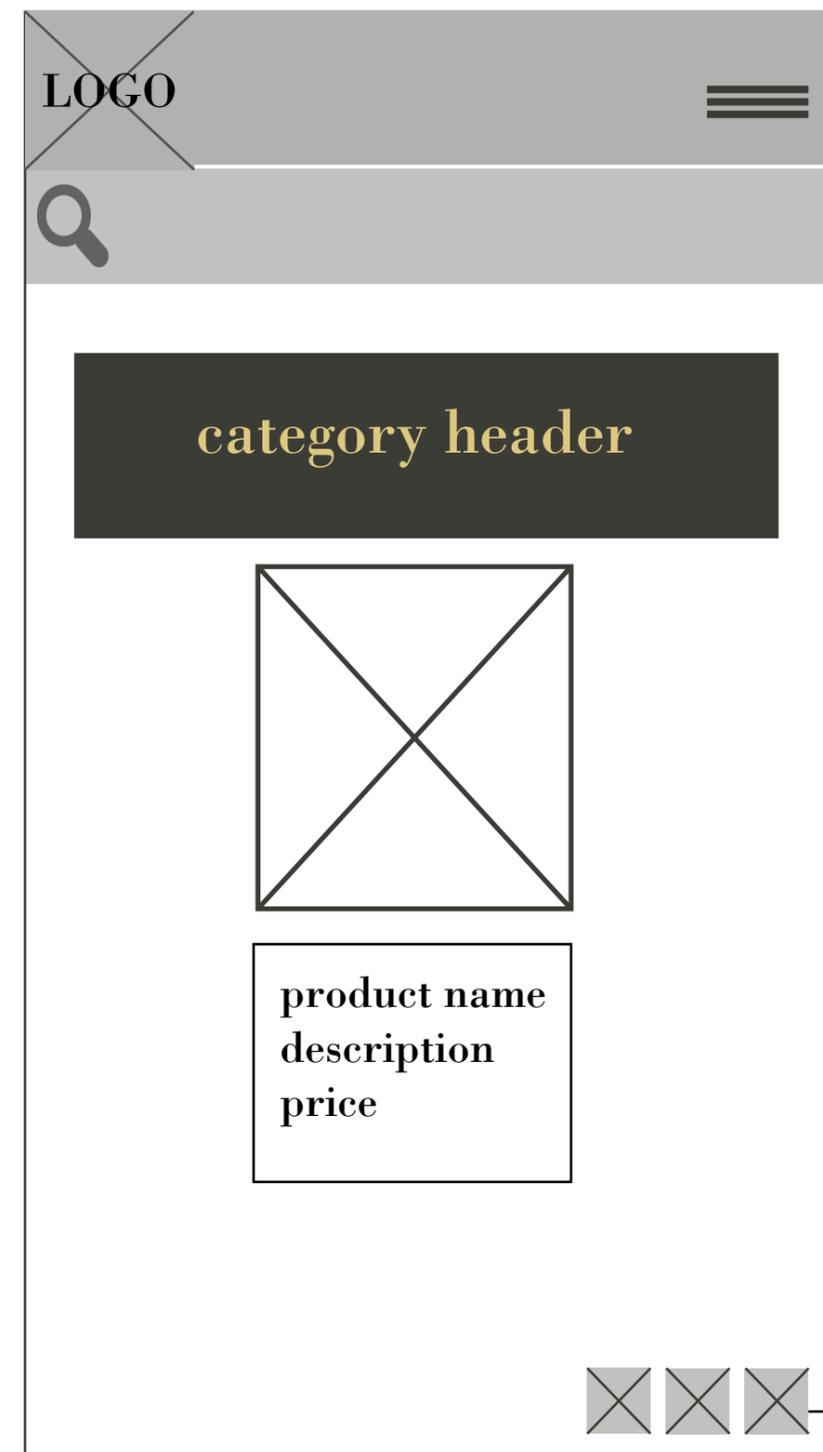


## Mobile Home Page WireFrame

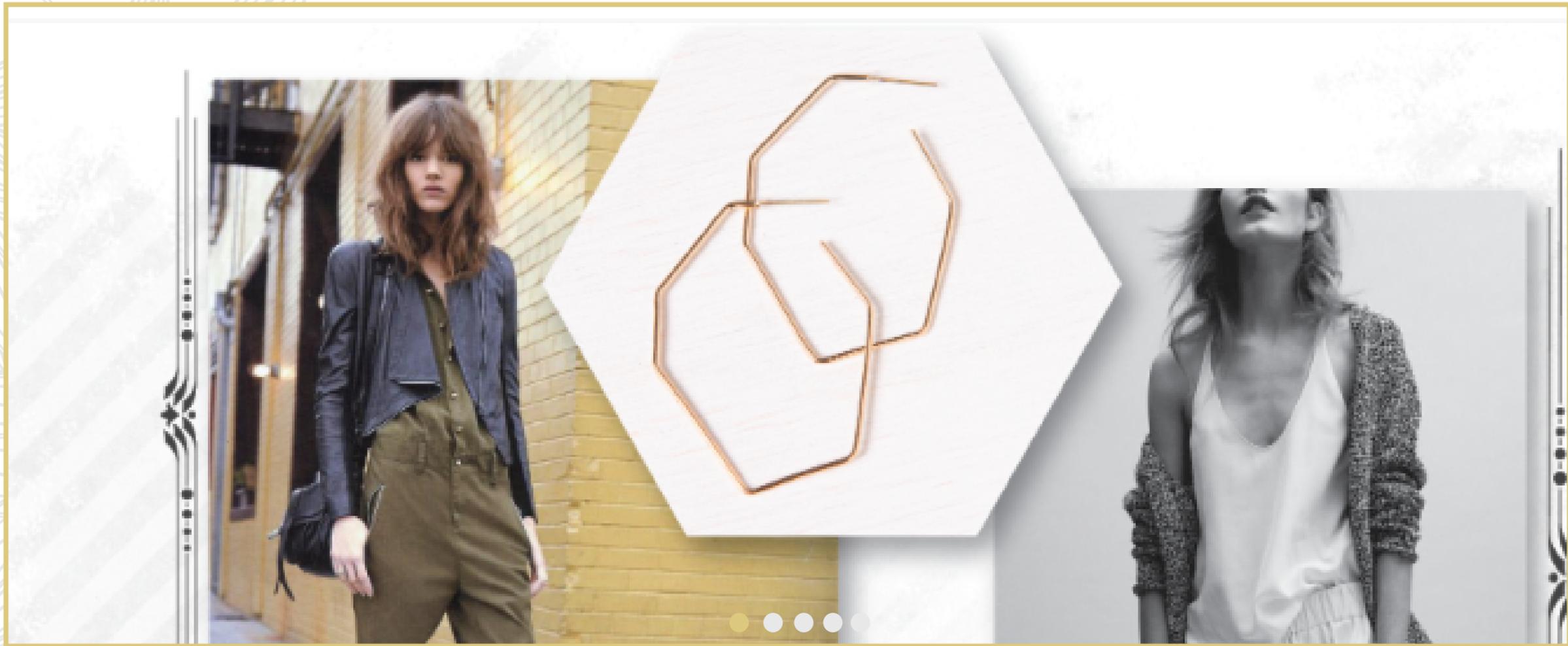


social media icons

## Mobile Lower Level WireFrame



social media icons



new arrivals

clothing

jewelry

rings

bracelets + watches

earrings

necklaces

accessories

for the home



pearblossom earrings  
\$18.00



nolia studs  
\$20.00



fanned petals posts  
\$24.00



gloria hoops  
\$22.00



samarkand earrings  
\$20.00



semicircle earrings  
\$18.00



porcelain pebble posts  
\$16.00



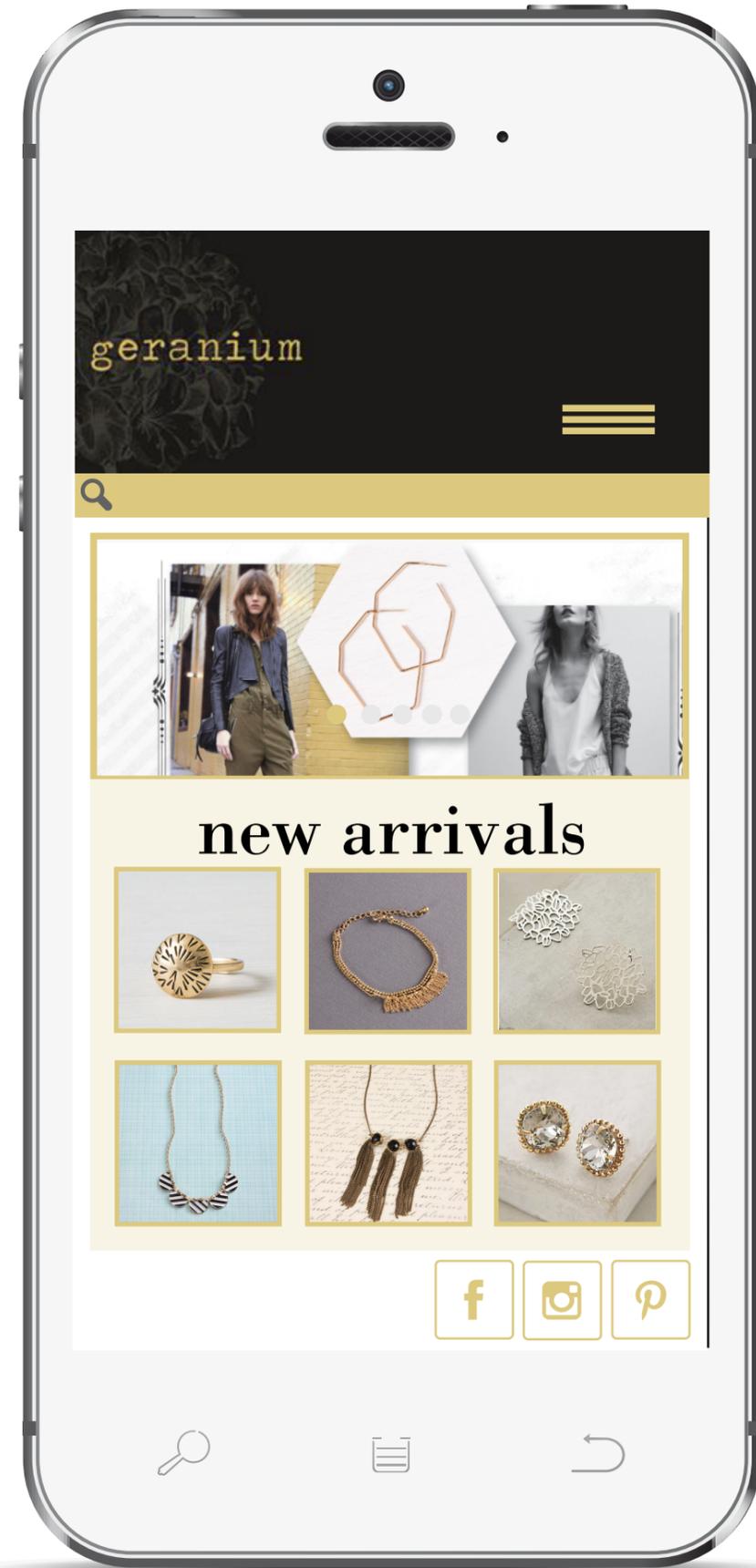
porcelain pebble hoops  
\$18.00

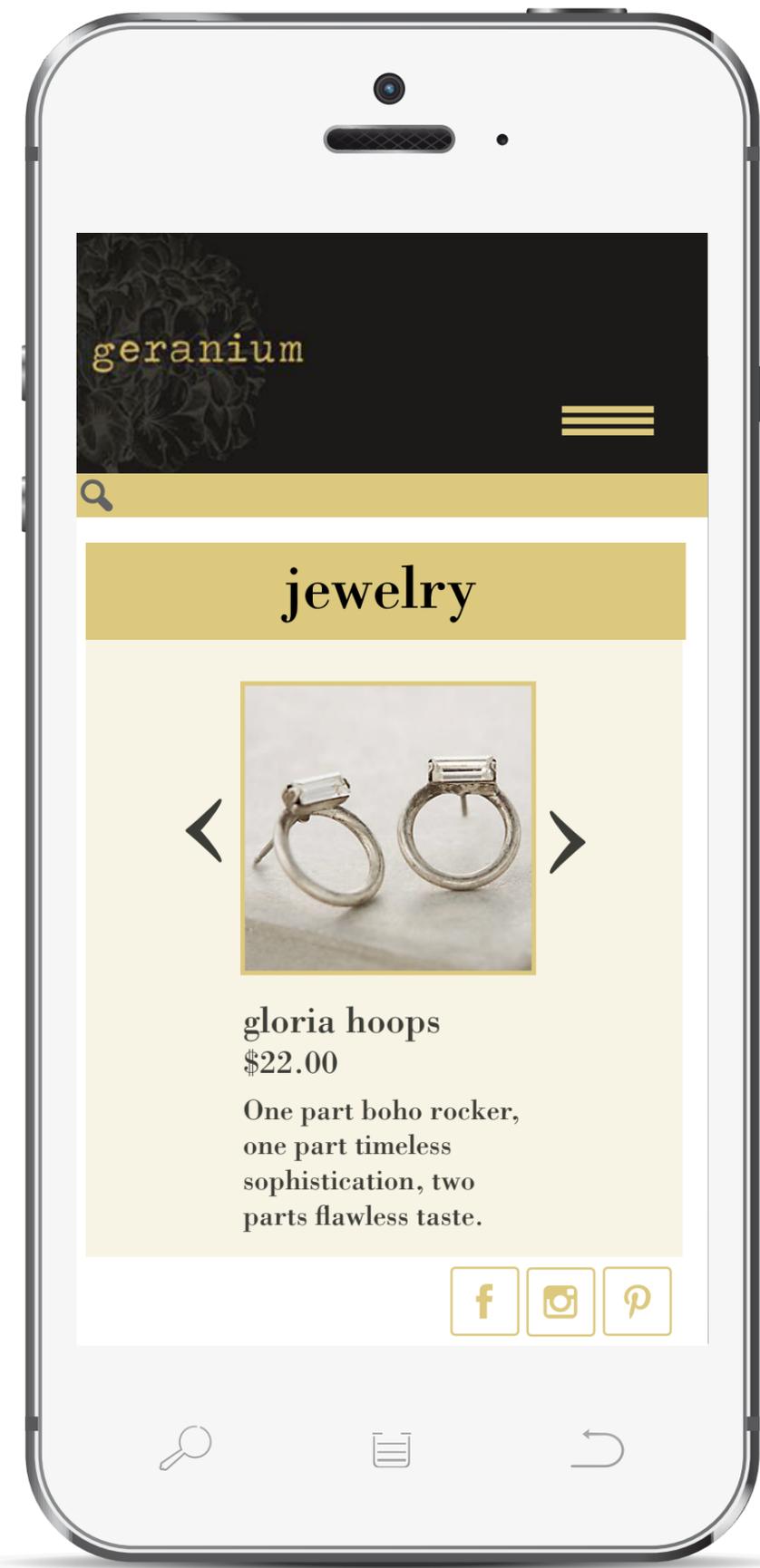


about-face hoops  
\$24.00



trompette hoops  
\$22.00





geranium



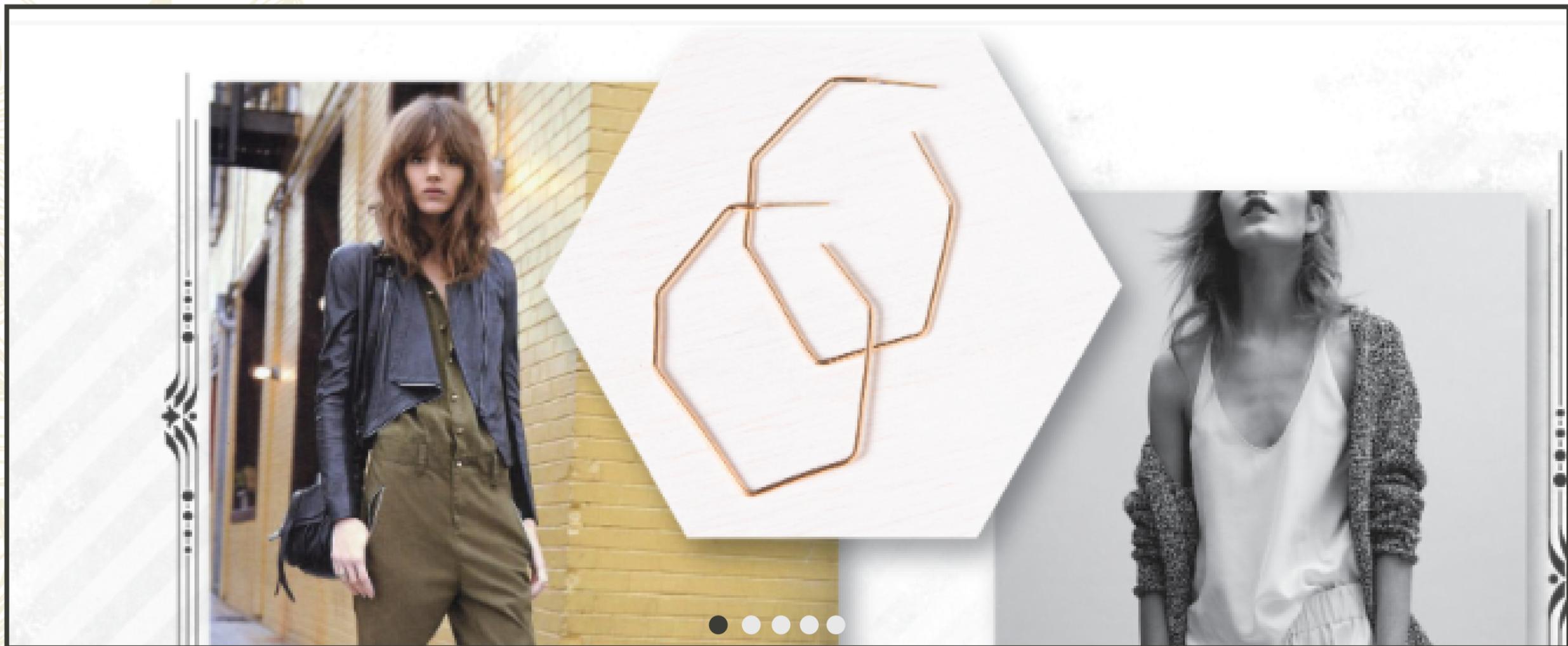
## jewelry



**gloria hoops**  
\$22.00

One part boho rocker,  
one part timeless  
sophistication, two  
parts flawless taste.





new arrivals

clothing

jewelry

rings  
bracelets + watches  
earrings  
necklaces

accessories

for the home



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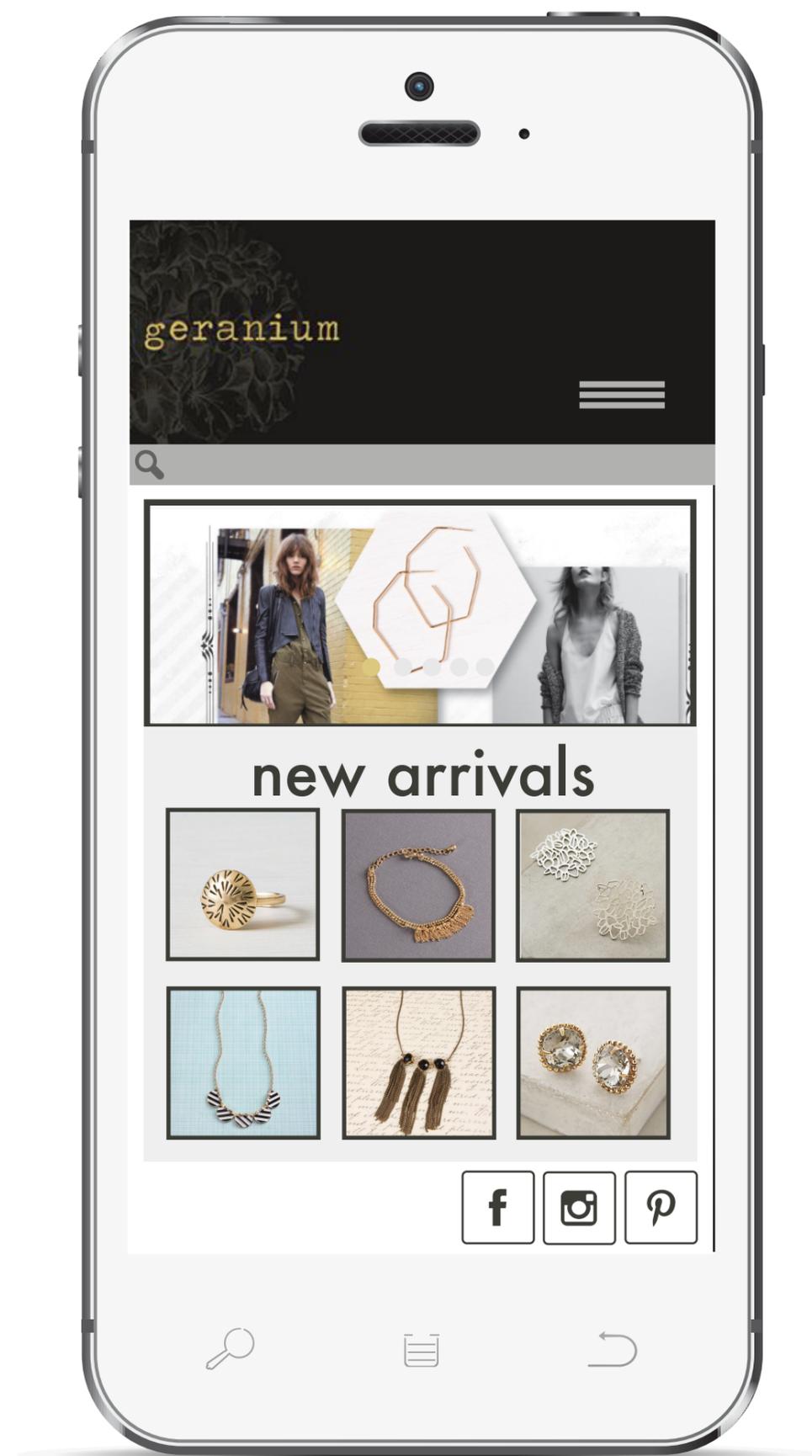
porcelain pebble hoops  
\$18.00



about-face hoops  
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trompette hoops  
\$22.00

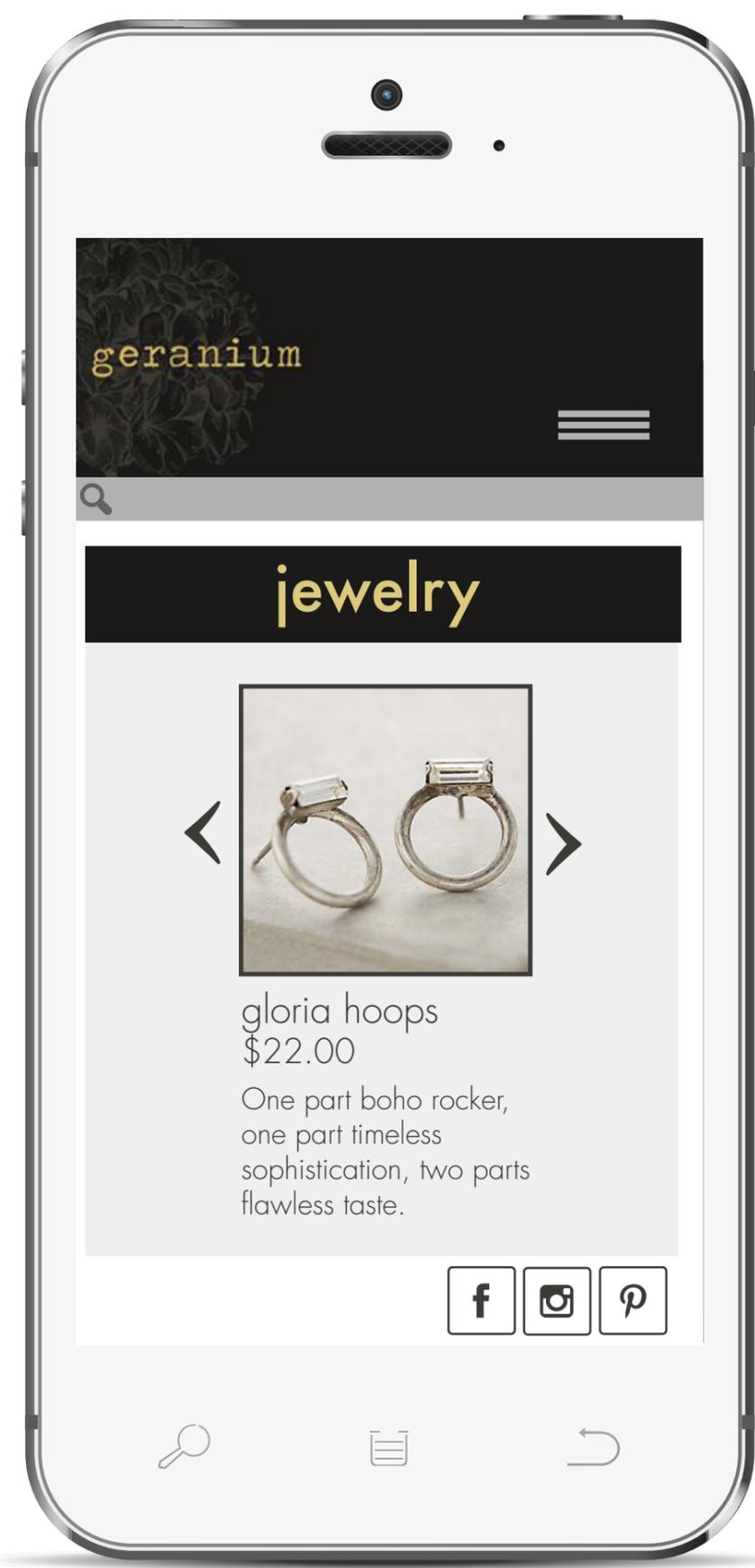


geranium



### new arrivals





geranium



jewelry



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