

WEB202
SITE OBJECTIVES
YEONJU JO

Brand Identity: #Panda pride themselves on the quality, variety, and uniqueness of our wide-ranging product line, which includes everything from stationery to cosmetics to home goods. Many of their products are household items such as kitchenware and cleaning products. customers can buy great value and quality for a low price. If #Panda was a person, its personality would be kind, bright, fun, and friendly. She would like a girl wearing a white dress.

Business Goals:making money from selling things, providing quality products, communicating with customers

Success Metrics: the number of visitors, Increase sells, Return visits to site