



## Overview

Lee's Buttons is a family-owned retail storefront in Charleston, South Carolina since 1964. They stock specialty buttons for the home sewing and craft markets. Customers are usually women, aged 25 to 60, and buy very small amounts of buttons at a time, so the business depends on quantity of sales.

In order to grow her business, Karen Lee began a button appraisal business, where she appraises button values for dealers and collectors, and now does historic button consulting for the motion picture industry and local museums. She is considered to be an expert in her field and has a very large collection of vintage buttons. Before taking over the store (it was her mother's), Karen was a high-school teacher.

She would like a small web site.

Page 1 would be a general introduction about her, a bit about the store and the button appraisal business. There would also be a small picture of her on that page.

Page 2 would be a button of the month gallery, with a large featured button and several other small buttons. Each button would be described with a small caption, but the larger button would have a paragraph explaining what makes it unique.

Page 3 would be a text-heavy page with some technical details about buttons and button collecting, as well as some links to other sites.

All pages would have contact information.

There are three other pages which you will not present to the client, but they must be in the navigation. Those pages are titled: Button Collectors' Club, Button Resources, and Taking Care of Your Buttons.

Logos and some basic information will be provided, but you are responsible for image research; more specifics are coming soon. In general, there will be photos of small buttons (either single, groups or on display cards) and one large photo. These buttons should all look like they were roughly done by the same photographer and should all look good together. You will be provided with the client's full request list.

Since button values frequently change, she does not want to list prices.

## Objectives

Her primary objective for the site is grow her business. By showing her knowledge in the field of button appraisal and by educating her site's visitors, she can position herself as an expert in the field. She has interesting button stories, tips for the new collector and is available for online appraisals.

In a bad economy, she is trying to specialize and bring money into her retail operation. She is not trying to open a web store or sell buttons online, but only to educate, inform and entertain her site visitors.