



Brand Identity:

Bertie's Buttons is known for their unique selection of vintage and handcrafted buttons. Delighting clients by offering everything from a grab bag of buttons at a per pound price, rare 1700's colonial buttons, and button books.

Bertie is happiest to educate the curious and convert those curious to avid collectors. A premiere online resource offering something for everyone at every price range.

Business Goals:

Bertie's Buttons is designed to give clients an experience of being in her store. Novice or not Bertie strives to providing everything for a complete user experience. More fun, no fuss is Bertie's ultimate goal.

Uncertain what to look for? New to the button world? Bertie's is prepared and excited for your visit. She has a comprehensive database of button history prepared for research and browsing; making an informed purchase possible on your very first visit.

Her site divides products into subcategories based on product type, color, and price; providing users the ability to search quickly and effectively.

Success Metrics:

Bertie's Buttons considers the amount of revenue received through online purchases the greatest measure of success for their site. A nother important aspect they hope to gain is repeat customers from all over the world.



Josephine

Age: 24
Occupation: Computer Analyst
Family: Engaged, 2 cats
Household Income: \$150,000

Profile:

Josephine is a very successful computer analyst who enjoys crafting on weekends. She was born and raised in Nebraska but made the move to Philadelphia after college, landing her dream job. She comes by her craftiness honestly, as her mother and grandmother are always working on “a project” back home. Crafting makes Josephine feel close to her family even though she is a thousand miles away. She has joined a crafting group in Philadelphia meeting up with others with the crafting bug. Josephine enjoys knitting, crochet, sewing, and quilting; she feels scrap booking should not be considered a real craft as it requires no special skills.

Internet Usage:

Josephine is incredibly internet savvy. She regularly replies on the internet to pay bills, check news, buy groceries, shopping, do research and for social media. Josephine has found while shopping for craft supplies the internet is superior to what is available locally. Many of the items she makes become gifts for family and friends. She looks for ways to personalize them by adding a finishing touch to make each gift unique. Josephine has found buttons to be an easy way to complete and personalize a gift. She looks for unusual buttons not available at a Jo Ann fabrics. When shopping for buttons she relies on clear pictures, through descriptions, and size specifications to guide her while purchasing. Josephine also often looks for different colors that may be available as well as quantities in stock.

Frequented Sites:



knitpicks.com



fatquartershop.com



thecalicocottagequiltshop.com



buttonshoppe.com



Rosie

Age: 64
Occupation: Housewife
Family: Married, 2 grown children
Household Income: \$80,000

Profile:

Rosie is a homemaker and collector of buttons living in Idaho. Her collection started with her Grandmother's button tin when she was very young, and has been growing ever since. Rosie justifies her collection by often remarking on the limited space it requires; unlike her husband's car collection. She feels the secret to a long marriage is a separation of hobbies for spouses.

Internet Usage:

Rosie is internet savvy enough to get around. She often does searches for buttons and has become quite adept at locating precisely what she is looking for. Currently she is researching how to catalog her collection of buttons to keep a better list of her inventory. While not interested in selling any of her collection Rosie sometimes will trade with other collectors if she has multiple versions of a button. She is a member of the National Button Society and checks their site regularly for information on shows and new sites of interest. When seeking to add to her collection Rosie wants a site that is easy to navigate. If she gets lost in the navigation she will leave not to return, it's as simple as that. She looks for sites with clear, enlargeable photos to better see the details and look for possible flaws in the product. Rosie loves it when a button has a story, such as where it came from. She likes a button site with search capability as she often checks for a certain type of button, and expects the price to be clearly stated. She wants to add it to her cart and know it's on the way without incident.

Frequented Sites:



nationalbuttonociety.org



vintagebuttons.net



ohgosh-buttons.com



gbbuttons.com