Elevate Your Lifestyle

Your Source for Sustainable Lifestyle

Verro

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Overview

- Our website is contains products that consists of an emerging lifestyle that targets consumers focused on sustainability.
- The design of the website is very eye catching to potential and returning buyers that want to purchase products from our website.
- Our website has lifestyle centered products you would want on a day to day basis for applicable uses.

Project Description

- Our project is to create a website, which is for our startup called **▶▶▶ Verro**
- Because Verro will sell a variety of products, a search function is integrated to search with selectable parameters.

Browse by

All Products
Ergonomics
Minimalism
Sustainability

Filter by

Price   −

$5 $350

Color   +

Phone Model   +

Size   +

Project Description

- Verro will serve to sell products and will have a database to store products to sell and retain customer information, meaning that there will also be a shopping cart.

Project Description

- When done shopping, a customer will see a credit card function to check out with.

Project Details

- Our startup Verro aims to establish and capitalize on a market that is centered around fair-trade based sustainable living.
- We plan to sell well sourced and properly assembled products that are also manufactured with longevity as a core feature.
- Products sold by Verro also encompasses the minimalists' market that also centers itself around long-life based products which are not only functionally effective, but also noninvasive from a design perspective.
- This can be seen in the *About* section of the website.

Project Details

- The Verro website has two subsections apart from the home page, the *Shop, and Blog*.

Project Details

- The *Shop* is where all products by Verro will be showcased with insightful descriptions and sold, the payment portal is set up so allow card payments.

Home > All Products

Browse by

All Products
Ergonomics
Minimalism
Sustainability

Filter by

Price   —

$5 $350

Color   +

Phone Model   +

Size   +

All Products

This is your category description. It's a great place to tell customers what this category is about, connect with your audience and draw attention to your products.

8 products

Sort by: Recommended ⌄
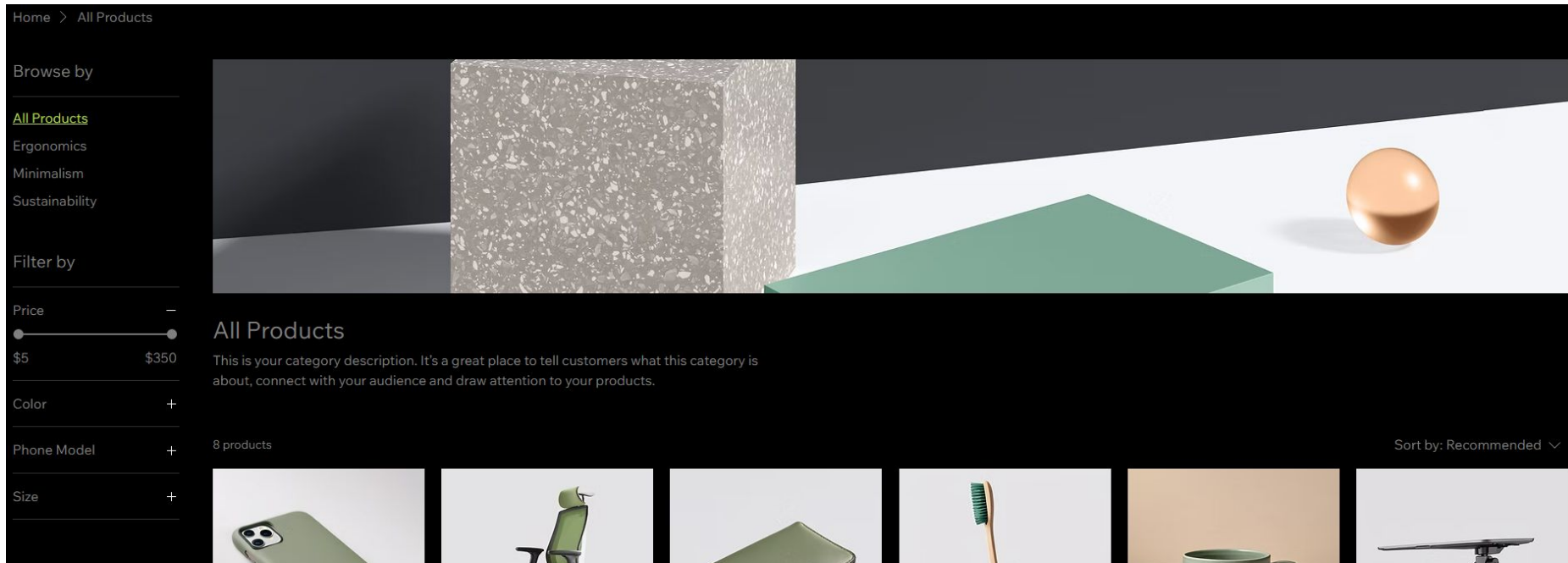
Project Details

- The *Blog* is what will help Verro foster a community that is focused on sustainable living.
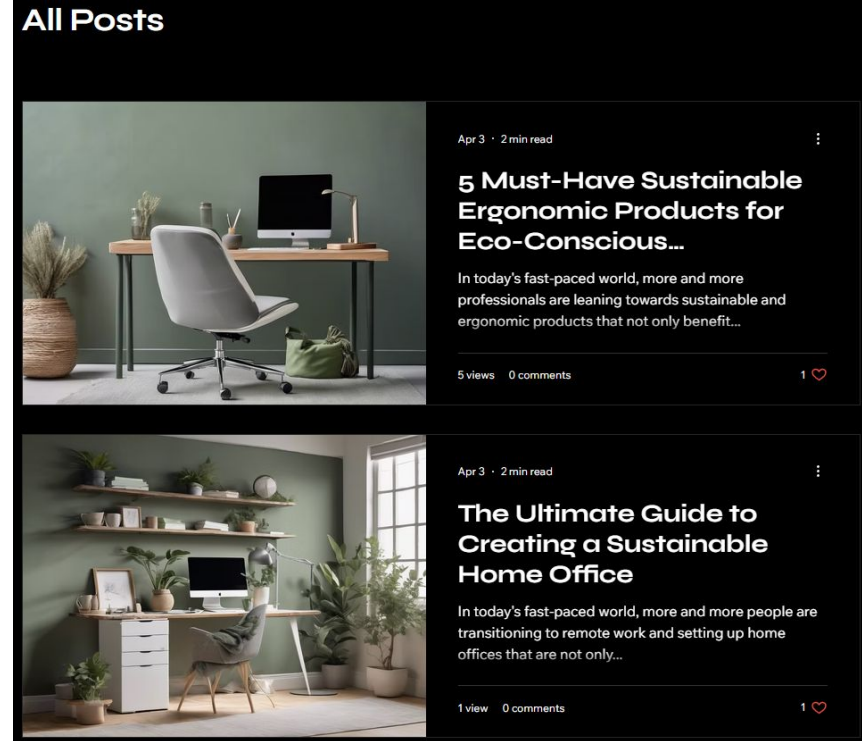
Project Details

- The footer of the website allows for prospective and returning customers to stay connected to the Verro shopping model and community through Email via newsletter.

Project Details

- The phone number and email address also serve to be a way for customers, members, or corporate customers to establish contact with the team at Verro.
- The mailing address includes a manner for physical mail to be sent whether it be a customer or corporate customer.

973) 596-3000
info@Verro.com

323 Dr Martin Luther King
Jr Blvd, Newark, NJ 07102

Project Details

- There are also social media links that the social media team manages for further interaction with prospective and repeat customers while helping expand the brand of the website.

Project Details

- The results of the project show a good insight to what it takes to produce an e-commerce based website with a customer demographic in mind.
- It also shows how the barrier of entry for any type of business has lowered for individuals or established businesses, experiences or inexperienced, looking to create an e-commerce based website.
- The main differences between the project and a real world example lies in the professional web hosting, purchased domain, and upket sections such as the social media pages, newsletter, and blog.

Technology Stack

Platform & CMS

- **Wix CMS** – All-in-one website builder that provides drag-and-drop tools for quick, responsive and aesthetic web design.

- Ideal for MVP (Minimum Viable Product) creation with built-in SEO tools, hosting and ecommerce capabilities.

Languages Used

- **HTML5 & CSS3** – Wix handles rendering via its internal engine but uses modern standards to display front-end design and layouts.

- **JavaScript** – Client-side interactivity handled via Wix Velo (Wix's full-stack dev platform).

Hosting

- **Wix Cloud Hosting** – Includes integrated SSL, CDN support, automatic scaling and performance optimization.

- 99.9% uptime reliability and maintenance-free.

Technology Stack

<u>Database</u>

- **Wix Data Collections** (Internal CMS database)
    - Used to manage product listings, blog entries, and homepage dynamic content.
    - Schema-free, accessible via the Wix dashboard and Velo API.
- **Search Capability**
    - The website now includes a **site-wide search feature**, powered by Wix's built-in search plugin.
    - Users can quickly find **blog posts**, **products** on the **Shop page**, and other relevant content across the site in real-time.
- **Payment Integration**
    - Payments are handled through the **built-in Wix Payments** system, providing secure checkout and ease of integration.
    - Optional support for eco-friendly donations with each purchase to be added in future updates.
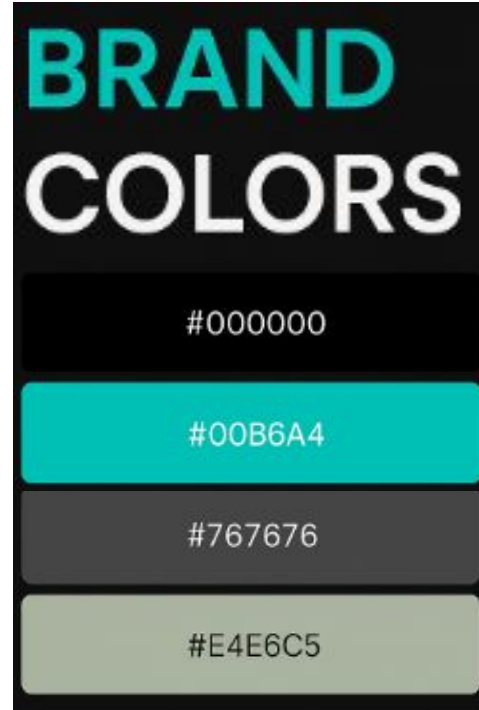
UI/UX Design

Color Palette & Branding

- **Primary:** Black (dark mode) – modern, sleek, and easy on the eyes.

- **Accent:** Teal Blue-Green – fresh, vibrant, and aligned with the eco-friendly theme.

- **Nature Touches:** Muted Greens – tie in sustainability and natural vibes.

- **Typography:** Bold sans-serif fonts – clean, legible, and stylish.
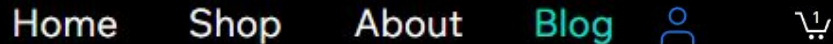
Brand Feel

- Premium yet Earth-conscious.

- Aimed at eco-conscious professionals & lifestyle-focused users.

BRAND COLORS
#000000
#00B6A4
#767676
#E4E6C5

UI/UX Design

Navigation Flow

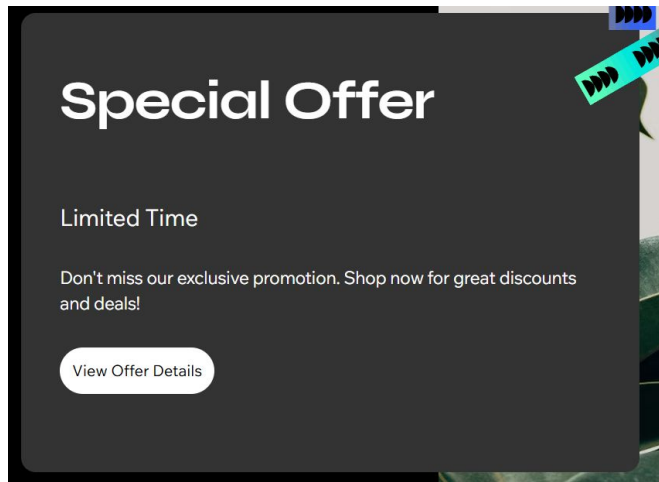- **Top Nav Bar:** Home   Shop   About   Blog

- Simple and intuitive layout keeps users focused on content and products.

- Filters available on Shop page for easy product discovery.

- Blog posts are tagged and searchable.
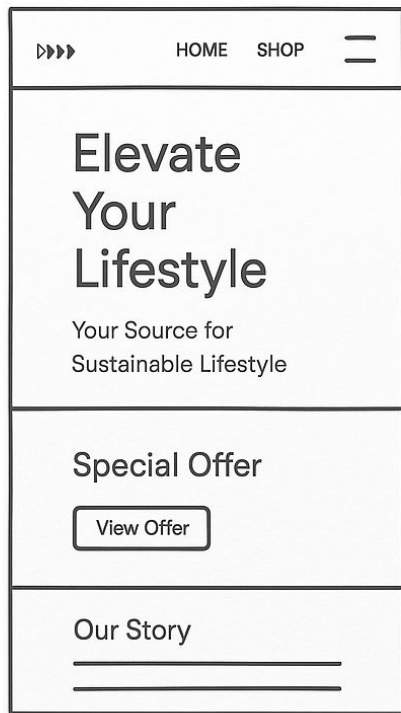
Mobile Responsiveness

- Fully responsive Wix layout adapts to all screen sizes.

- Optimized mobile experience with scroll-friendly sections and clean product display.
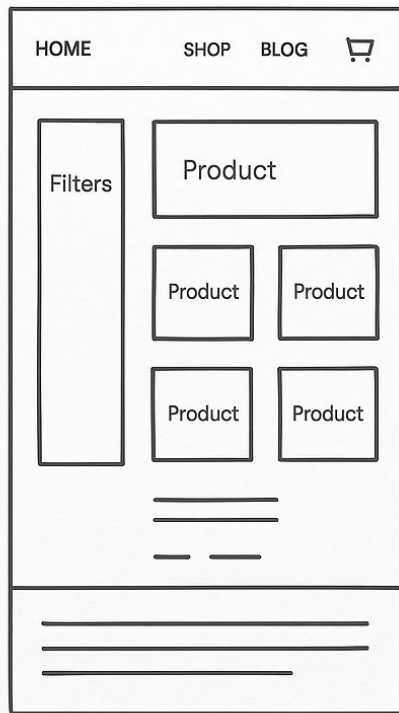
Accessibility Features

- High-contrast dark theme for readability.

- Scalable fonts and clean UI spacing.

- Easy navigation with clear call-to-action buttons like **"View Offer Details."**

Special Offer

Limited Time

Don't miss our exclusive promotion. Shop now for great discounts and deals!

View Offer Details

Website Wireframe and Mockups

Home

Shop

Blog

Cart

About Us

Finding Inspiration in Every Turn

Cart

Product Name
$0.00

$0,00

Subtotal $0.00
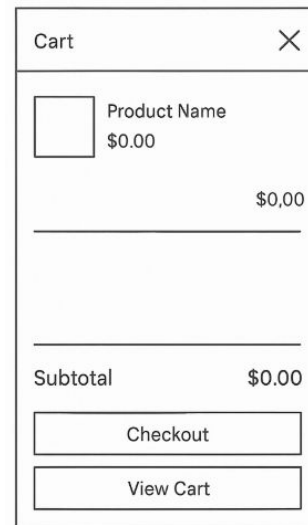
Checkout
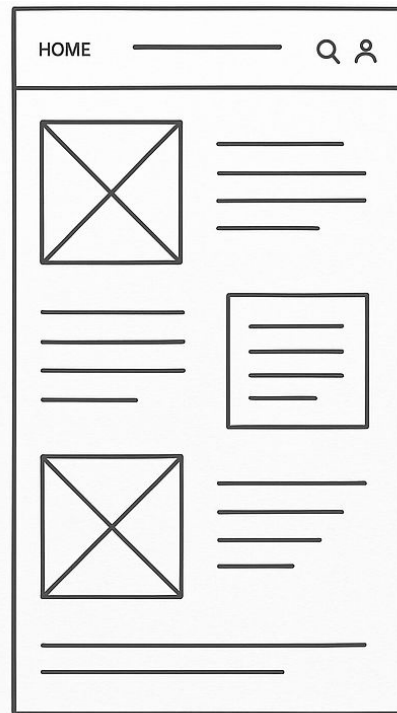
View Cart

About

Website Demo

<u>Homepage Highlights</u>

- Clean, modern design with a bold message:

   "Elevate Your Lifestyle"

- Strong brand identity using dark theme with green accents

- Key Sections:

   - **Hero Banner** with call-to-action ("Explore Now")

   - **Special Offer Box**

   - **Popular Picks Carousel**

   - **Our Story** & brand mission

   - **Follow Us** social grid

   - **Newsletter Signup** & footer info
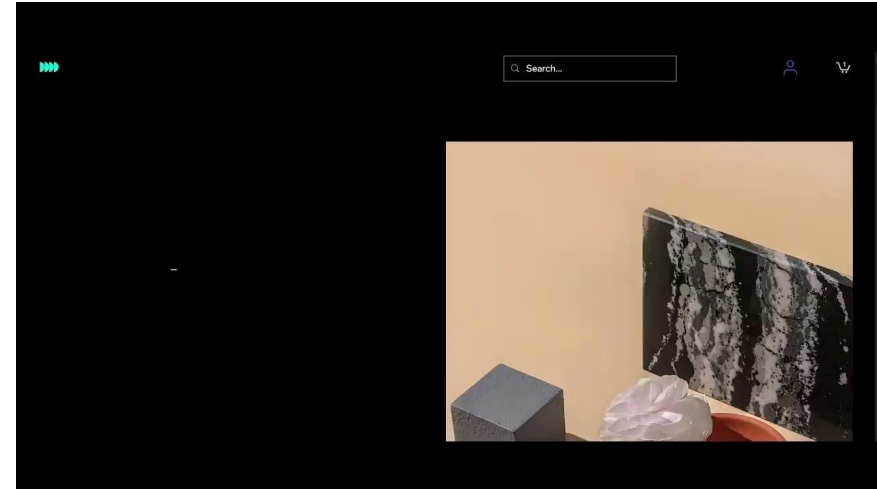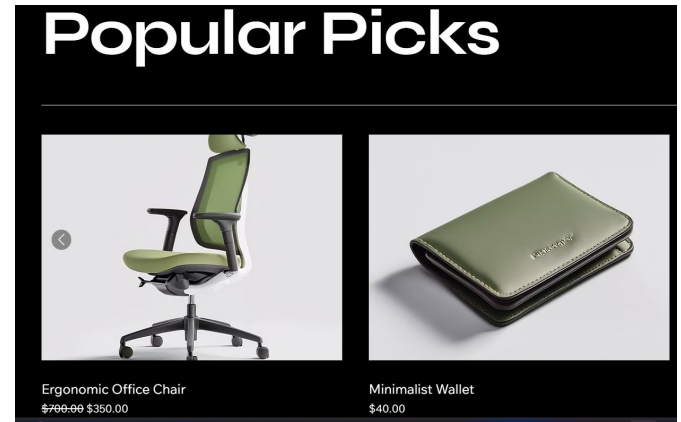
Purpose: Create a strong first impression and guide users into exploring products and values.

Website Demo

Shop Page Highlights

- **Browse Categories**: Ergonomics, Minimalism, Sustainability
- **Sort Options**: Helps users organize results (e.g., Recommended)
- **Product Filtering**: Price range, color, phone model, size
- **Search Bar**: Quickly locate desired items
- **Product Grid**: Clean layout showcasing products with images, names, and prices
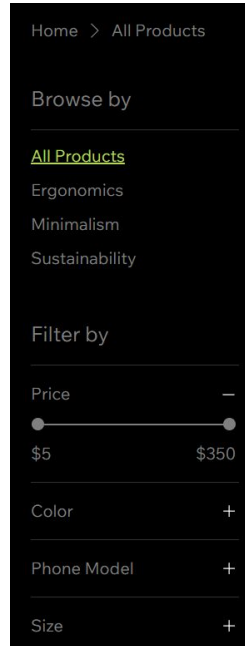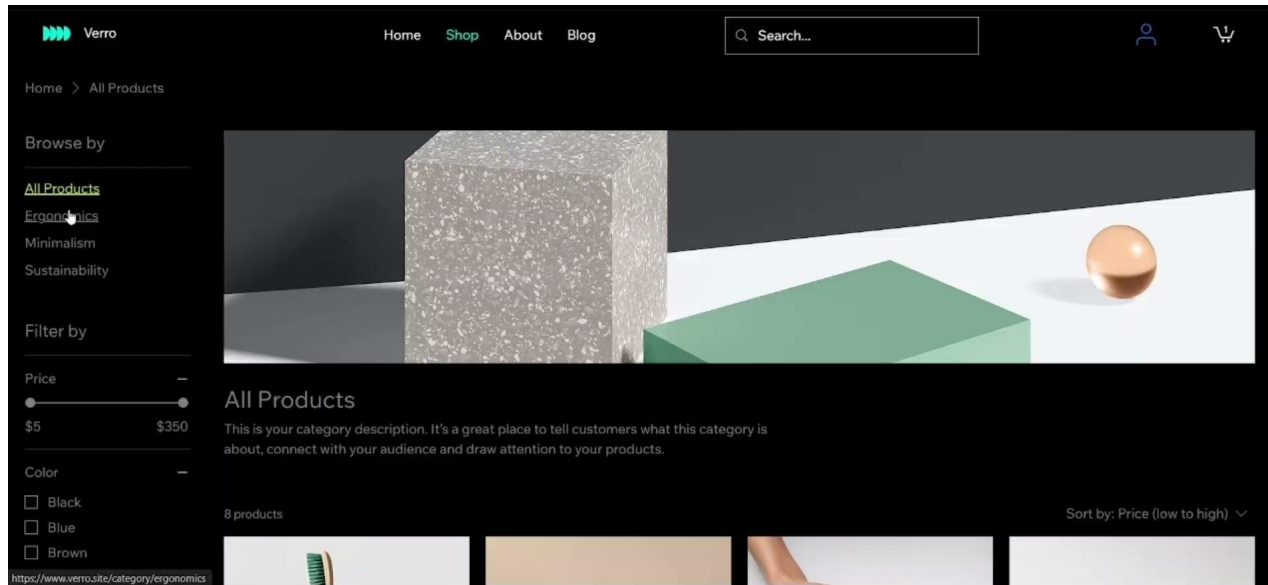
Website Demo

<u>About Page Highlights</u>

Purpose

- Introduces **Verro's mission** and brand philosophy.

- Highlights the **balance between luxury, sustainability, and innovation**.

Key Sections

- **Tagline:** Finding Inspiration in Every Turn

- **Narrative:** Story of Verro's design-driven, eco-conscious origins.

- **Values:** Precision-crafted products, ethical sourcing, and modern design.

Social Proof

- Logos of **collaborating brands and clients** add authenticity.

Website Demo

Blog Page Highlights

- Clean grid layout displaying blog previews with images and titles.

- Articles are tagged, categorized, and easy to browse.

- Integrated **bar** at the top for finding posts by keywords.

- Mobile-friendly, scroll-optimized layout.

- Promotes Verro's mission through tips on sustainability and design.
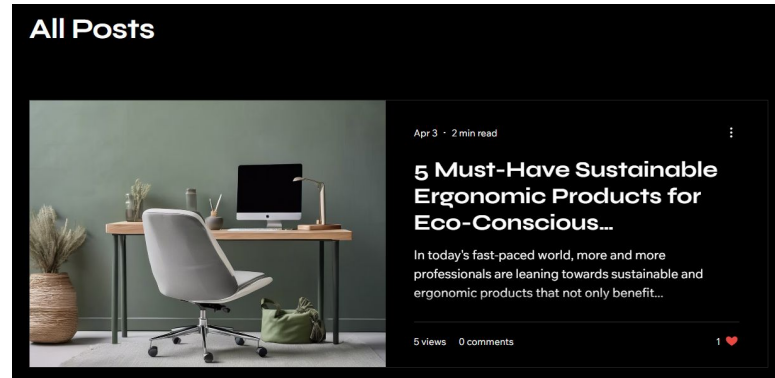
Website Demo

Shopping Cart

- Minimalist and intuitive side-panel **Cart**

- Users can easily update item quantity or remove products.

- Clear **Subtotal** display with note on shipping & taxes.

- Prominent **Checkout** and **View Cart** buttons with secure checkout indicator.

- Consistent branding with the site's color palette and layout.

Cart (1 item)

Compostable Phone Case
$30.00
Phone Model: Google
− 1 + $30.00

Subtotal $30.00
Taxes and shipping are calculated at checkout.

Checkout

View Cart

🔒 Secure Checkout
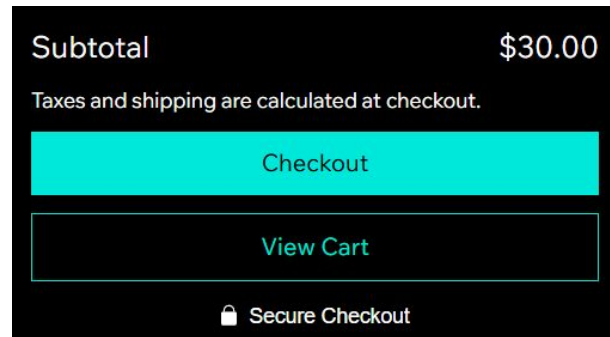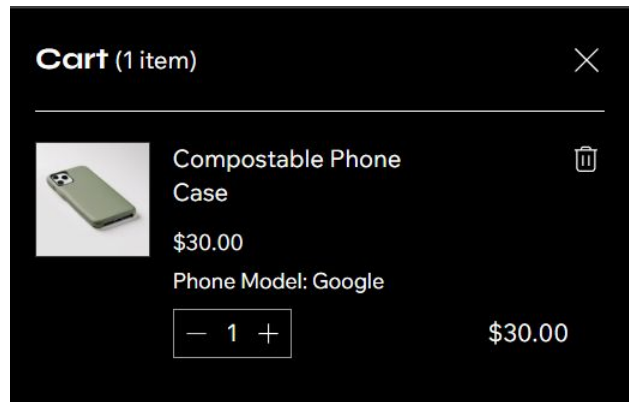
Website Demo

View Cart Page

My cart

Compostable Phone Case

$30.00

Phone Model: Google

— 1 + $30.00
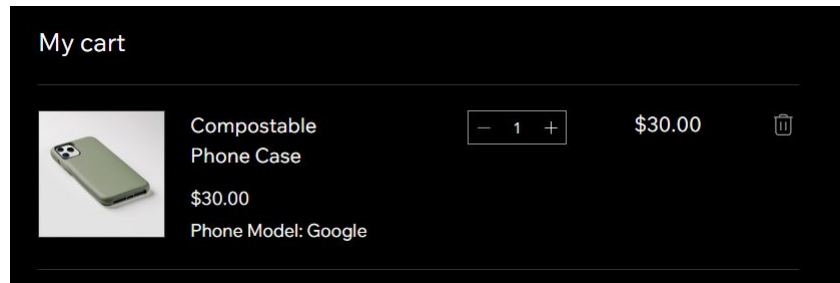
- Clean and detailed cart layout with product image, name, variant, quantity selector, and pricing.

- Dedicated section to [Enter a promo code] and [Add a note]

- Order summary panel highlights subtotal, delivery info and total.

- Clearly marked checkout buttons with [G Pay] and [Checkout] options.

- Maintains brand styling with high contrast and teal accents.

Order summary

Subtotal	$30.00
Delivery	FREE
New Jersey, United States	
Total	$30.00

Admin Dashboard to be added

Centralized Management Hub
Easily manage your e-commerce site through Wix's intuitive admin dashboard.

Key Features:

- **Real-time Analytics**: Track site sessions, sales, orders, and form submissions.
- **Visitor Tracking**: Monitor traffic goals (e.g., progress toward 250 monthly visitors).
- **Order & Sales Overview**: Instant access to total orders and revenue stats.
- **Quick Access Menu**: Manage payments, products, blog posts, marketing tools, and customer interactions—all in one place.

Analytics 1 visitor in the last 30 minutes   View Your Site Analytics

Your key stats for the last 30 days ⌄   + Add Stats

Site sessions	Total sales	Total orders	Form submissions
45	**$0.00**	**0**	**2**
12 today • 6 yesterday			0 today • 0 yesterday

✦ Help me grow my site traffic   Updated 5 hours ago Refresh

Market Strategy

Digital Market Plan:

Verro aims to build a brand of awareness, trust and sustainability and will do so by using a dynamic digital marketing plan. This plan includes:

Posts and Reels showcasing product use, sustainability, and educational content.

Search Engine Optimization by focusing on keywords like "sustainable", "zero-waste" and "eco-friendly".

Email marketing where customers can subscribe to monthly newsletters that talk about product launches, eco-tips and impact updates.

Influencer collaboration focusing on micro-influencers that focus on sustainability, minimalism and conscious living.

Customer Acquisition Strategy:

Verro's customer acquisition strategy will be a multilayered approach that includes:

Creating an incentive to start a eco-friendly lifestyle with challenges.

Promoting social media content and advertisements to potential consumers based on their searches.

Creating incentives for customers to share Verro with others.

Market Strategy

Partnerships:

Collaborations with other sustainable brands like eco-subscription boxes as well as prominent eco-conscious influences..

Customer Retention Strategy:

Verro's customer retention strategy will be a multilayered approach that includes:

A loyalty program where customers can earn points for every purchase, referral and review.

Email reminders about products in cart.

Discounts and perks like free samples for returning customers.

Personalized content on how their purchases are making impacts.

Community building where elite members get early access to design polls and launches.

Market Strategy

Timeline:

Soft-Launch (1st month) - Launch to email/PR list and early access to supporters.

Full-Launch (2nd month) - Start Ad campaigns and being SEO content.

Scale Up (3rd -6th month) - Grow social media presence, introduce new products, launch partnerships and begin loyalty program.

Market Strategy

Target Market:

The target market would be people from the ages of 20-40. These people will be educated. A higher percentage of the market would be women. These people would prioritize sustainability and some may be willing to pay a premium for these products. They might be influenced by social media and would be seeking brands to align with.

In terms of market segmentation, the consumers are: eco-enthusiasts, pragmatic green consumers and eco-curious consumers. The eco-enthusiast buyers would be prime targets for customer retention strategies because they are deeply committed to sustainability. The pragmatic green consumers are people who would buy green, but only if the product is practical and serves their needs. The eco-curious consumers are people who are interested, but are still learning. They would be mostly influenced by trends.

Market Strategy

Industry Overview Trends:

The clean or eco-friendly industry is projected to grow at a growth rate of 7.7%. This shows that there is a genuine potential growth in this industry.

More consumers are buying eco-conscious products with the willingness to pay an average of 9.7% more on "green products".

As of September 2024, 47% of people have reported purchasing a sustainable product in the last month.

Legal Environment

Technical Risks:

Some technical risks include: website downtime and security breaches/ data leaks.

Website downtime could affect user experience or sales. Security breaches or data leaks can compromise user data, which could lead to legal consequences.

Business Risks:

Some business risks include: market shifts and high competition.

The market could shift away from eco-friendly trends or causes. On the other hand, an increase in popularity for eco-friendly products could create high competition from other brands who want to tap into the same customer base.

Legal Environment

Legal/Privacy Concerns:

Some legal or privacy concerns are data privacy and greenwashing.

In terms of privacy, any mishandling of customer information could lead to legal action. Also, any misinterpretation of products or product information could lead to legal action.

Risk Mitigation:

For technical risks, it is important to have site security protocols, performance monitoring and backups to mitigate any risks.

For business risks, market research, community engagement and brand differentiation will help mitigate any risks.

For legal risks, having transparent data handling policies and honest messaging will help mitiage any risks.

Conclusion Closing Statement

- The app Verro is how it would be making everyday life easier with more comfortable products as well as it being better for the planet.
- When we came up with the design of these products that look good as well as it would feel good, and do good.
- When it comes to this it is not only about the style it would be about the living as well as the purpose for this and the intention for this.

Recommendation

- What we would recommend is adding a blog that would give us some types of tips on sustainable living and the simple routines.
- You can start a referral program that would help to grow our community and the reward loyal customers.
- What we can offer is the product that would be personalization to fit the person's needs as well as giving the people more ways to connect with the brand.

Forecasting

- The environment friendly living which would be on the rise.As the Verro would be in a great spot that would be taking over the way.
- When we're planning to expand into the world and the workspace that the products would be from later this year.
- In the future we are hoping to launch a mobile app that would have some types of tips and fun little challenges as well as the community features that would each user out in many ways.

Reference

- https://www.mediaculture.com/insights/the-faces-of-green-living-a-demographic-profile-of-eco-conscious-consumers
- https://www.businessresearchinsights.com/market-reports/sustainable-products-market-117731
- https://www.sciencedirect.com/science/article/pii/S092134491830020X?casa_token=zr-mjJjo2CMAAAAA:6vA7TD8WOmSD81lVu3JxR_Az_W6zASI5_vHCxmMIMr1Np1uiBcdbuGwORF105QIUPCdu-IWQ4a0K
- https://www.pwc.com/gx/en/news-room/press-releases/2024/pwc-2024-voice-of-consumer-survey.html?utm_source=chatgpt.com
- https://www2.deloitte.com/us/en/insights/environmental-social-governance/sustainable-consumption-trends.html?utm_source=chatgpt.com