

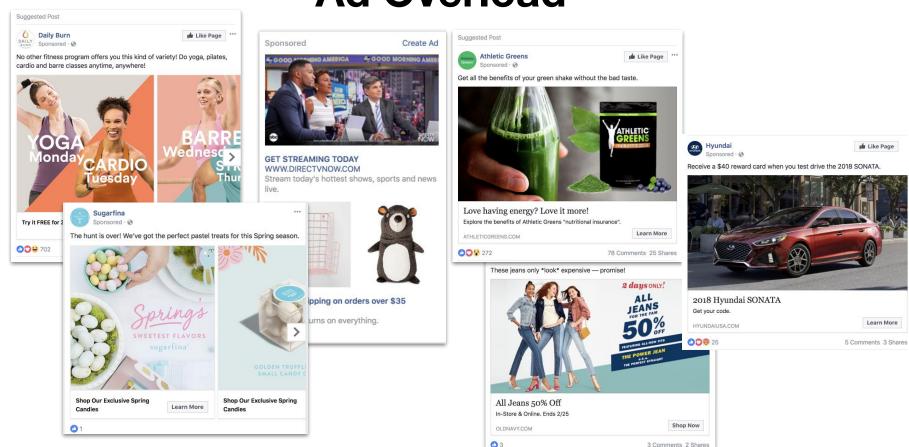
Finding a Starting Place





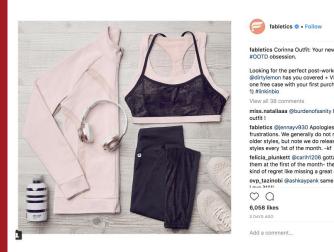


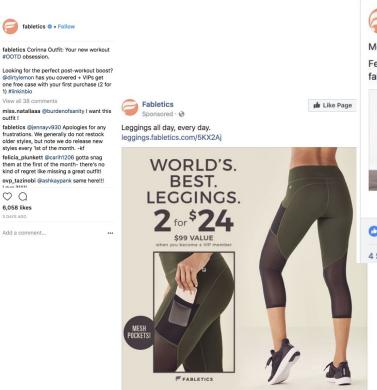
Ad Overload



Be Aware of Your Surroundings

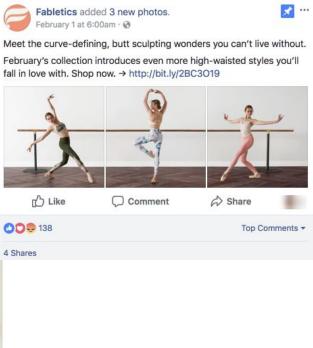
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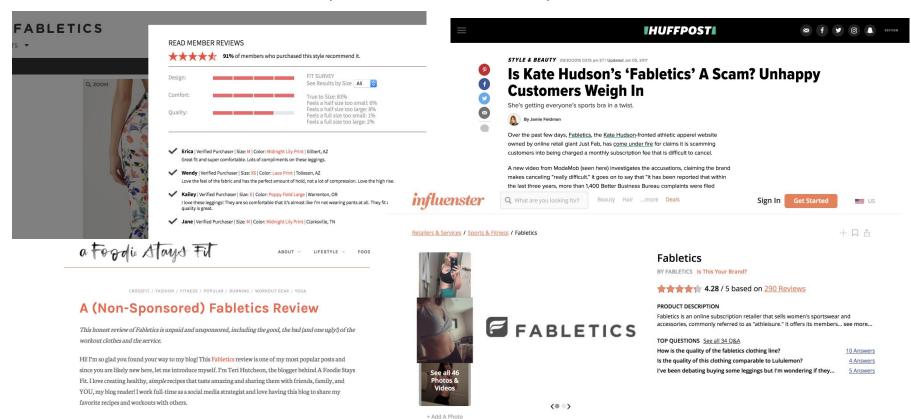
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Research, Research





Understanding Themes

	Mom/Professional	Stylish Mom	Luxury Professional
Pains	"I need to transition from home to work without changing my bags" "I don't want to be embarrassed at work by a mommy bag"	"I'm the last person in my family to get nice things" "I don't want my style to be defined by my role as a mother"	"Even my stylish bags look slouchy at my desk" "I hate rummaging through my bag to find something" "I need a bag to help me stand out amongst coworkers and friends"
Benefits	Versatile, stylish bag. Functional for home and work, and looks great	Beautiful bags, can be worn with pride. Pairs well with clothing, jewelry, and shoes that fit stylish moms	Functional bags and inserts that can work with current bags
Product Story	One bag, several identities. Customize your bag to fit the needs of your day by choosing the Organizer that fits your life best.	One bag, several identities. Customize your a bag to fit the needs of your day by choosing the Organizer that fits your life best.	New brand, so every customer can be a trendsetter



Evaluate the Marketplace as a Whole

