

# Project 1: Imaginary Organization Definition

## Carry Ease Inc.

### **Definition and Primary Goal**

Carry Ease produces unique gun holsters for concealed carry. Carry Ease focuses on creating holsters that are foremost comfortable to wear, and functional in gun retention and concealment. Carry ease's primary goal is to design holsters that are specifically functional for women.

### **Primary Audience**

Carry Ease's primary audience is women age 25-35 with a concealed carry permit, who are working mothers and experienced Internet shoppers.

### **Objective and Strategy of [carryease.com](http://carryease.com)**

The objective of [carryease.com](http://carryease.com) is to enroot Carry Ease as women's favorite choice in concealed carry holsters.

Our strategy will be to satisfy women's search for a holster that works for women better than Galco because Carry Ease designs holsters for women's specific needs.

### **Usability concerns**

Our largest usability concern is that holsters are a very tangible product, and our success will come from making them as tangible online as possible. We will offer media of the holster being used with wide varieties of guns, clothing styles and body types. We will have to organize the media in a way that is function and practical. The media of the holsters with a variety of guns will also eliminate errors of customers selecting the wrong holster for their gun.

We will also research and implement predominant conventions found on popular shopping sites. We are designing a new site so we have no web presence for customers to be familiar with. Using predominant shopping conventions will ease the unfamiliarity of customers and will make return visits easy.

We will focus on making the site aesthetically and interactively pleasing to women. The site should communicate the feeling that the site as well as our products are designed for women. Many competitors sites are clearly designed by men for men, we want women to know are products are meant for them.