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Häagen-Dazs®



What is Haagen Dazs all About?

What is the business?

We sell luxury Ice Cream that makes everyone happy.

What is our business ethos?

Haagen Dazs's main goal is to share the flavor of luxury ice cream with everyone. Why hold back someone from experiencing the exquisite creamy flavor of the Haagen Dazs? Better to be ever changing and ever evolving than narrow and exclusive.

What do we sell?

Ice cream.

Who is our target audience?

Anyone who loves ice cream.

What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

I would expect people to visit our website because they want to know everything we have to offer- the different types and flavors of ice cream - , or read about our history/ goals, or even just to see where the nearest Haagen Dazs might be. With our colorful and every catching website, it would be nice for people to want to come and scroll through just to explore in general and maybe find out/ leave with something they didn't expect.

Do people want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?

The people visiting the website would most likely want to scroll through our products to see if they can find something they saw before or try something new. They can also look for specificities such as ingredients, and if there something they should avoid.

Are people already familiar with the service or product that you offer, or do they need to be introduced to it?

People will already be familiar with our product, Haagen Dazs and ice cream are both very well known.

Are people looking for time sensitive information, such as the latest news or updates on a particular topic?

No, they are not.

Do people want to discover information about a specific product or service to help them decide whether to buy it or not?

Yes, people do. Our audience when coming to our website will most likely be looking for new/ old products, availability, if they can get it delivered or even pick up from a store nearby. People will also need to know if there any dietary restrictions to see if the product is right for them or not.

Do people need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details.

No, the customers do not necessarily need to contact us for information, but they can. There is a contact us page on their main provider of Haagen Dazs, called Dreyer's Grand Ice Cream, where they can fill out a form and send in their concerns.

Will visitors be familiar with your subject area / brand, or do you need to introduce yourself?

Yes, visitors will be familiar with ice cream, especially Haagen Dazs. Ice cream is a very well-known food product, and since Haagen Dazs been around since the 1960's its name is very well known.

Will visitors be familiar with the product / service / information you are covering, or do they need background information on it?

Nope, I don't think any background information is needed on Haagen Dazs/ ice cream. But if you do want to know more about our history/ goals and how we came to be, there is an about us page on our website.

What are the most important features of what you are offering?

The most important feature is that it should be creamy, luxurious ice cream that can be enjoyed by everyone. There is a huge variety of ice cream that we offer so it can match everyone's taste preferences.

What is special about what you offer that differentiates you from other sites that offer something similar?

Something special that differentiates us is our history. Haagen Dazs has been around since the 1960's which allows many people to know about this ice cream. Along with the very colorful site design and the amount of information on it makes it pop out.

Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

Yes, there are. The Haagen Dazs website has an FAQ page as well that answers many questions. The range from dietary questions, to ingredients, to how to take properly store the ice cream.