

# SwiftMart

For those taken by the hustling and bustling work culture of the city, SwiftMart serves as a quick stop shop for a sense of relief, comfort and quality groceries! Designed with the busy city dwellers' schedules in mind, Swift-Mart offers a wide variety of pre-packed meals as well as pre-packed dinner kits so the shopping is done for you! We also offer delivery!

The demographic being worked with here are in the lower Manhattan area. The median age range is roughly 30 and half of the population consists of single individuals. There are not many household with children so this grocery store will cater mainly to young adults who are just entering the work-force while chasing their dreams.



SwiftMart will offer everything other grocery stores offer while taking away the stress of choosing. A restricted variety model will be used for present products.

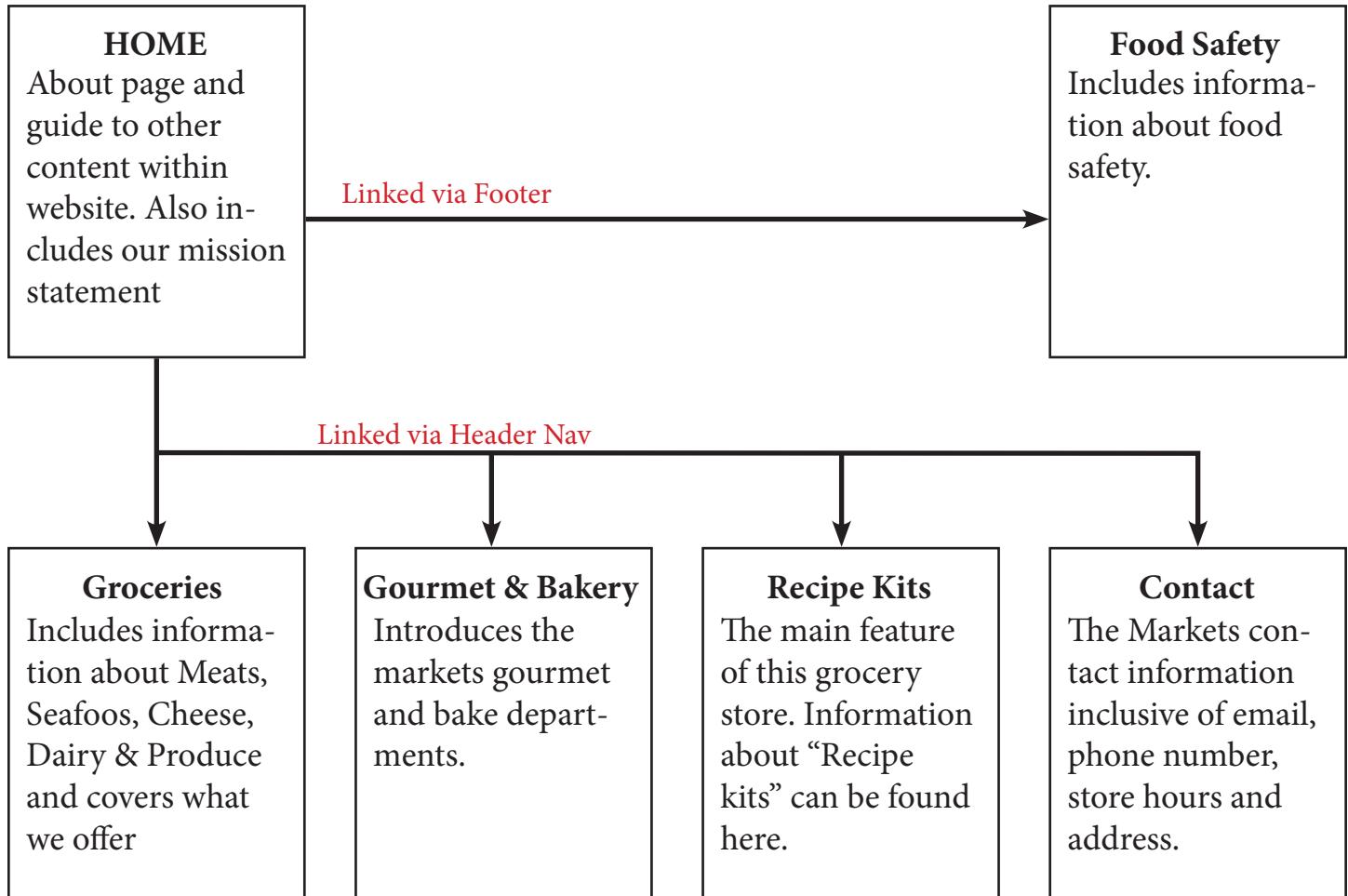
Targeting a younger audience, the store will use a more modern approach. Dark gray-scale tones will be used for walls and shelves with bright lights over head while featuring yellowish colored wood to accent the area. Green will also be added in the form of plants to provide shoppers with a sense of comfort.

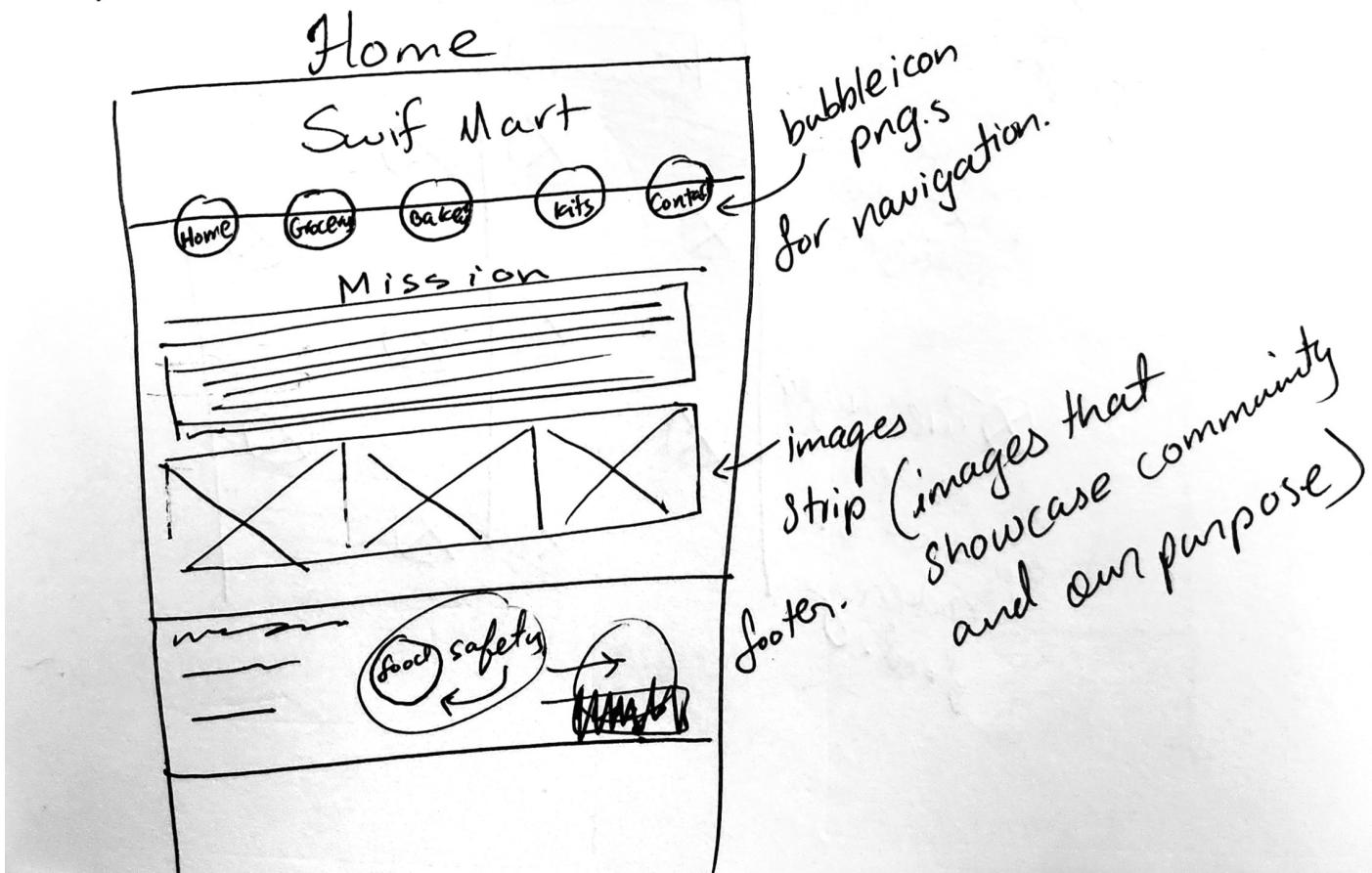
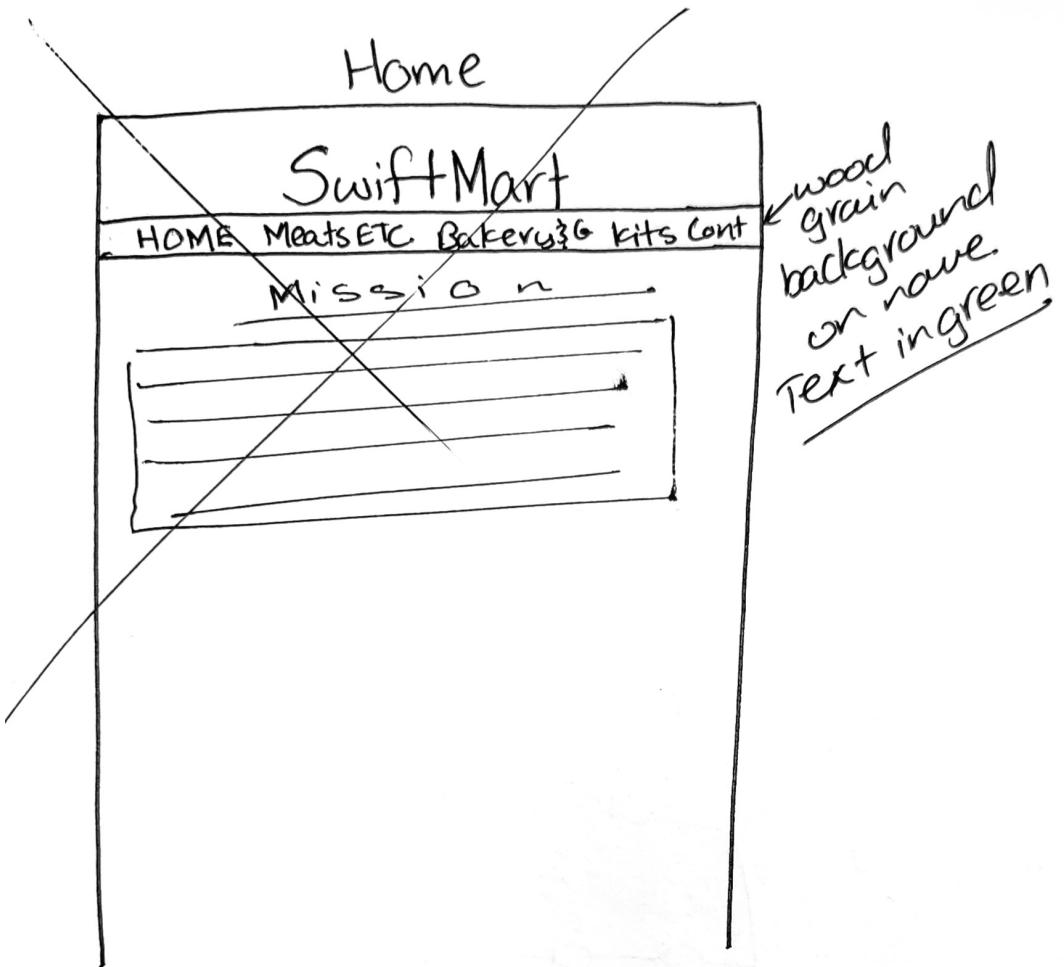


Image Credits: Banner under Title: Andrey Haimin, Unsplash; Top Right: Grab, Unplash; Bottom left: Scott Warman, Unsplash

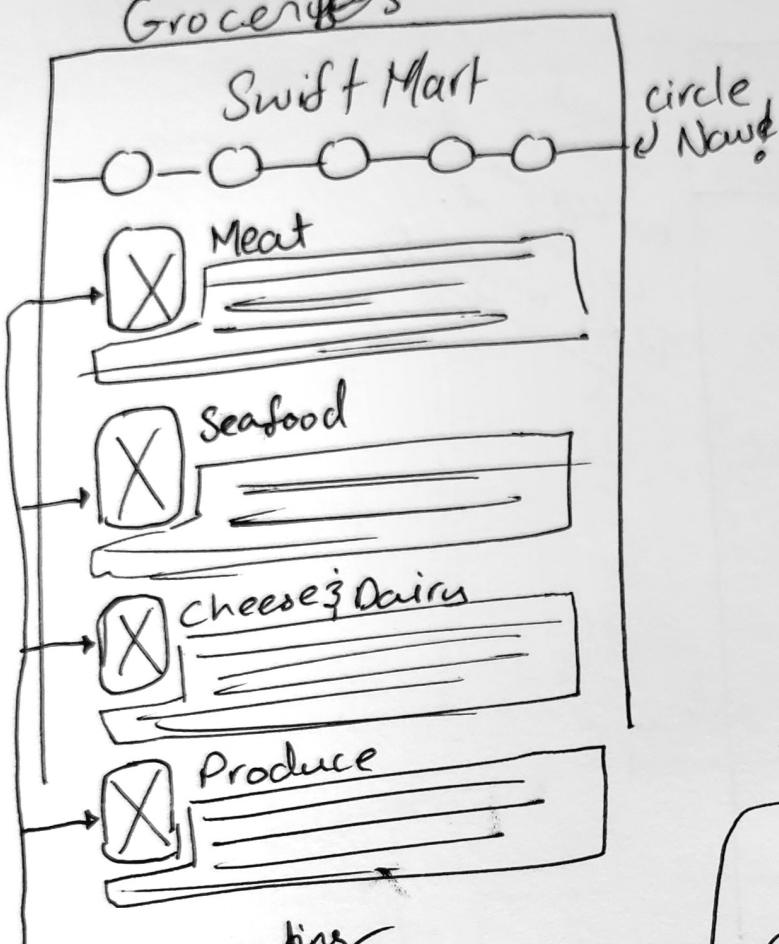
Target Zip Codes: 10038, 10271, 10006, 10005  
<https://www.unitedstateszipcodes.org/10006/>

# Sitemap





## Groceries



images representing  
main sections on the  
page.

white  
text over  
image

⊗ are images  
of either  
gourmet or  
bakery  
food.

## Specialties



## Kits

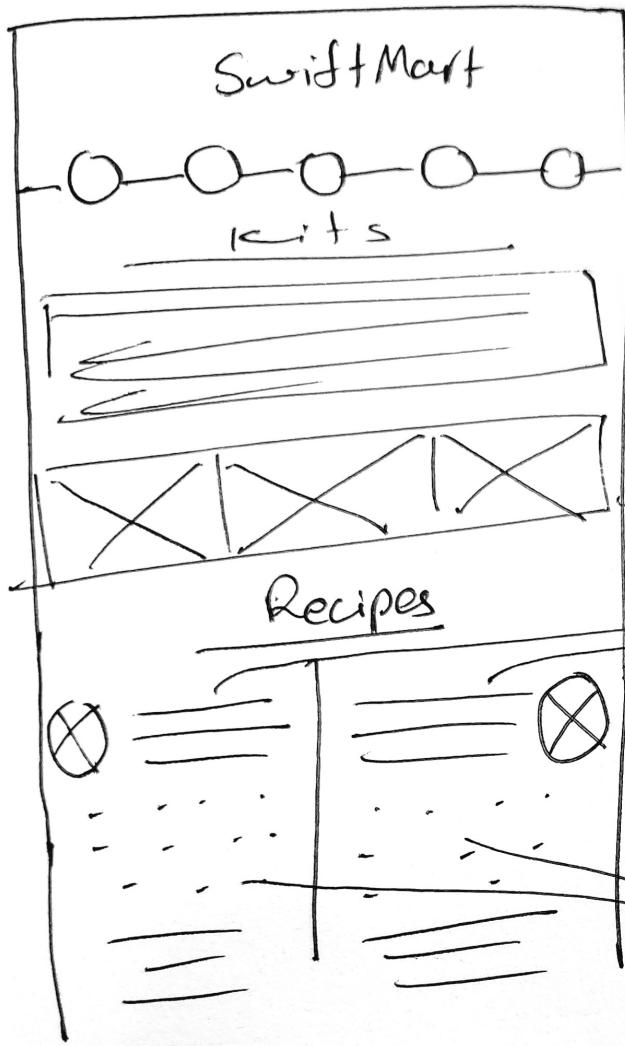


image banner of kits sold at store description of recipes

## Contact

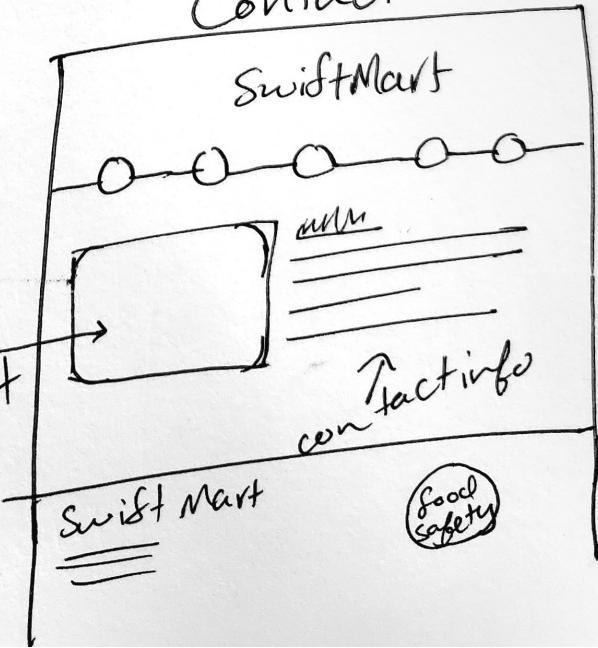
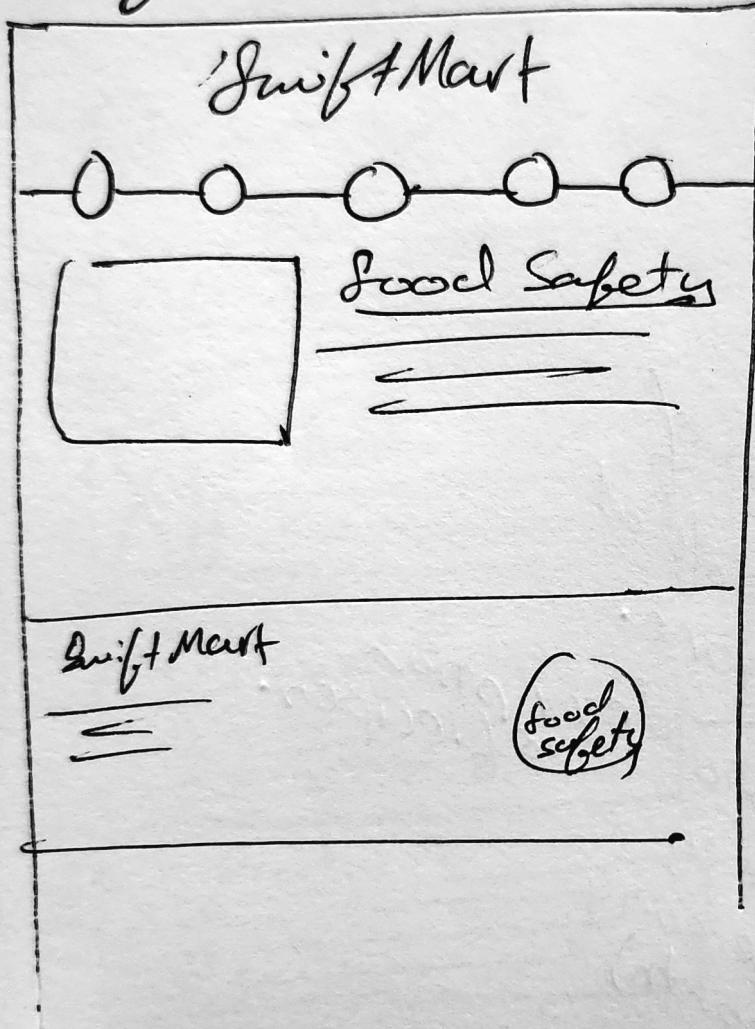


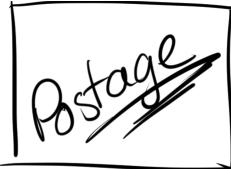
image  
of swiftmart

# Food Safety



All new  
at Island Fresh

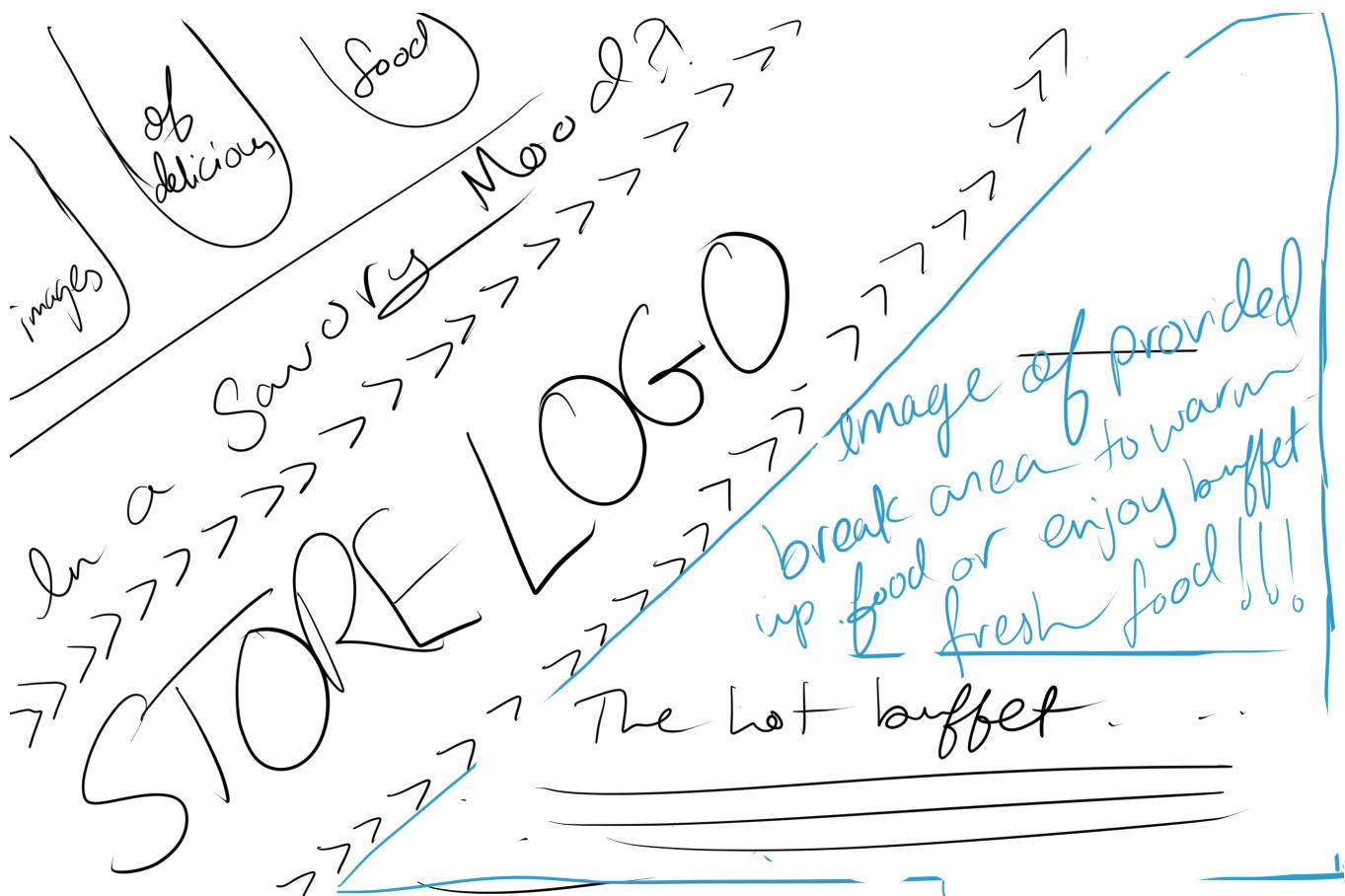
We now carry our own...



address  
lines

Yummy *choose up*  
*of pad* easy  
Recipes  
Online @ [www.featherimage.com](http://www.featherimage.com)

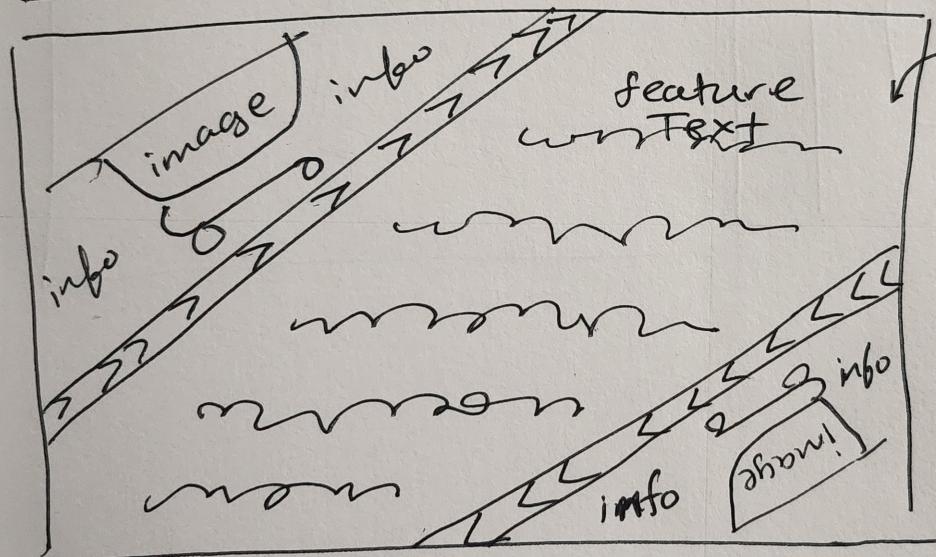
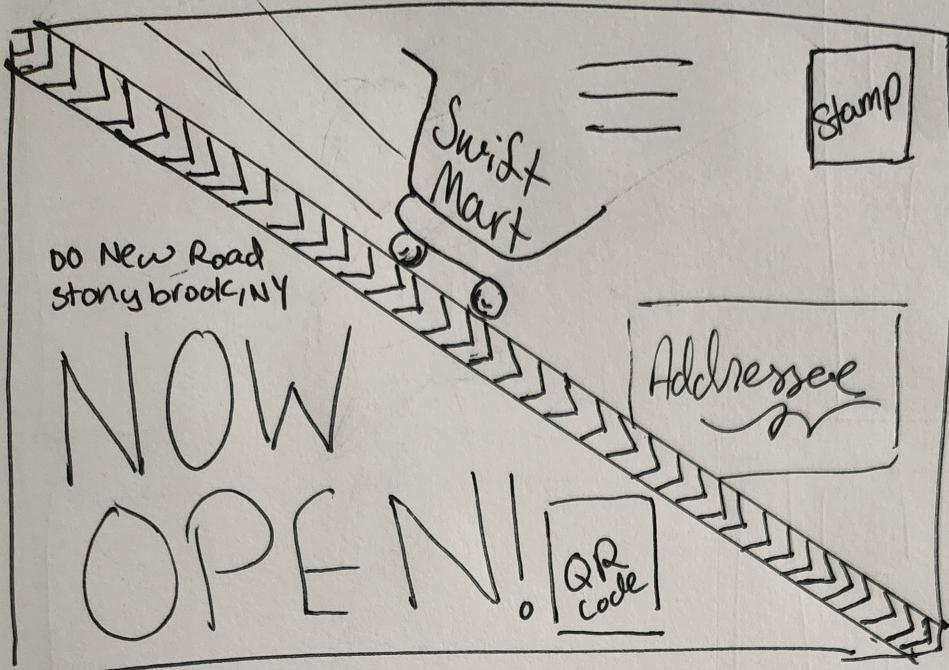
## Postcard #1





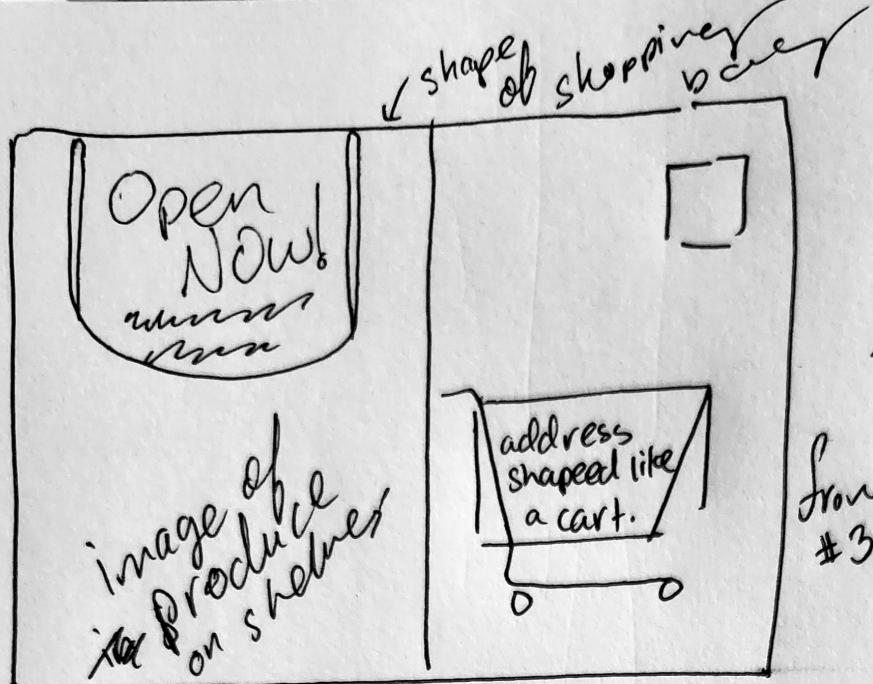
## Postcard #2



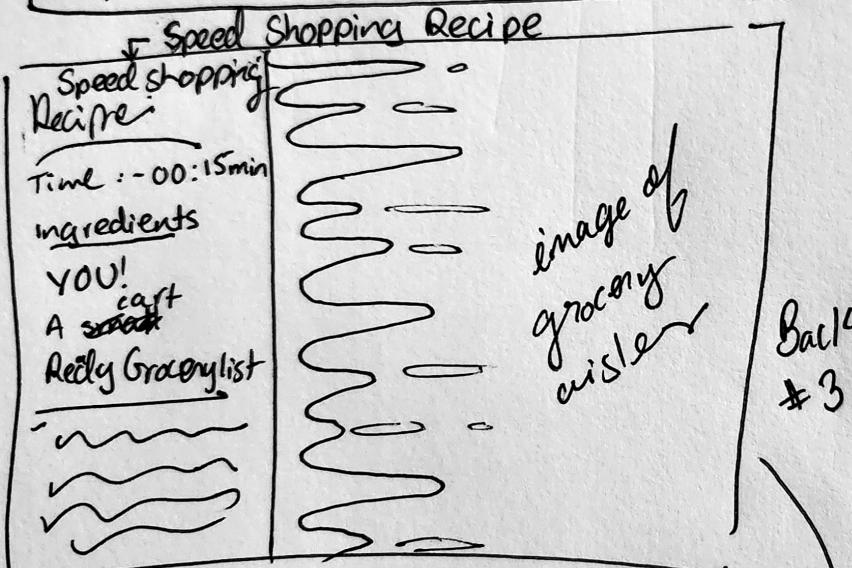


*feathered wood grain background!*

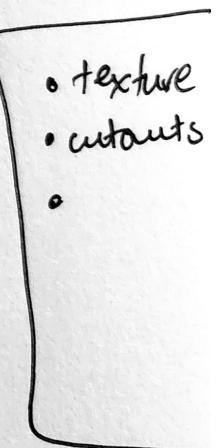
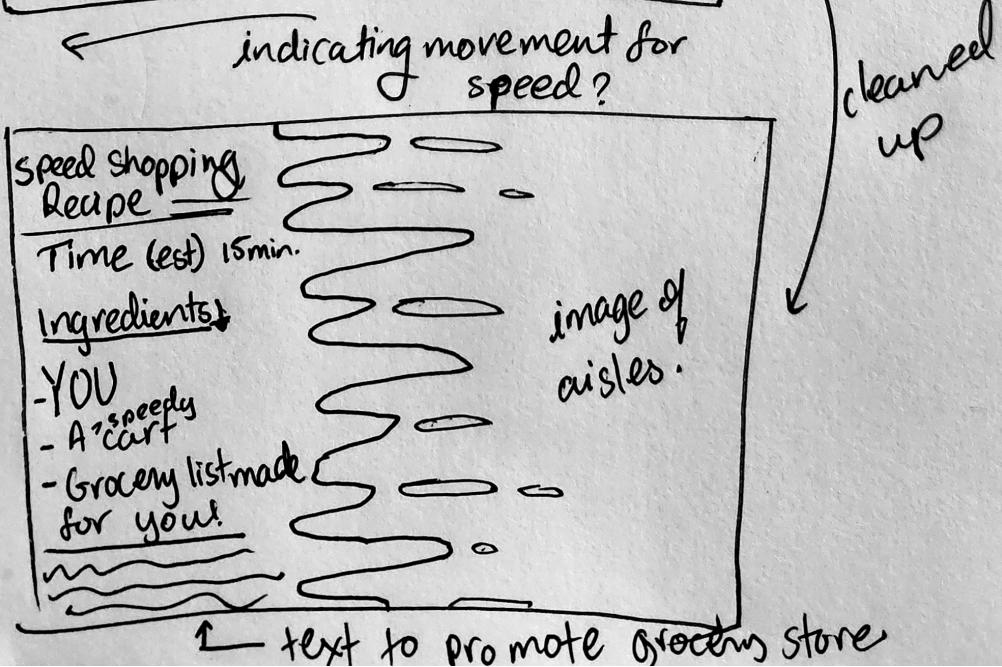
*loop motion*)  
brings you around  
the card

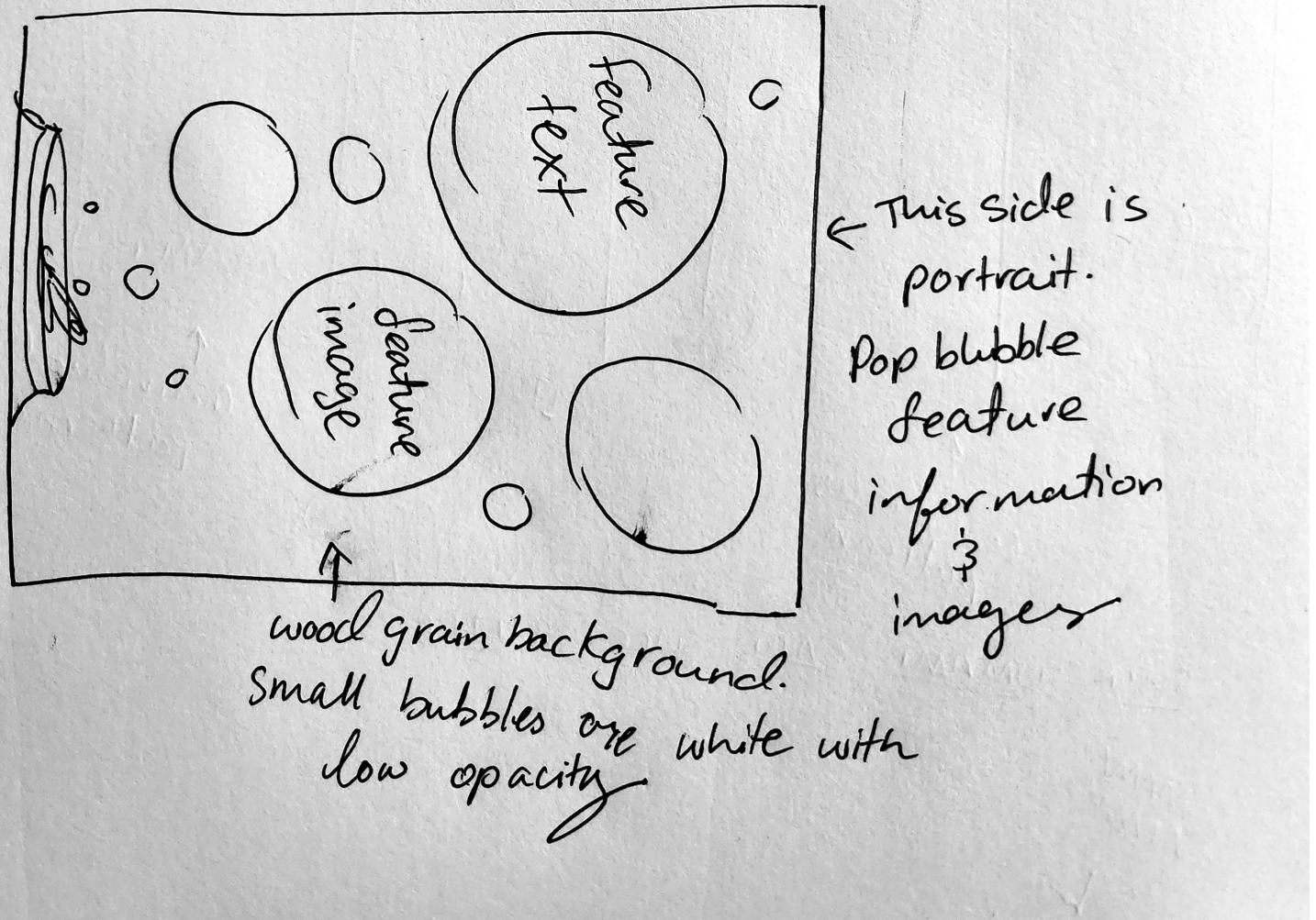
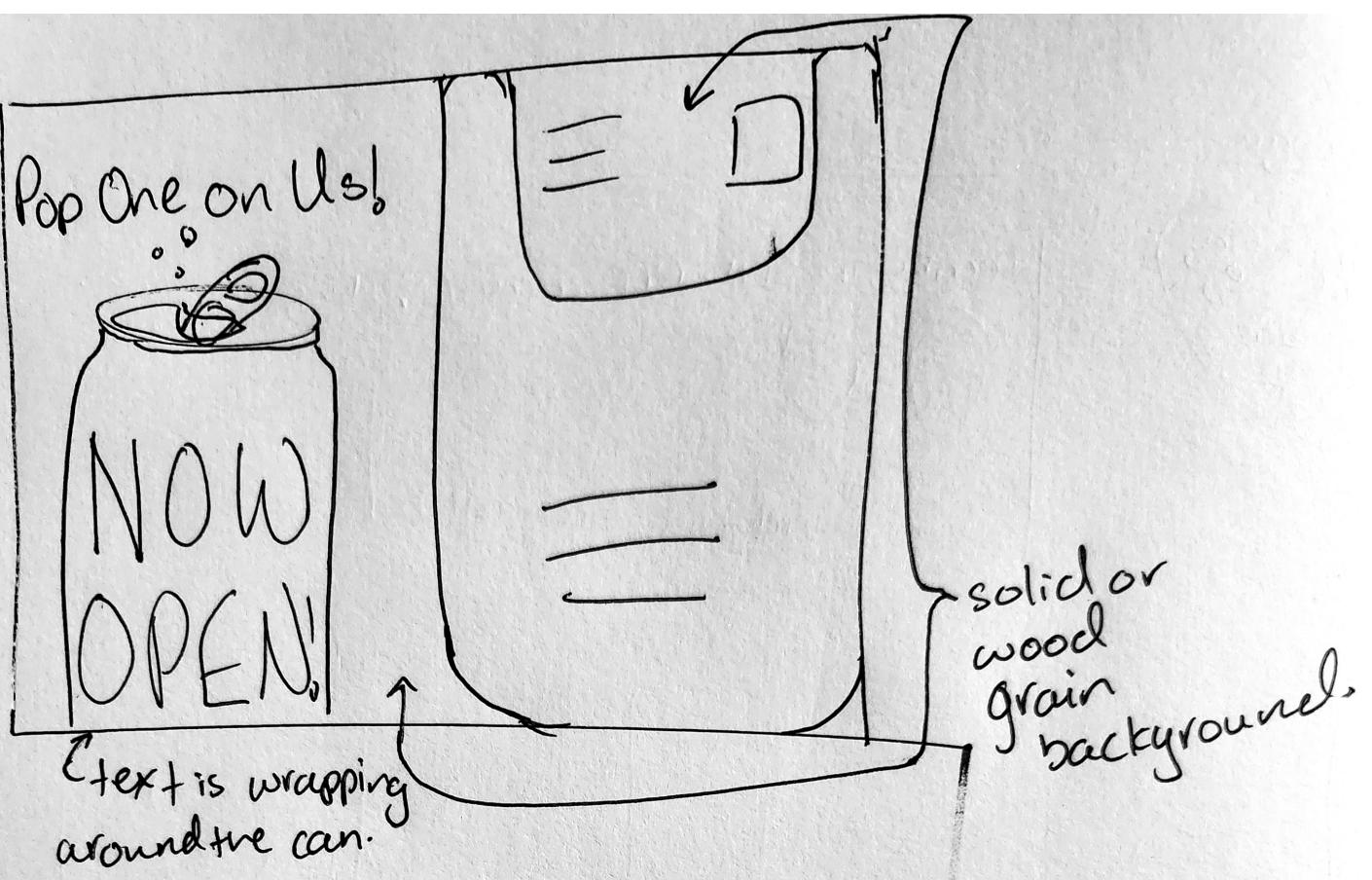


maybe add a texture overlay to the bag with low opacity.

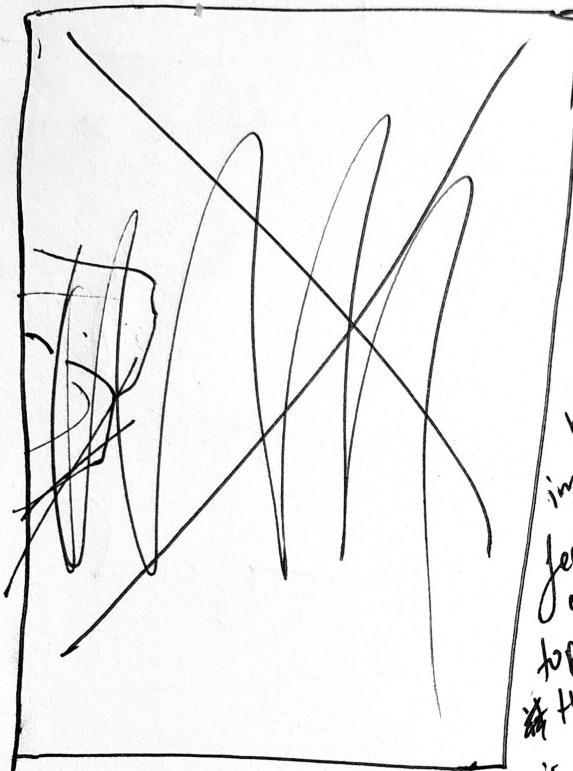


- Canteen offers recipe of the week alongside other main tags



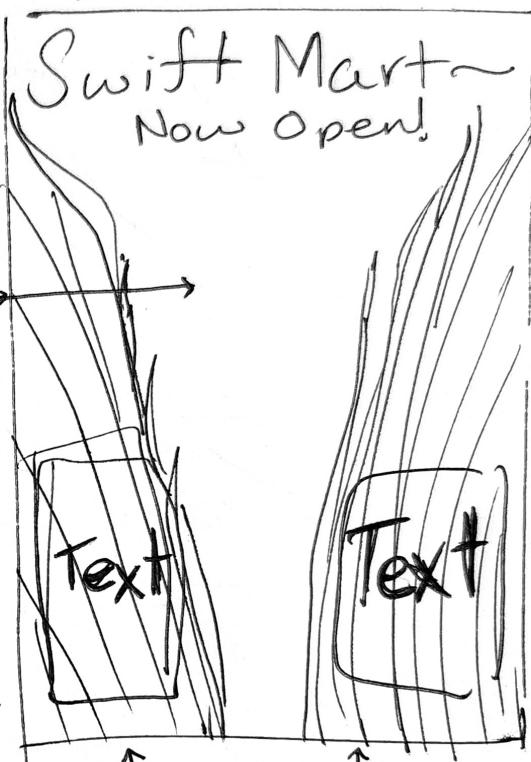


# Window Decals



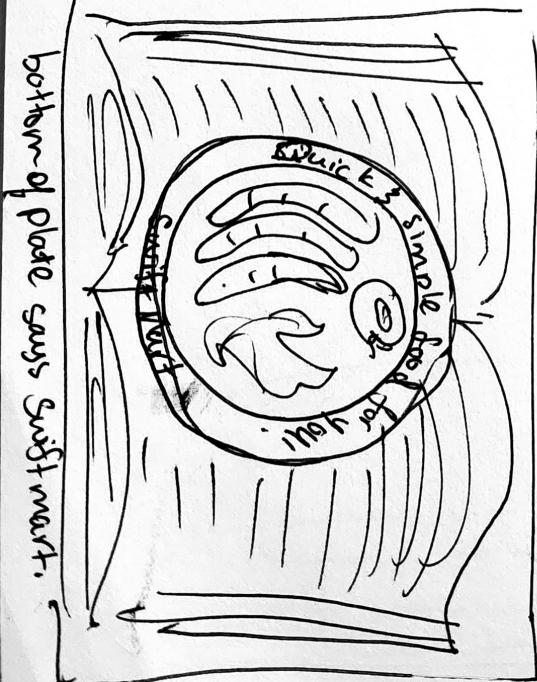
## Some ideas

- Having parts of the decal be translucent. (Probably not possible in terms of print right now)  
→ could just have parts cut out.



Grass will hold text.  
Text.  
Grass is like a gate to the mart.

grass being pushed aside to enter the market.



bottom of plate says Swift mart.  
image of something simple  
of text +  
a plate of food full  
sausage  
hot dogs with  
salad?  
hot dogs with  
salad?

with the Geometry Postcard

