

Assignment 2 - Web Based Project Assignment

Client: Frozen Summer Ice Cream Shop
Designer: Emad Alnaji
Due Date: 13-08-2021



Creative Brief

Background Information:

Ally started her Frozen Summer business in her home three years ago when she went on maternity leave. Grew from catering to friends and family to craft sales and community events. Through word of mouth she became more popular but still just catering for events such as birthdays and weddings on weekends mostly.

Key message:
A flavors
for all your
moods
while being
nutritional
conscience

Current/desired perception:
Business to grow
and to have it set
up in a
store front on
Elgin Street,
Ottawa.

Strategic focus:

Majority of clients are moms and kids; in the future she hopes to take a more masculine approach within a certain line of products and or flavors in order to entice more father clientele?

**tone &
manner:**
ELEGANT,
JOYOUS,
DELICIOUS,
FUN.

Project mandates:

Owner is open to all design options and needs to make a decision on branding before the next big event which is December 11.



Creative Brief

What is the **unique selling point** (USP) of the product or service - Something that the product or service brings to the table that their competition does not.

Creative considerations:

Ally needs to get her name and information out to people. Promote who she is and what she does to the most amount of people and to target remote customers as well.

Objective:

“Basing all my flavors and names on moods is a unique approach, so if you are having a divorce party you could get the salty ice cream mood that is salted caramel with devil food chunks OR if you are having a baby shower you could get the excited ice cream mood that is fudge with confetti cake chunks. I also keep in mind nutrition and make healthier options for health concise individuals.” By the owner.



Persona



Engy Saeed

"I always help patients select a healthy life-style. I spent time analyzing new studies and determine the best option for my clients."

AGE 45
OCCUPATION Dietitian
STATUS Married with two kids
LOCATION Ottawa, ON

GENDER Female
CHARACTOR Health advocate

PERSONA BIO

Engy helped many patients overcome many health issues by changing their diet. She started working as a pharmacy assistant 5 years ago and then she completed her master's in dietician. Engy is also a community contributor, she helps her local community in health awareness and education.

GOALS / NEEDS

- Focus on details with no distractions
- Conduct a safe medical trials
- Bring a life saving, health boost concepts

FRUSTRATIONS / FEARS

- Time constraints
- Trial failure
- Internatlional approvals

MOTIVATIONS

Medical Discoveries
Healthy lifestyle
Professional Development
Social
Environemnt
Incentives

PERSONALITY

Extrovert Introvert
Sensing Intuition
Thinking Feeling
Judging Perceiving

TECH KNOWLEDGE

IT and Internet
Software
Mobile Apps
Social Networks

BRAND AFFILIATIONS

Public Health Ontario | Santé publique Ontario





Persona



Sarah Johnson

"Managing corporate numbers and maintaining good bookkeeping is part of my professional life. I love working with my team and accomplish great work always."

PERSONA BIO

Sarah is a professional accountant with more than 10 years of experience. She's always accurate with numbers and never missed a deadline. Sarah has many great qualities to share.

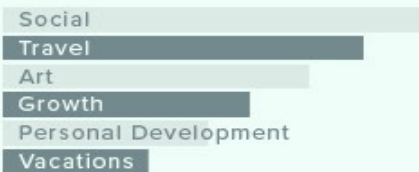
GOALS / NEEDS

- Finish accounting jobs on time
- Reliable Internet
- Healthy meals

FRUSTRATIONS / FEARS

- Tight deadlines
- Germs
- Heights

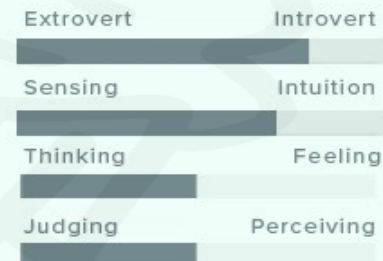
MOTIVATIONS



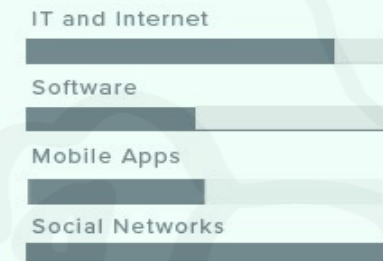
AGE	35
OCCUPATION	Accountant
STATUS	Common-law relationship
LOCATION	Ottawa, ON

GENDER	Female
CHARACTER	Team Player

PERSONALITY



TECH KNOWLEDGE



BRAND AFFILIATIONS





Persona



John Walker

"I train people to build nice bodies and to grow muscles."

AGE	30	GENDER	Male
OCCUPATION	Gym Coach	CHARACTOR	Leader
STATUS	Common-law relationship with one kid		
LOCATION	Ottawa, ON		

PERSONA BIO

John has more than seven years working in fitness rooms and train subscribers to better build their bodies. He understands peoples' needs and perfectly setup training plans. John has influenced hundreds of people to be sustainable and achieve their goals.

GOALS / NEEDS

- Reliable commuting mean
- High calory meals
- Two weekend days

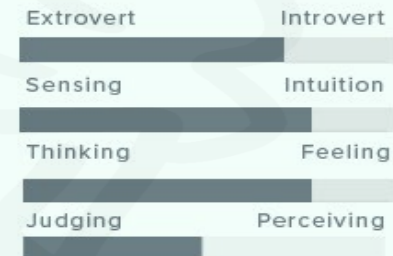
FRUSTRATIONS / FEARS

- Traffic
- Lockdowns
- Plan failure

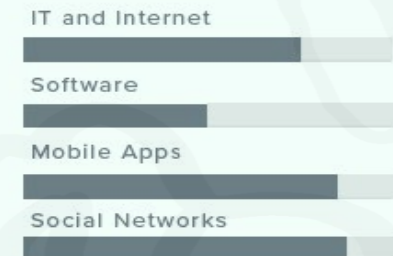
MOTIVATIONS



PERSONALITY



TECH KNOWLEDGE



BRAND AFFILIATIONS





Moodboard

Color Pallet 1

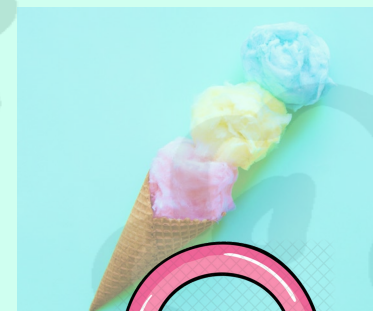
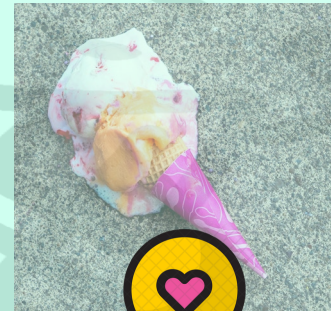
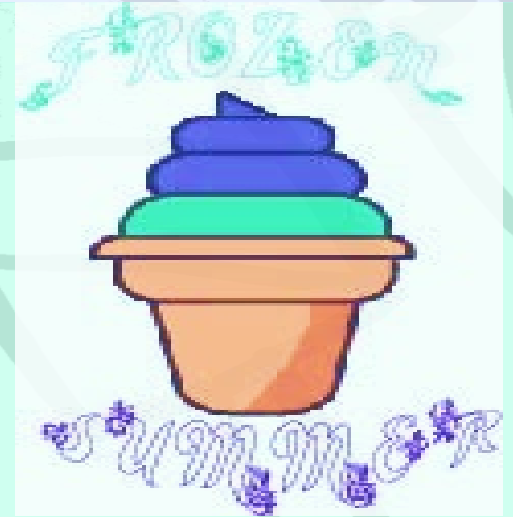


Font guide choices

	Main Title	<h1>	<h2>	<P>	Links
Choice#1	Bookman Old Style (Size: 18)	Century Gothic (size:16)	Raavi (size:14)	Calibri (size: 12)	Bahnschrift Light (Size:12) www.google.ca

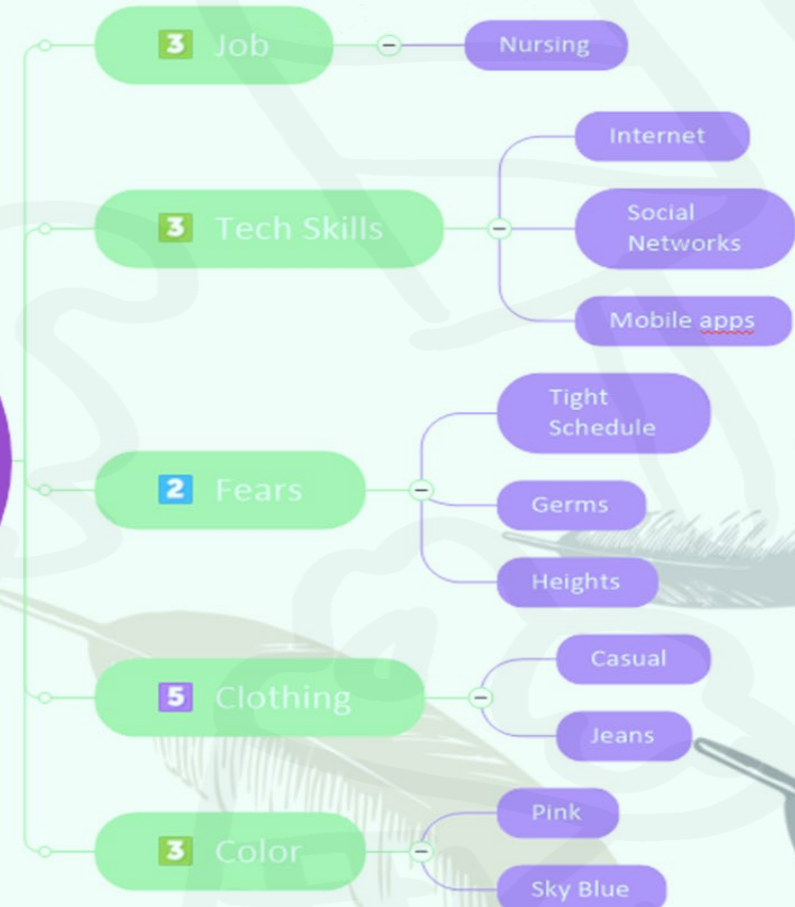
A flavor for all
your moods.

Make your
summer
freeze!



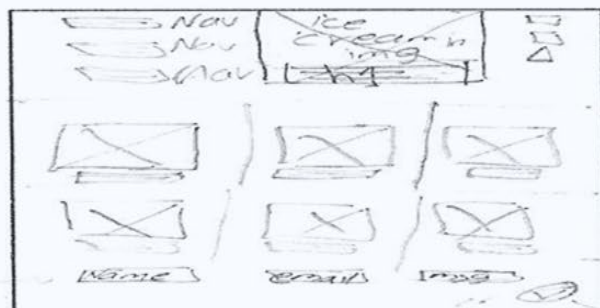


Mindmap

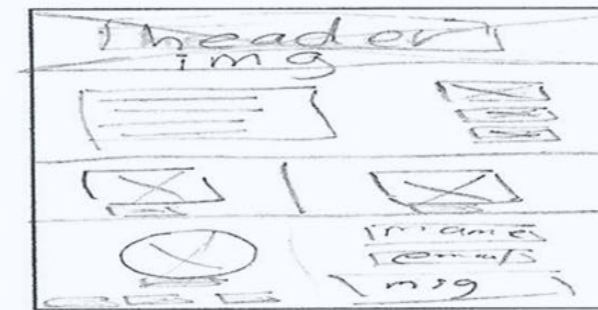
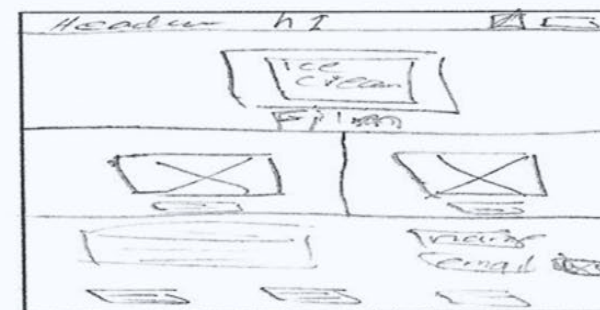
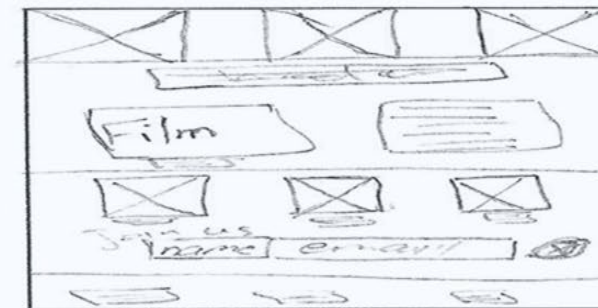
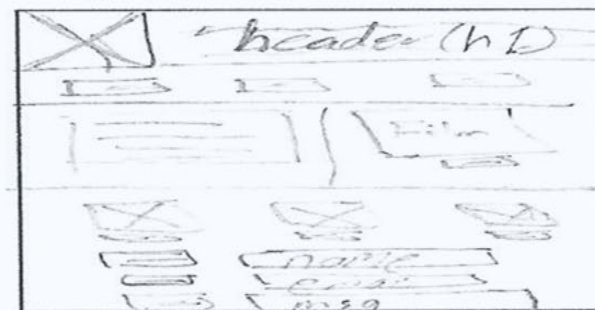
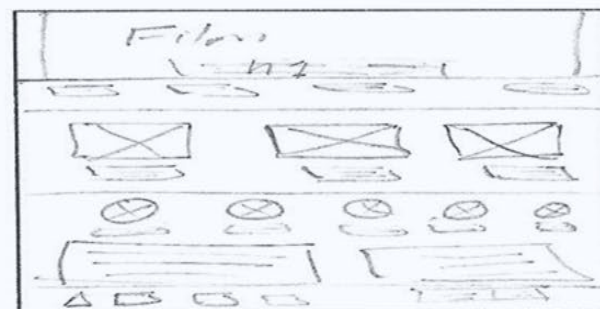
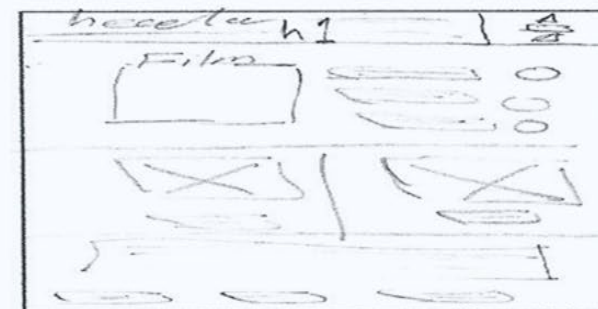
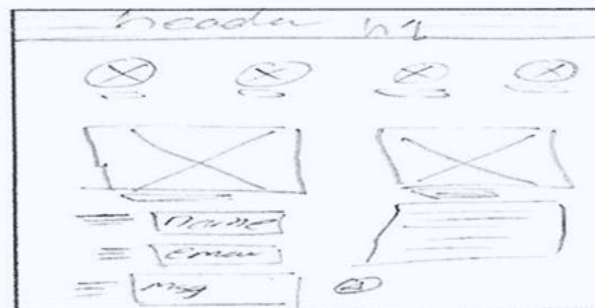




Thumbnail

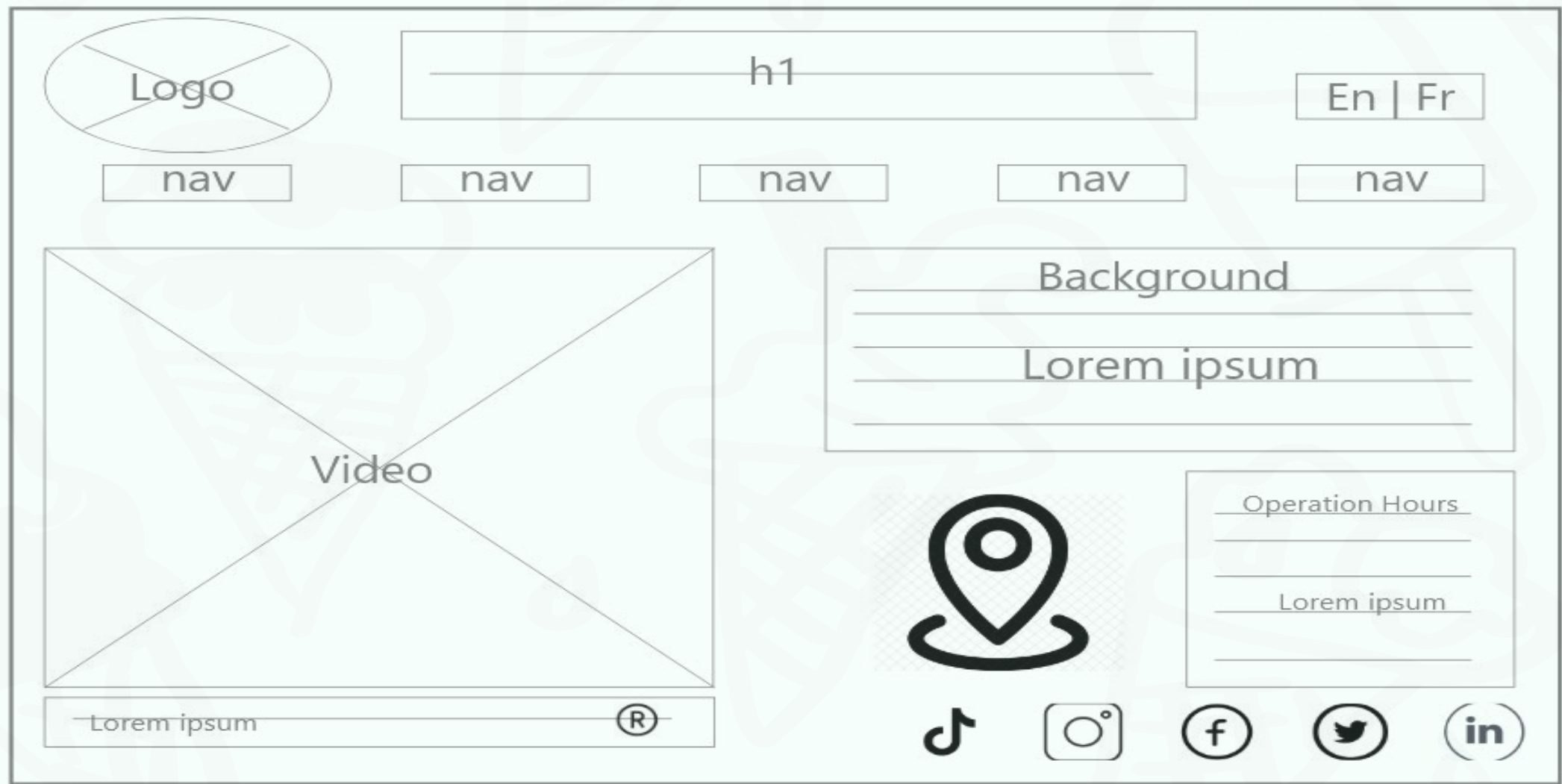


submit





Low-Fidelity



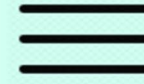
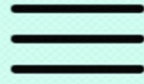


High-Fidelity



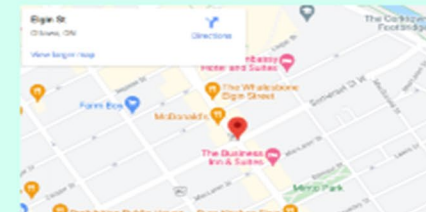
Frozen Summer Ice Cream

En | Fr



Background

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Hours of Operation

Monday - Friday 10:00 am to 11:00 pm
Saturday - Sunday 11:00 am to 09:00 pm

Frozen Summer Ice Cream

