

PROCESS BOOK

Da BOMB Bath Fizzers

Dabombfizzers.com

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Web Design Principles
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Purpose of site:

Da Bomb Bath Fizzers is a bath bomb company that was started by two sisters in a suburb of Minneapolis. What sets them apart are the fun scents and the fact that every “bomb” has a surprise inside. This website will be informational as well as having specific information for the customer on where they can purchase these bath bombs. The information a customer could find out on this site would be about the different kinds of bombs, the surprises that could come inside of the bath bombs and other offerings. This product is sold online and in stores my plan would be to have a map with pinned points as a graphic as to where you can find the bombs in person, as well as a list with addresses and links for easy copying and pasting in to a maps service.

Target market:

Bath bombs have not been sold as main stream products for very long which is why only the younger generations mostly know about them. This product is for everyone though, and if designed and marketed correctly even men might start to take notice. A main point about these bombs that is pointed out is the fact that they are a “clean fizz” these creators take pride in the few ingredients they use to make the product. This “organic” if you will approach attracts a very specific crowd as well. With production being right here in Minnesota, buying local is also a widely used mantra in marketing.

Inspiration links:

<http://www.lushusa.com/bath/bath-bombs/>

On their website they claim to be the “original” bath bomb company and the main page about the bombs is directly an e-commerce site which could be an interesting route to take.

<http://www.bathandbodyworks.com/c/body-care/bath-fizzies-bubble-bath>

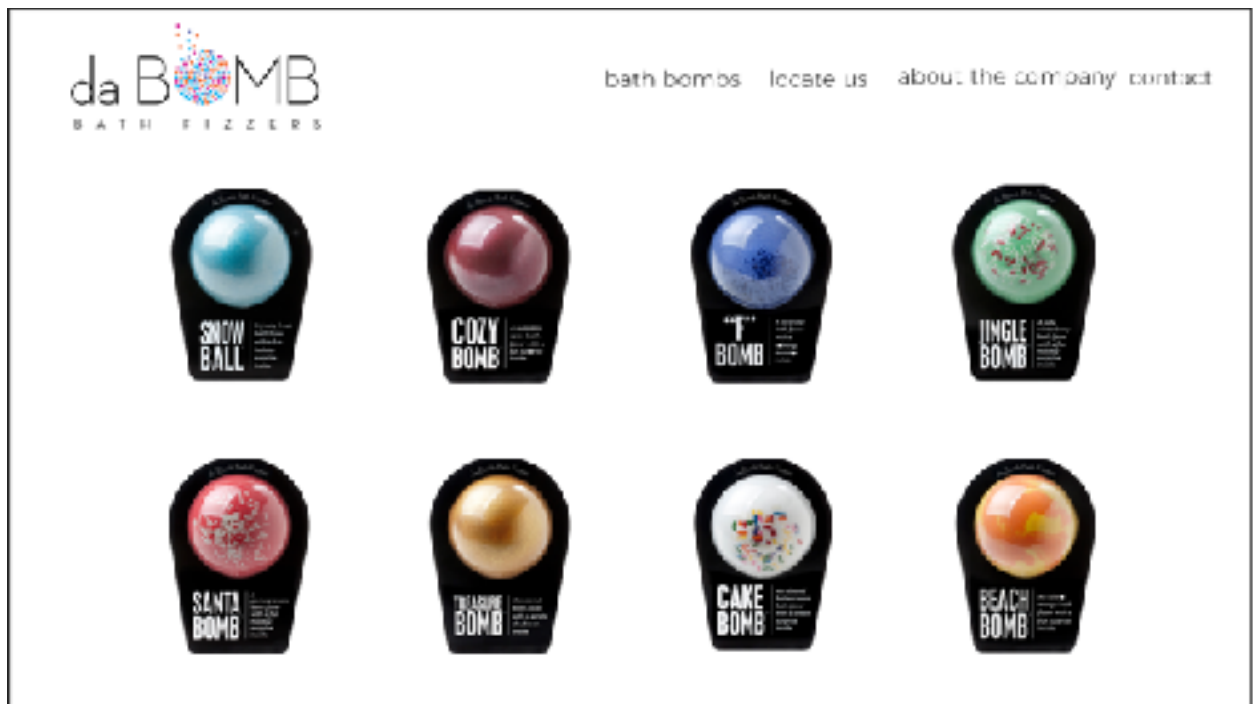
This one again is directly a page on a site that is driving sales as the main cause. Both of the sites I have researched so far have been large retailers. Da Bomb being a smaller and privately run business I would be able to have more fun with the advertising of the product unlike both of these sites.

Communication strategy

I plan on having a very clean layout with minimal color. The website will be mostly made up of photos displaying the product but finding a fun way to include information about the company, the sisters who started the company, and where you can go to find out even more/purchase the product. I also plan on having the site be responsive for mobile devices as well, this will help customers when they are on the road and need addresses of where they can find these bombs in person if they don't have time to order online.

MOCKUPS

VERSION 1 - Desktop



Version 1 - Tablet and Mobile





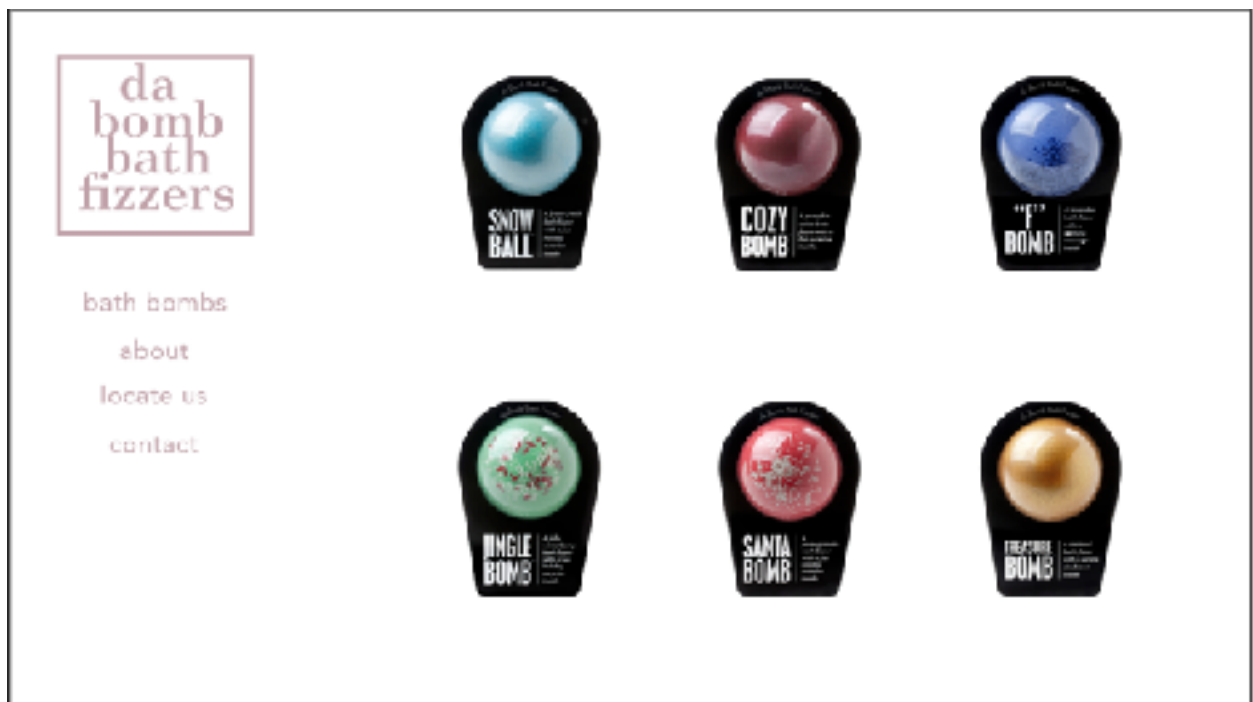
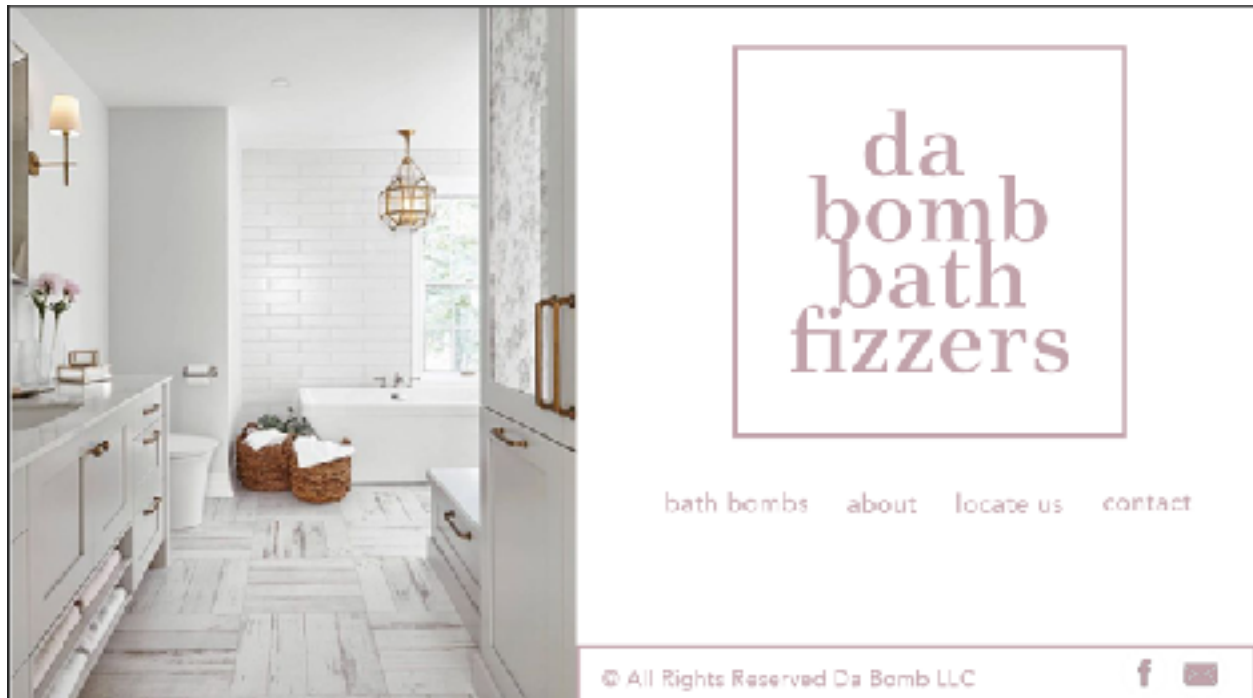
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Version 2 - Desktop



Version 2 - Tablet and mobile



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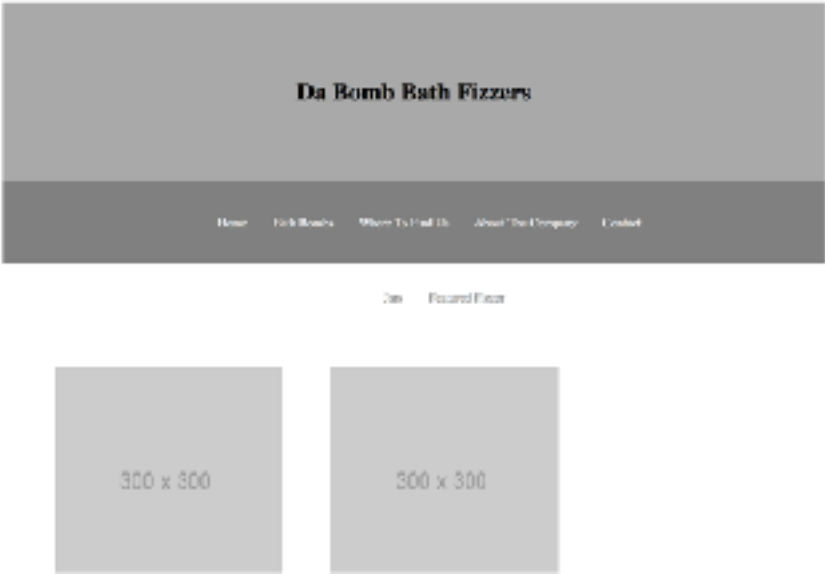
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WIREFRAMES



SITEMAP

