



# THE WICKED SWEETS BAKING COMPANY

## WEBSITE PROPOSAL - BRUCE BENSON

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## INTRODUCTION - CREATIVE BRIEF

### BACKGROUND

The Wicked Sweets Baking Company is a private start-up company that produces pastries- primarily cupcakes, for distribution in the Tacoma area.

As a new company, the Wicked Sweets Baking Company does not have the capital to invest in running and maintaining an e-commerce site, and instead will use an email client as the primary ordering mechanism.

### TARGET AUDIENCE

Women between the ages of 25-45

Income between \$36k -90K/annually

General awareness of food issues (organic, gluten, allergies, etc.)

Has a sweet tooth

### OBJECTIVES

To convey the attitude of the business (an amalgamation of cool, with some hipster undertones). Use photography to showcase the products.

### OBSTACLES

Finding the balance between not having an ecommerce site and still having people able to order products (but having to vet orders against ability to increase inventory).

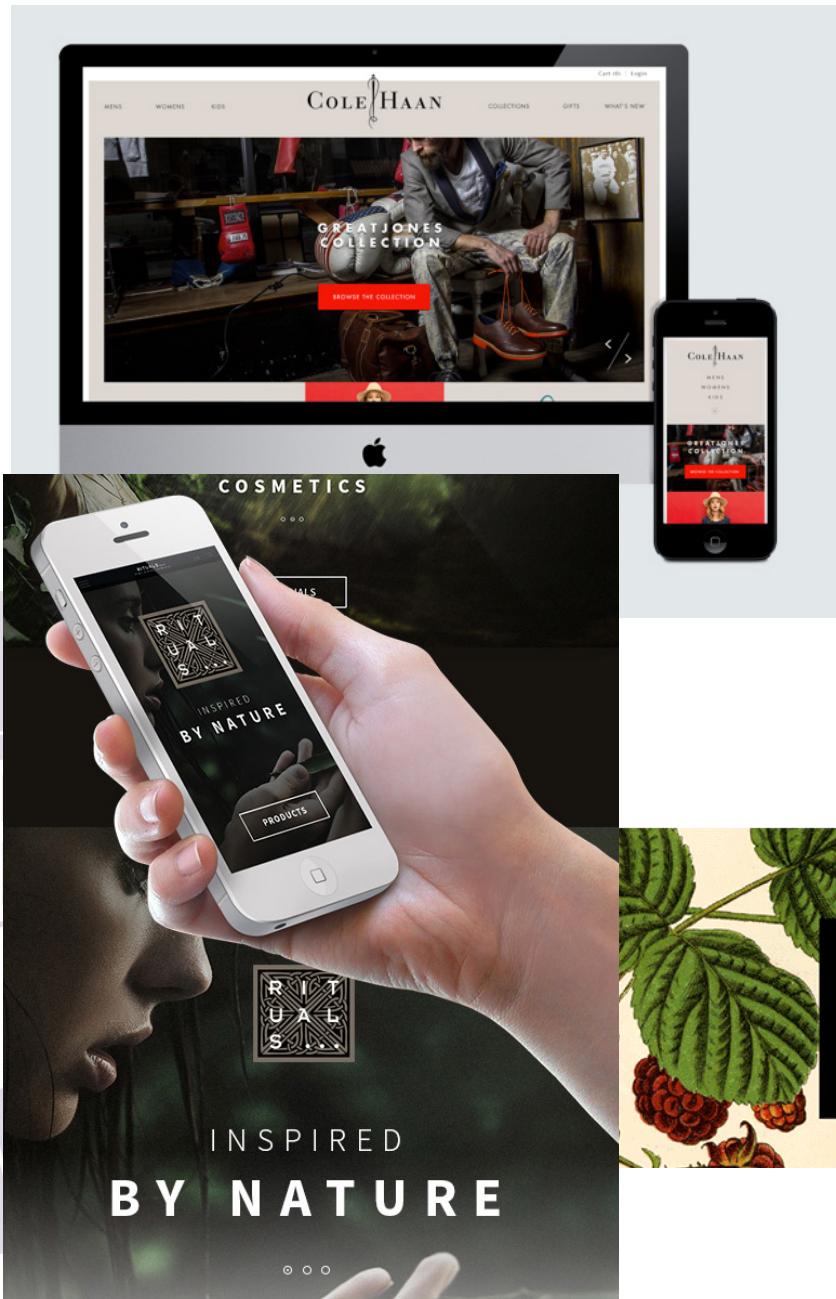
### TONE

Organized content and muted user interface colors to accent the bright color cupcake photography showcased in the website.



BAKING CO.

## INTRODUCTION - MOOD BOARD



BREATH AGENCY  
INTERIOR STUDIO

Pricing / Clients      Blog / Contact us

HOME      OUR SERVICES      ABOUT US      OUR PROJECTS      CONTACT US

WE DO AWESOME THINGS

SEE MORE PROJECTS

OUR SERVICES

WE ARE WINNING AGENCY

UR SERVICES

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MATERIALS &  
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MODERN &  
INSPIRING IDEAS

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READ MORE

READ MORE

READ MORE

## COMPETITIVE ANALYSIS - INDIVIDUAL ANALYSIS

### WANNA CUPCAKE?

<http://www.wannacupcake.com/>

The screenshot shows the homepage of Wanna Cupcake's website. At the top, there is a navigation bar with links for "Home", "Menu", "Services", "Pricing", "Online Ordering", and "About Us". Below the navigation is a large image of several cupcakes with pink frosting and black and white zebra stripes. To the left of the image is a text overlay that reads "Scrumptious Gourmet Cupcakes, Specialty Cakes & more...". To the right of the image is another text overlay that says "Order your Holiday Cupcakes, Specialty Cakes & other Sweet Treats from Wanna Cupcake? to make your Holiday Celebrations a Success! From Small At-Home Gatherings to Huge Community Events, Wanna Cupcake? has got you covered!".

WANNA CUPCAKE is a cupcake bakery storefront, located outside Tacoma, between Sumner and Puyallup.

Their online storefront is a variation of the Wicked Sweets model, requiring at least 48 hours notice lead time to satisfy an online order, and require a minimum order of a dozen per type of cupcake ordered.

Due to their proximity, they are a direct competitor.

### DESIGN

Color Scheme      Dark Lime/White

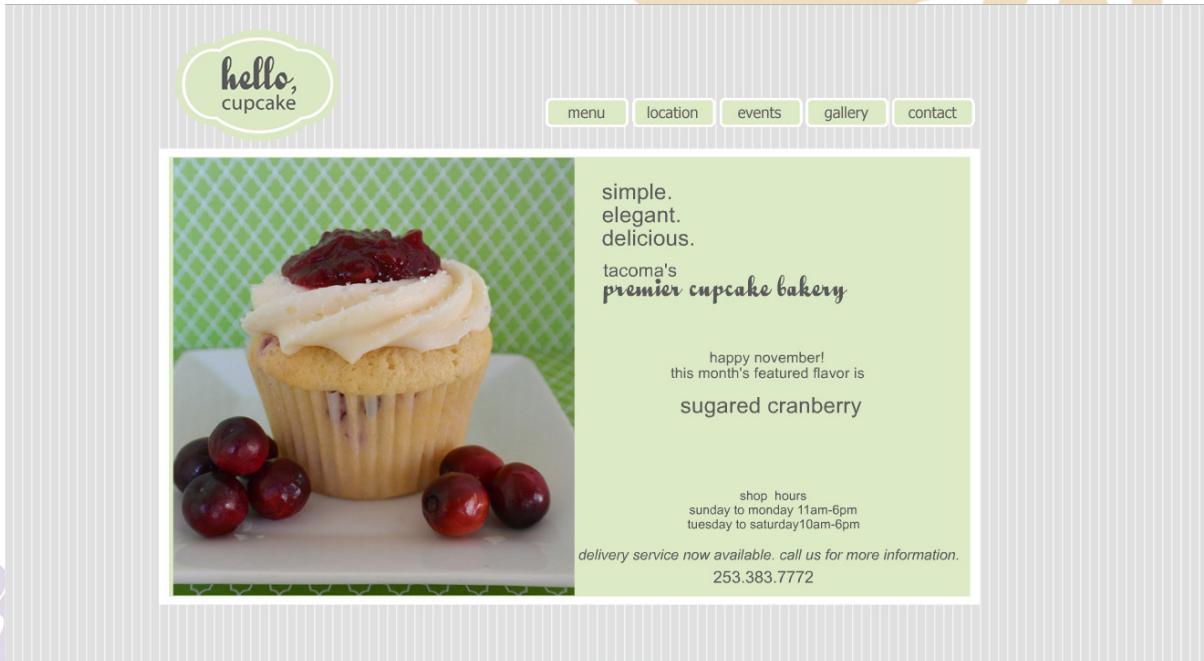
Navigation      Left, Vertical

Scrolling Site      Yes

## COMPETITIVE ANALYSIS - INDIVIDUAL ANALYSIS

hello, cupcake

<http://www.hello-cupcake.com/>



hello, cupcake is a cupcake storefront in downtown Tacoma.

They do not have an online store, and use their physical store to sell to the customer like a restaurant. Orders may be placed only during business hours on a dedicated phone line.

Due to their proximity, they are a direct competitor.

### DESIGN

Color Scheme      Gray/Light Green

Navigation      Top Left, Horizontal

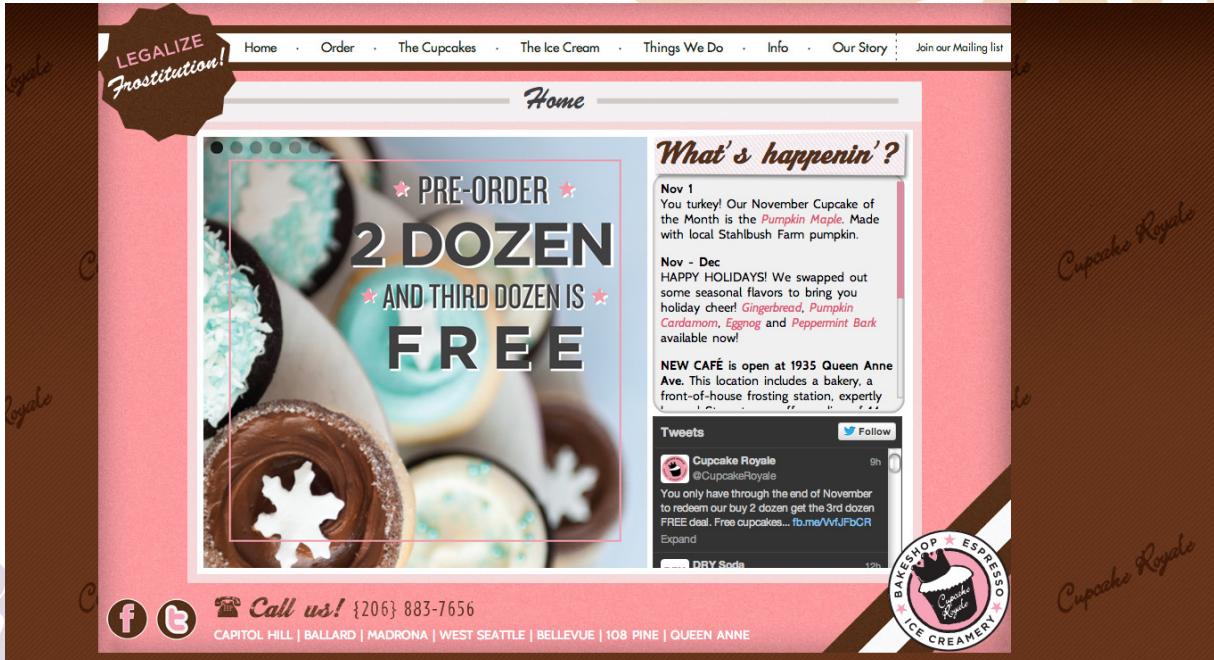
Scrolling Site      No

BAKING CO.

## COMPETITIVE ANALYSIS - INDIVIDUAL ANALYSIS

### Cupcake Royale

<http://www.cupcakeroyale.com/>



Cupcake Royale is a baking company with five locations in Seattle and one in Bellevue that specializes in cupcakes, much as their name suggests.

They operate a full ecommerce site, allowing for ordering, account creation, and automatic scheduling, as they have the resources to fulfill orders (they have the inventory on hand).

They are not a direct competitor as their business is too far away.

## DESIGN

Color Scheme      Pink/Brown

Navigation      Top Center, Horizontal

Scrolling Site      No

## USER SCENARIOS - PERSONAS

KELSEY  
AGE: 24



Kelsey is a recent college graduate, who regularly shops at Whole Foods even though it's too expensive for her salary as a part-time bank teller.

She's been a vegan for six months, an easy transition since she became a vegetarian during her senior year of high school after a bad break-up.

Kelsey is a big Dave Matthews fan, and met her current girlfriend during one of his concerts at the Gorge. She has looked, albeit briefly, for businesses that could provide birthday cakes that meet her dietary restrictions.

RHONDA  
AGE: 36



Rhonda is a self-described foodie, and enjoys cooking in her spare time. She discovered this passion while on a trip to Europe she won competing on a very popular game show, that may have been hosted by Drew Carey and involved a kitchenette.

Her boyfriend, a dental assistant, has an acute nut allergy, which, with his lactose intolerance, has limited the amount of time they spend eating Pad Thai, one of her favorite dishes.

Rhonda is always on the lookout for foods they can enjoy together.

TAMMY  
AGE: 45

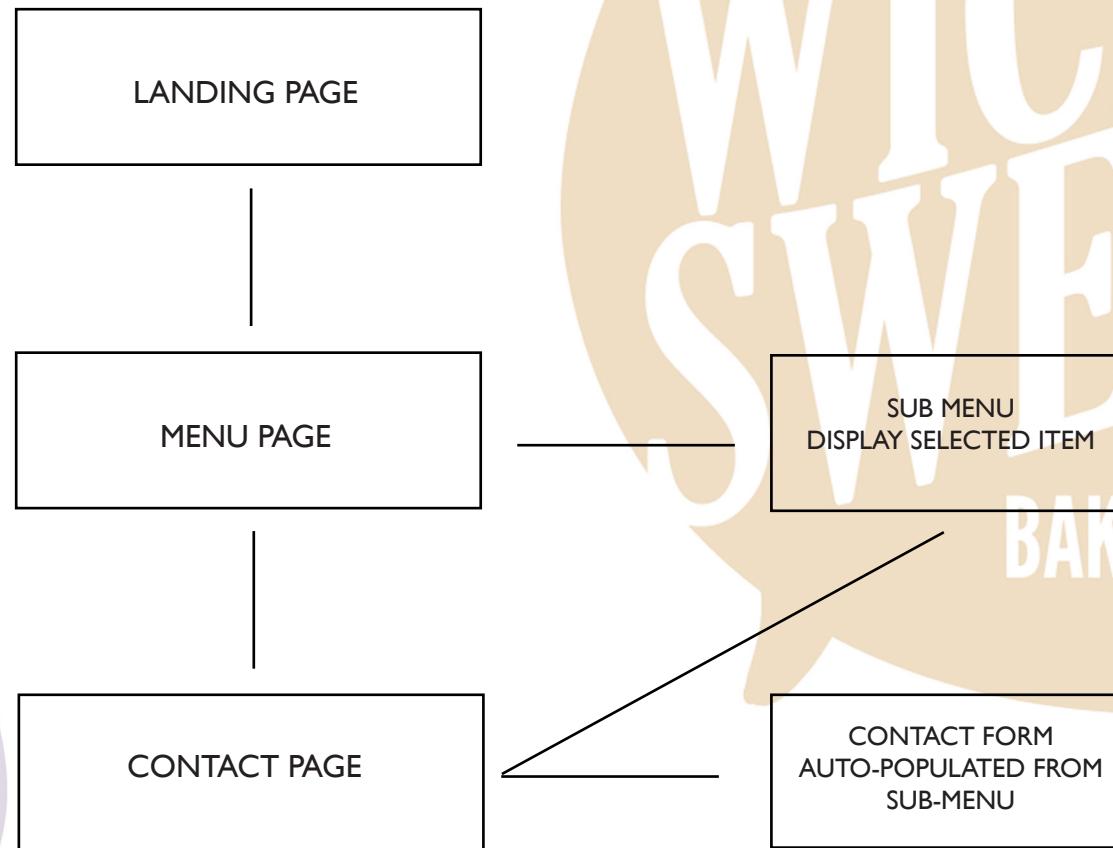


Tammy is a stay at home mother of three children, all of whom play some form of organized sports. One year ago she lost 20lbs while watching the Biggest Loser, and has since bought every Jillian Michaels book published.

With her semi-active lifestyle, she aims to eat healthy, and has recently considered eating gluten free.

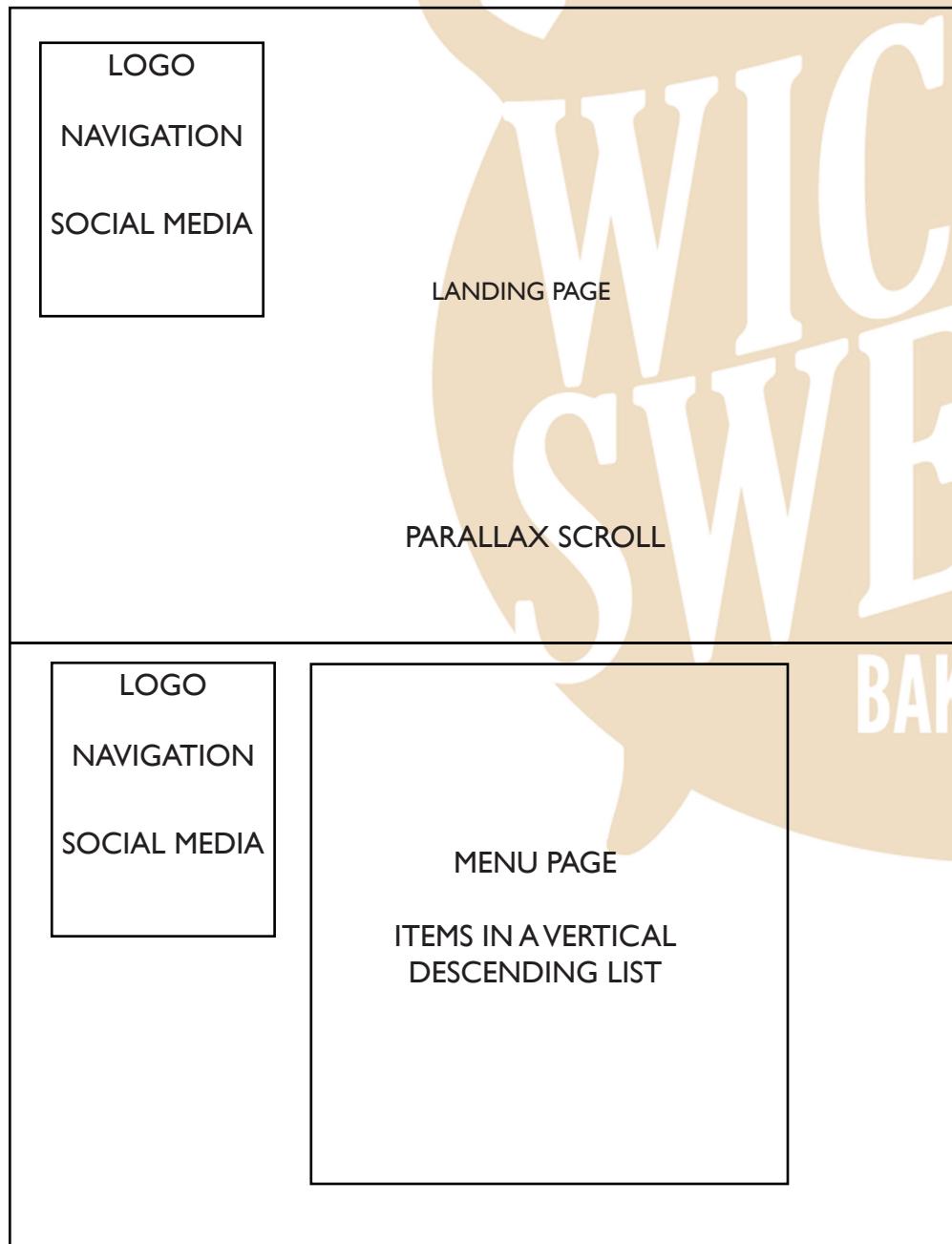
Tammy's got something of a sweet tooth, and has been browsing a variety of recipes and restaurants that provide organic as well as locally-sourced food.

SITE MAP - **USER FLOW**



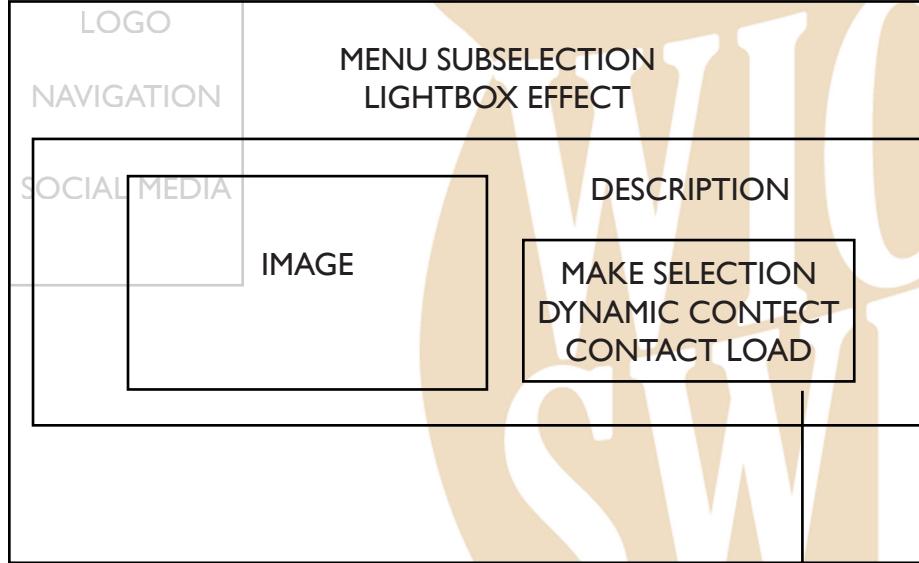
## LOW-FIDELITY WIREFRAMES - LANDING PAGE/MENU PAGE

FIXED HEADER  
15-20% WIDTH

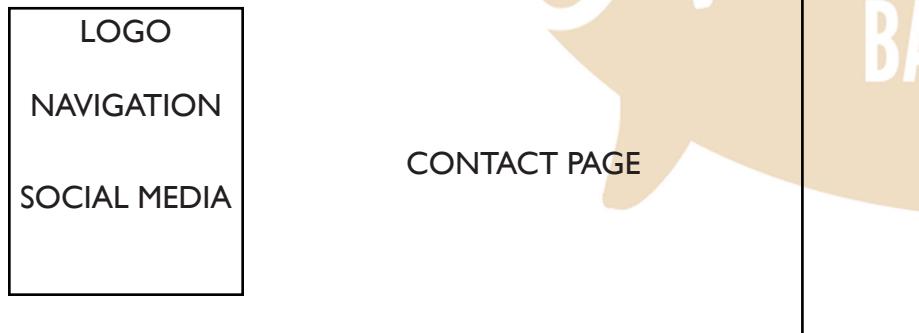


## LOW-FIDELITY WIREFRAMES - MENU ITEM SELECT PAGE/CONTACT PAGE

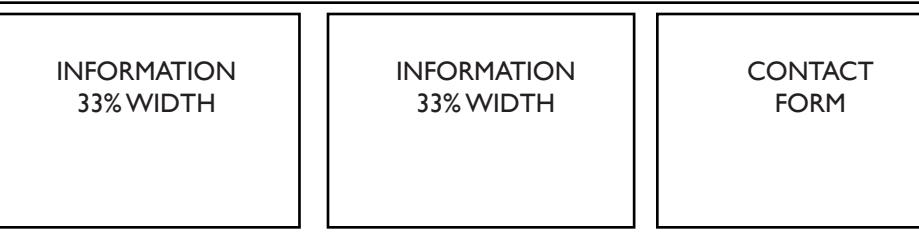
FIXED HEADER  
15-20% WIDTH



SELECTED ITEM  
75-85% WIDTH



FIXED HEADER  
15-20% WIDTH



BACKGROUND  
FADE ON  
LIGHTBOX  
EFFECT





**WE USED LOCALLY SOURCED  
INGREDIENTS TO CREATE ORGANIC,  
GLUTEN-FREE, AND VEGAN CUPCAKES**

THIS MONTH'S FLAVORS:

- CHOCOLATE
- VANILLA
- PEANUT BUTTER
- BOSTON CREME
- S'MORES
- STRAWBERRY

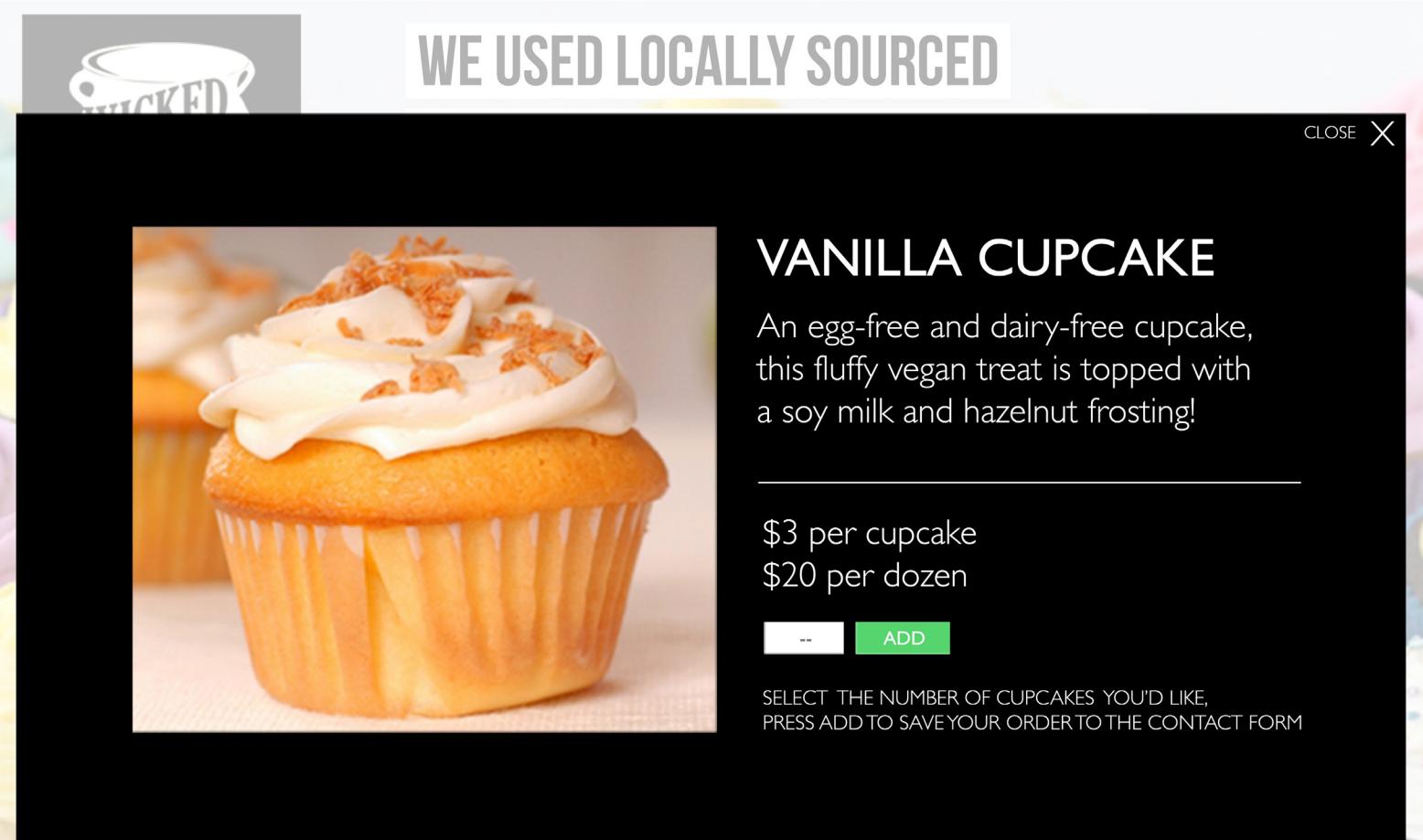
**WICKED SWEETS**  
BAKING CO.

**MENU**  
**CONTACT**

f    t

WE USED LOCALLY SOURCED

CLOSE X



**VANILLA CUPCAKE**

An egg-free and dairy-free cupcake, this fluffy vegan treat is topped with a soy milk and hazelnut frosting!

---

\$3 per cupcake  
\$20 per dozen

-- **ADD**

SELECT THE NUMBER OF CUPCAKES YOU'D LIKE,  
PRESS ADD TO SAVE YOUR ORDER TO THE CONTACT FORM



**WE'D LOVE TO HEAR FROM YOU!**  
**FEEL FREE TO SHARE YOUR THOUGHTS,**  
**COMMENTS, AND SUGGESTIONS!**

### SPECIAL RECIPES

We're more than happy to help create your custom recipe or develop a special treat for your special event!

### ORDER PROCESSING

We generally ask for 24-48 hours to process your request, though in a pinch, we may be able to expedite your treats out the door!

### DROP US A LINE!

You can reach us at the numbers and address listed below, and be sure to follow on facebook and twitter for special announcements!

kendall@wicksweetsbaking.com

(360) 000-0001  
(360) 000-0002



### YOUR ORDER

We appreciate your patronage! You should receive an email confirmation within the next 10-15 minutes!

SEND

## BIBLIOGRAPHY - SOURCES

Photos courtesy:

Wicked Sweets Baking Company

<http://www.wannacupcake.com/>

<http://www.hello-cupcake.com/>

<http://www.cupcakeroyale.com/>

[http://peasinablog.com/wp-content/uploads/2012/03/6310460514\\_74a5231724\\_o.jpg](http://peasinablog.com/wp-content/uploads/2012/03/6310460514_74a5231724_o.jpg)

[http://www.jayrusovichlive.com/wp-content/uploads/2010/04/soccer\\_mom.jpg](http://www.jayrusovichlive.com/wp-content/uploads/2010/04/soccer_mom.jpg)

<http://3.bp.blogspot.com/-YgNHdsi7cCE/TcgguWLfBbI/AAAAAAAAlpU/MYB-tT8w3aA/s1600/KRISTI%2BONEAL.007.JPG>

