

Project Name: **Twisted Churro Website**

Designer Name: **Elizabeth Cape**

Due Date: **December 5th 2019**

Client Name: **Barbra Flour**



CREATIVE BREIF

Key Message

- Freshest and tastiest pastries in Ottawa
- Open year round from 5am-11pm
- No better bakery service in Ottawa
- Has world renowned baking classes so everyone can be their own pastry chef
- Offers gluten free and peanut free pastries for those with allergies to include everyone in on the deliciousness of their baked goods

Current / Desired Perception

- Most popular bakery in the Byward market
- Known City wide for the best Churros and the
- home of Churro's in Ottawa
- Would like to become popular to tourists in Ottawa that visit year round
- Would like to open three more locations one in the east end, the west end as well as the south end.

Strategic Focus

- Put posters/Ads on buses and residential areas that show our bakery/ cafe and a few engaging pictures to bring in customers
- Have representatives bring samples to busy malls and streets downtown to give customers a free taste of our delicious pastries

Tone & Manner

- Friendly and calming environment and always welcoming
- We strive for the best customer experience and to never feel unwelcome or uncomfortable
- Amazing quality pastries and always baked fresh in the morning and thought the day (No false advertisements
- No chemicals or frozen ingredients all fresh daily
- Calming environment often used to study by university and college students

CREATIVE BREIF

Projects & Mandates

- Have Mood board and Personas done by Friday November 29th 2019
- Have love fidelity website done by Monday December 2nd 2019
- Have a detail high fidelity website layout by December 5th 2019

Unique Selling Point

- Baking class are offered which have never be done before and may attract customers who have always wanted to learn how to bake
- Offers service late into the night and earl in the morning
- Bakers special offers fun new pastries for customers to try
- Large space and has a studying nook for all the students that come by and study there
- They offer table as well as a bar for quick service for those who are in a rush

Emotional Benefit

- Offers a quite, clam, warm space for university students who are trying to escape the stresses of school and focus on their work in a positive environment
- Is a great way to start your morning with a refreshing peaceful environment and a nice warm pastry and freshly brewed coffee
- Many customers are very pleased with their service and environment in the bakery/cafe

Strategic Plan / Objective

- To have a website that shows amazing photography of their store as well as a menu that shows everything you need to know about their pastries as well as their beverage menu
- Have an easel accessible but also simplistic website that does not over well the customers and gets the main point across – their delicious pastries and beverages made to perfection and well priced and made

MOOD BOARD



Aa Zz

Sweetgentle Free.otf



New Color

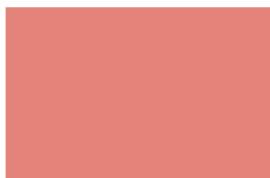


New Color 2

Aa Zz



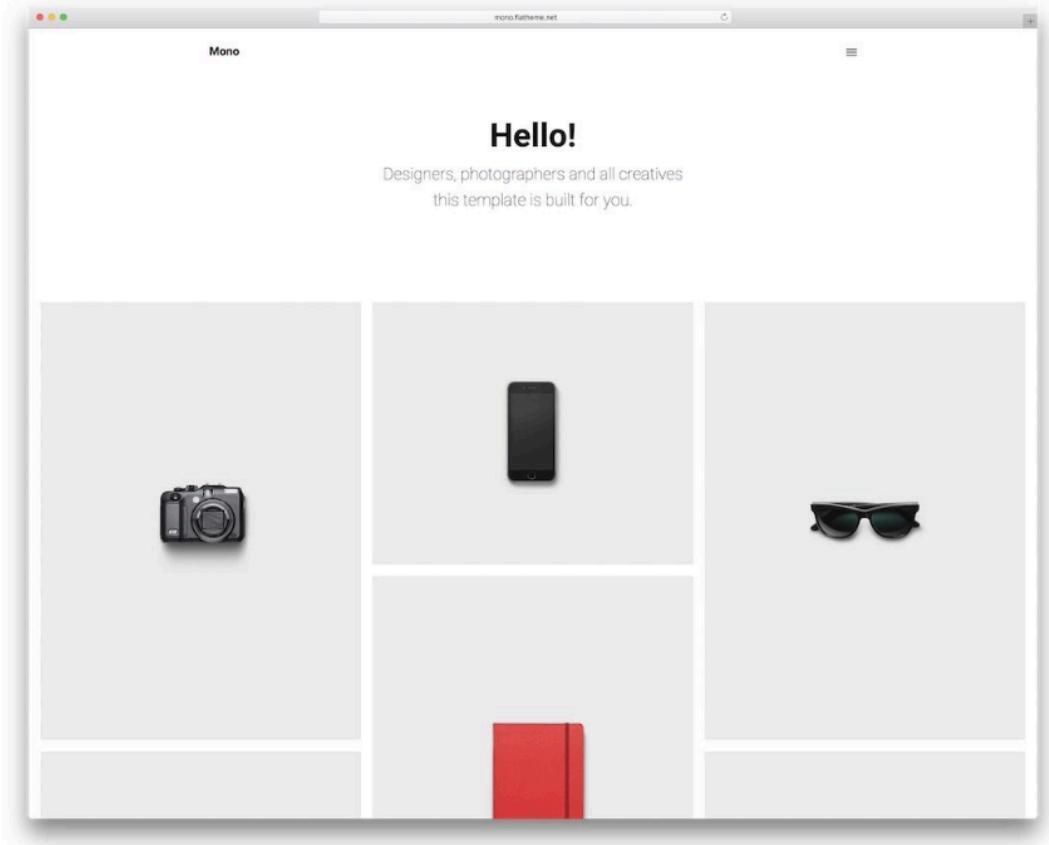
New Color 3



New Color 5

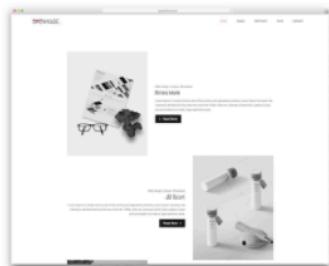
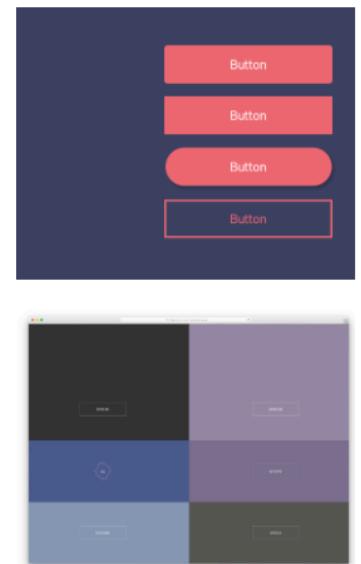
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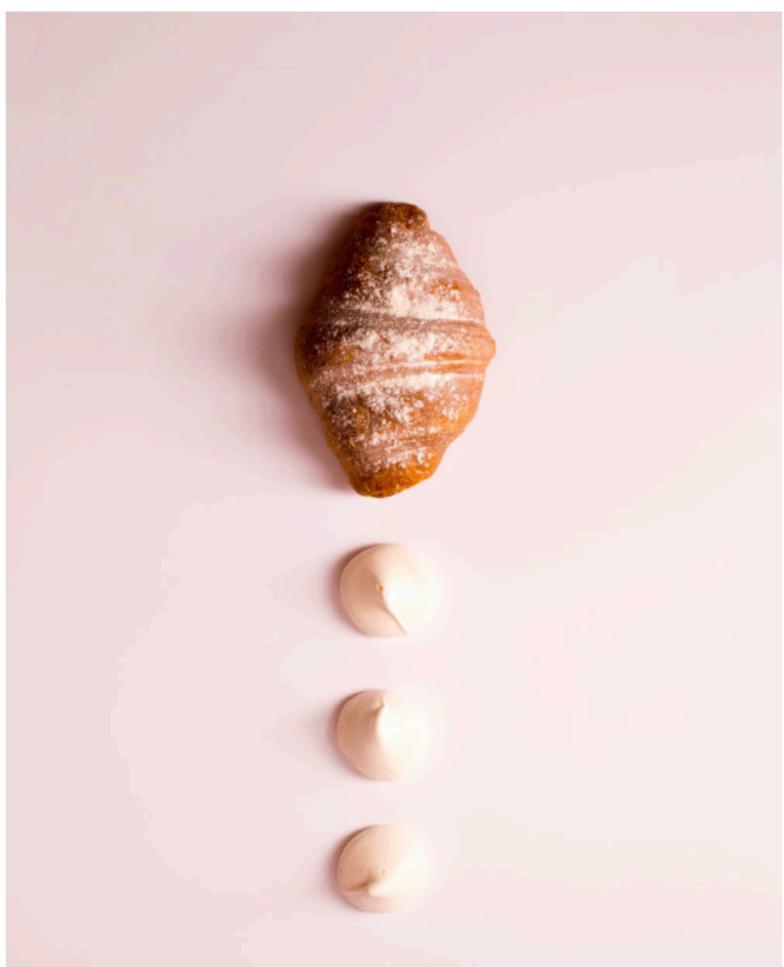
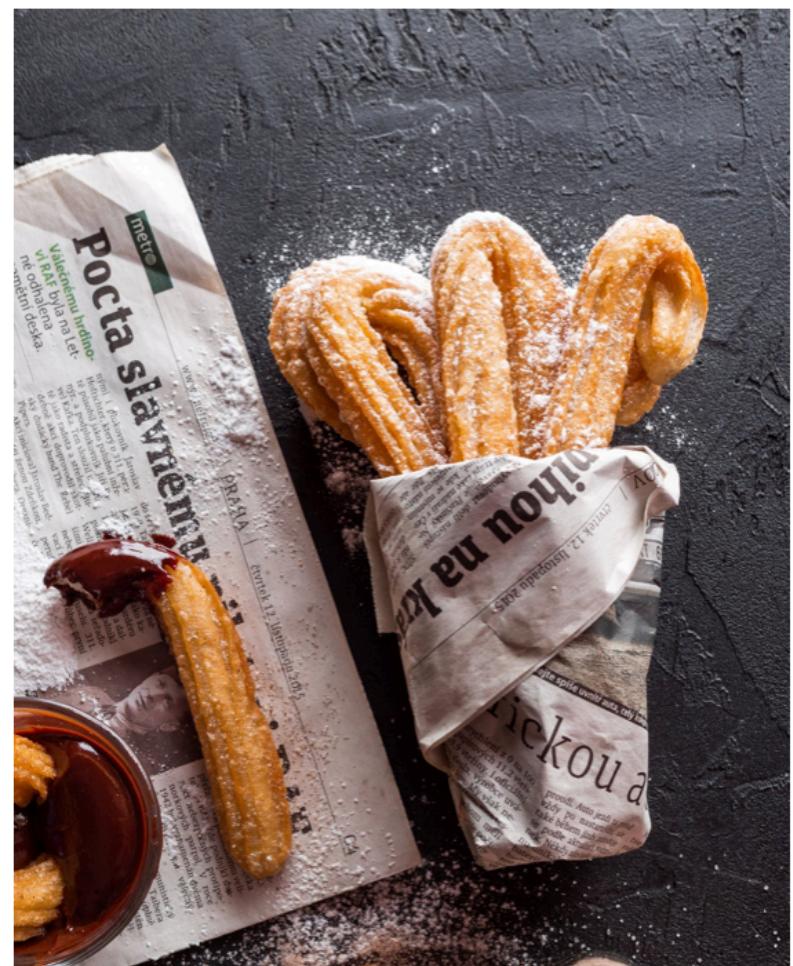


Aa Zz

KiyanaDisplay-UltraLight....



A large screenshot of a website template titled "KELLY". The main content area features a large image of a watch and its box. The sidebar on the left is dark and contains navigation links: Home, Branding, Design, Identity, Furniture, Blog, and Contact. Social media icons for Be, G+, F, T, and Q are also present. The footer includes the text "Kelly © 2018. Design by Kelly".



PERSONAS

Jemma Hendrix



"School is stressful, and I need a calm and peaceful place to study and not feel overwhelmed"

Age: 19

Work: Retail worker at Garage

Family: Parents, only child

Location: Ottawa On

Character: Studious Student

School: Algonquin College

Motivations

Graduating College

Unstressed

Work

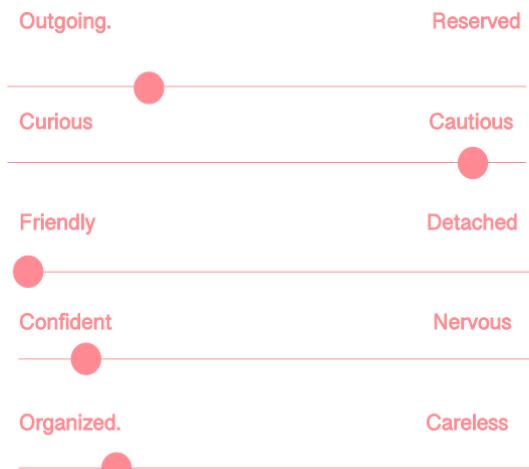
Friends

Family

Bio

Jemma Hendrix is a college student struggling with finding a peaceful place to study to keep her grades up. Her classmates are succeeding but she is unable to find a suitable place that won't overwhelm her and cause her ADD to take over her focus. This causes her to be stressed, making her strive for a peaceful place and is looking online to expand her search. Although friendly and social Jemma is quite a cautious person and is wary of choosing a place to study. She doesn't know where to go and is struggling to find a place that fits her needs, which is one of the big reasons as to why her grades aren't on par with her peers.

Personality



Accessibility

JJemma has ADD, making her get distracted by other things very easily. She needs a quite space to work to keep her mind at ease and to focus

Technology

Internet



Texting



Music



Graphic Design



Social Media



Brand & Influencers



CACAO 70

A STATE OF CHOCOLATE

Izzy Rosa



"Being a single mom is stressful, and I need a place to express my love for baking and to be able to support my daughter."

Age: 24

Work: At Home baker

Family: Young Daughter

Location: Ottawa On

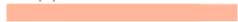
Character: Single Mom

Motivations

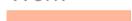
Her Daughter



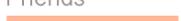
Happiness



Work



Friends



Family



Bio

Izzy Rosa is a hard-working single independent mom looking for a job that suits her hobbies in baking. She was also looking for a place where she has workable hours and that has a spot that her daughter can stay while she works and that the company supports her for being a single mom. Often times she has to quit because her other jobs do not give her workable hours that allow her to earn money but also be able to take care of her daughter at the same time. Thus causing her great amounts of stress and keeps her tight on money

Needs

- A place to bake freely
- A steady and easy access job
- Workable hours and a place for her daughter to stay while she works
- A place that's also good for meeting up with her friends socialize

Frustrations

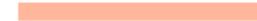
- Many places lack a calm setting and that's also suitable for her young daughter
- Not workable hours where she can take care of her daughter
- Other places are too over crowded and not enough space it becomes chaotic

Accessibility

Izzy has no accessibilities

Hobbies

Baking



Texting



Music



Movies



Social Media



Personality



Brand & Influencers

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Joseff Esparza



Social

Friendly

Work-Oriented

Confident

Needs

- A place to relax after a long day on the job
- A quite place with a calm atmosphere
- A place that's also good for meeting up with her friends socialize
- A new place for future coffee dates

Frustrations

- Many places lack a calm setting that's not suitable for coffee dates and places to chill with friends
- No places open early or late enough to get a good coffee and breakfast or late night snack before or after work
- Other places are too over crowded and not enough space it becomes chaotic

Age: 28

Work: Office worker downtown

Family: Single and Move out

Location: Ottawa On

Character: Young Bachelor

Motivations

Money

Work

Family

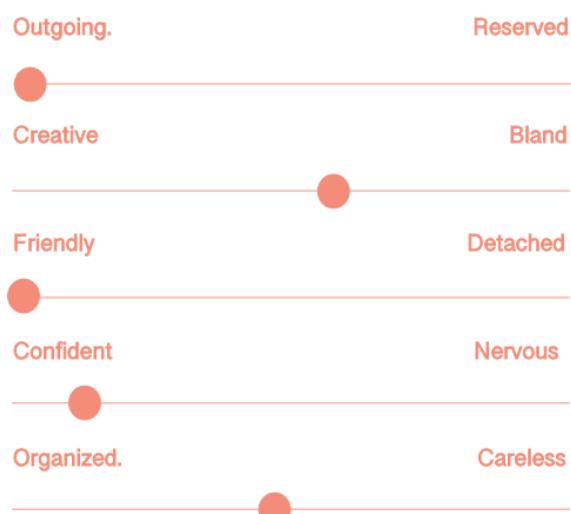
Friends

Romance

Bio

Joseff Esparza is a confident, work-oriented Bachelor. He is always looking for a new spot to hang out with his buddies as well as a calming spot to meet up for coffee date. With long hours in the office he never has time to make a breakfast, lunch, or dinner for work and places are never open late or early enough to get food. He is always looking for fun new places and to try out their delicious foods and beverages.

Personality



Accessibility

Joseff has no accessibilities

"I can never find a nice place to meet up with my friends for a nice coffee date anymore, all these places are over crowded and loud."

Hobbies

Socializing

Texting

Music

Travelling

Social Media

Brand & Influencers

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tinder



Prototype

[HOME](#)[ABOUT](#)[MENU](#)[CONTACT](#)

Twisted Churro



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