

# REGAL-ARTE

## ASSIGNMENT 3

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SACHNEET KAUR

# Design Brief

## The Goal:

To make a functioning website that displays the catalog of products sold by the store, provide accurate information, provide photos so that people can have visuals, provide descriptions that will give a better idea of the product, provide customer reviews. Simple interface store.

## Timeline:

December 10th.

## Target Audience:

Latino community but also not excluding other people who want to explore different cultures.

Ages 5-60

## Branding:

Local business for the community looking for something traditional. Latin Culture based items: crafts, clothing, accessories. Main focus of the store is clothing and ceramic made products.

Call to Action: “At your service,” “Support Local Business,” “Support the Latino Community,” “Buy Hand Crafted Goods”

Customer Retention: Heartfelt welcomes, offers, simple yet stylistic, thematic.

# Competitive Analysis

## Website Design

Competitor	Regalarte	La Popular	Corazón del Pueblo	Artesania tapatiase
Category	Arts, Craft, Clothes, Party Favor	Arts, Craft, Clothes, Party Favor.	Arts, Craft, Clothes, Party Favor.	Arts, Craft, Clothes, Party Favor.
Platforms	Online platform, physical platform.	Online platform, physical platform.	Online platform, physical platform.	Online platform, physical platform.
Company Background	The owner is been on business for 4 years, but got the store from the previous owner, she wanted to maintain the same culture for the stores and for the community,	N/A	N/A	N/A
Revenue Models	Targeted to a specific community, it's been a part of the community for 14 years, and the location attracts local buyers.	N/A	N/A	N/A

Target Audience	Latino community (people who like to explore different cultures) Ages 20-60	Latino community (people who like to explore different cultures) Ages 20-60	Latino community (people who like to explore different cultures) Ages 20-60	Latino community (people who like to explore different cultures) Ages 20-60
Target on Market	4 years - previously 14 with different owner	2 years	N/A	N/A
Main Features	Focus on latino culture, party, crafting	Focus on latino culture, party, crafting	Focus on latino culture, party, crafting	Focus on latino culture, party, crafting
Key User Experience	Scrolling down, schedule, good.	Scrolling down, schedule, good.	No prices	Scrolling down, schedule, good. More pictures, more information, more display of what they offer.

Major Pain Points	There is no website yet	The website is not super clear on prices	No prices	No prices and too much description
Customer Ratings	4.1	4.7	4.5	4.7
Customer Review Insights	All selection of souvenirs for the parties I've found there. Very good service !!!	GREAT SELECTION OF MEXICAN ARTESANIAS. FROM MINI PIÑATAS, CLAY ITEMS, ZARAPES, MOLCAJETES, DECORATIONS FOR: MEXICAN INDEPENDENCE DAY, DAY OF THE DEAD ITEMS, NATIVITY SETS, AND MUCH MORE THAN YOU CAN IMAGINE. YOU NEED TO COME IN AND INQUIRE ABOUT WHAT YOU ARE LOOKING FOR. IF THEY DO NOT HAVE IT, THEY MIGHT BE ABLE TO GET IT FOR YOU	This place is effing RAD. As a Dia de los Muertos fanatic, I was quite pleased to find what I call the Dia de los Muertos superstore. Corazon is a place you could spend hours in, I swear. When you walk in you don't know where to start. It's got everything you'd need to make an altar, but it's so much MORE than that. They have classes, in the past I've heard about sugar skull and tin stamping classes. I haven't taken one myself but I really want to. The owner is so sweet, she walked around chatting with me.	Great store, I got a skirt and jewellery. I love that shop, great customer service and answering all questions I had.



# PERSONA

## Maria Lopez



### Description:

Maria likes to shop for cultural items that remind her of heritage. Maria is a social worker so she thrives off of helping other people. She likes to keep things in order as it makes it easier to know what she is working with.

**Age:** 40

**Gender:** Female

**Race:** Mexican

**Location:** Oakland

**Education:** Bachelor in Social Work

**Marital Status:** Single

**Occupation:** Social Worker

**Hobbies:** Listen to music, window shopping, help people.

**Spending Habits:** Clothing, make up, new apple technology, Plan parties

**Interest:** Shopping, traveling to Latin American Countries, Plan parties

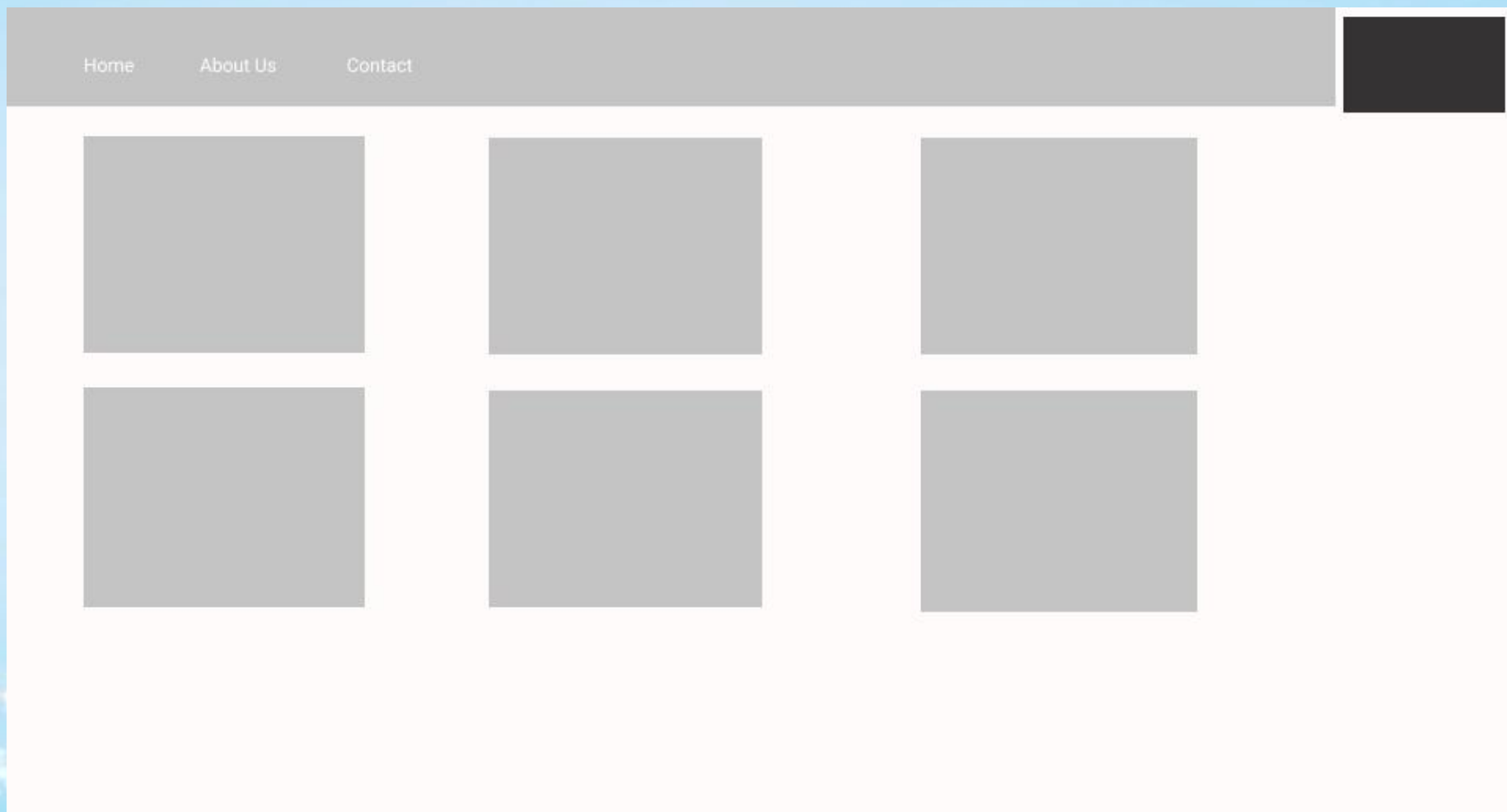
**Device Uses:** Iphone XS, Macbook Air, Windows

**Site Appeal:** Amazon

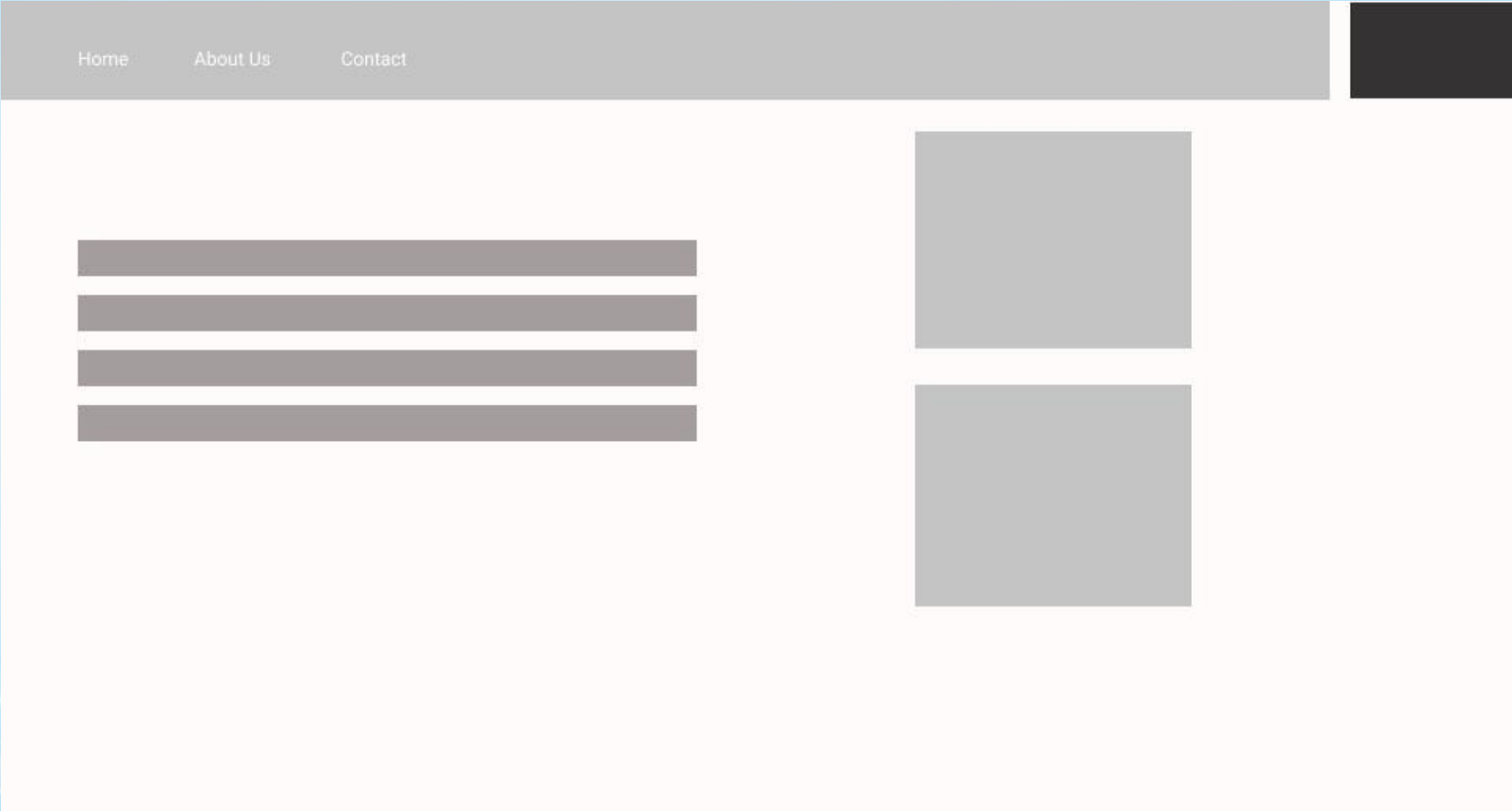
**Potential Frustrations:** Not being able to find the right things for her parties.

# WIREFRAME

## PAGE 1

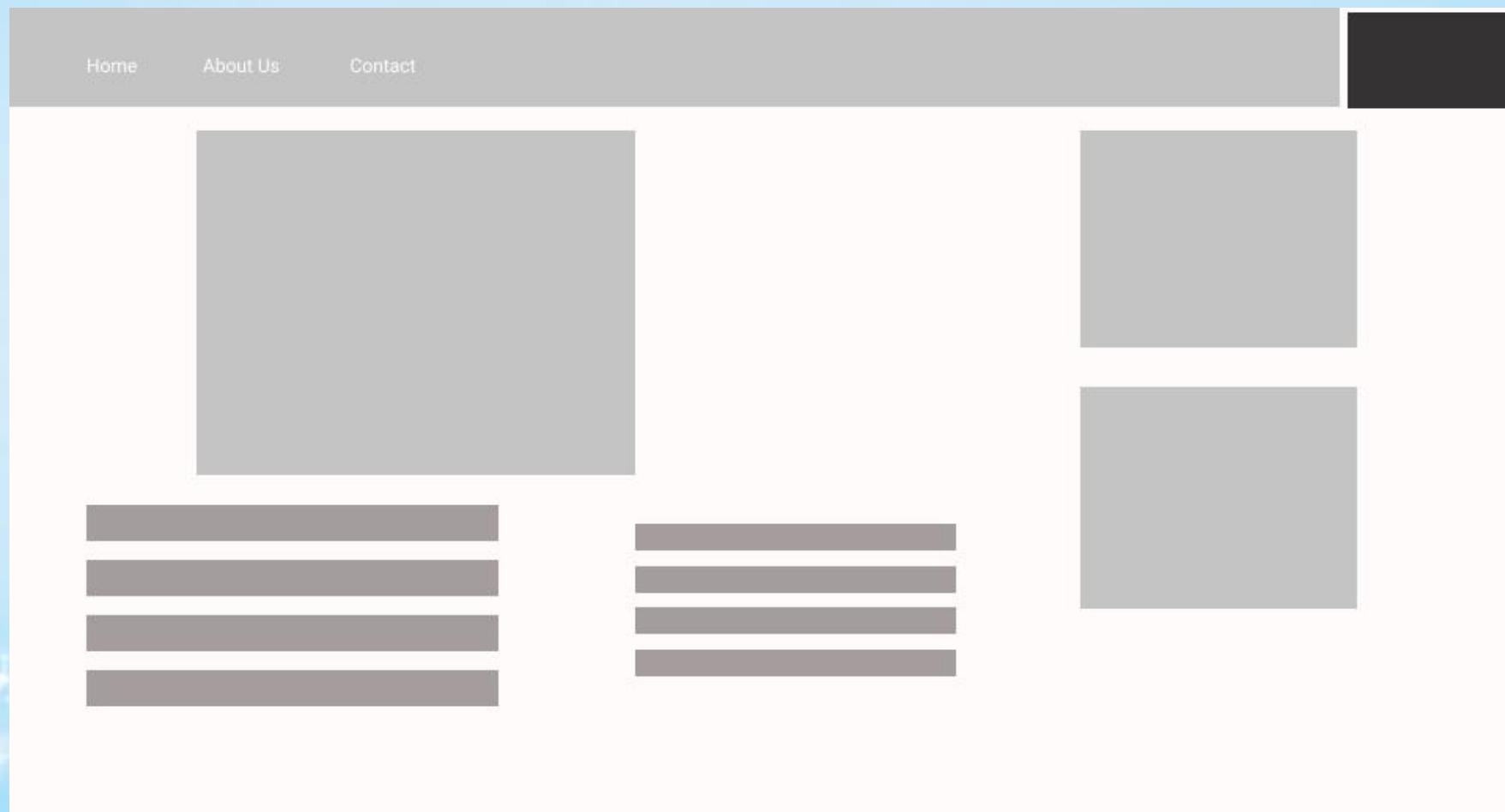


**PAGE 2**





## PAGE 3

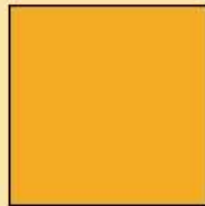
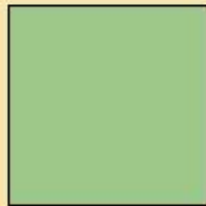


# STYLE-TILE

Text Font:  
Baskerville Old Face  
Arial  
Garamond  
Georgia

Title/Menu Font  
*Beach Party*  
Mayan

Color Guide



Adjectives:  
Warm, Welcoming, Simple

# MOCKUP

## PAGE 1

[Home](#)

[About Us](#)

[Contact](#)



## PAGE 2

[Home](#)

[About Us](#)

[Contact](#)



### About us:

We are a small business dedicated to bring our latin roots to the bay area.

The owners are very dedicated to provide a great customer service, and help you find great findings coming from Mexico, Guatemala, Peru, Ecuador etc...





## PAGE 3

[Home](#)[About Us](#)[Contact](#)

Regal-Arte Oakland  
3830 International Blvd, Oakland CA  
510-532-5211

Business Hours  
Mon - Fri 12pm-5pm  
Sat - Sun 11am-6pm