

Main Goals

- Having constant supply of candy for her students
- Making sure there is a wide variety of candy, to fit health specifications
- Introducing as little added complexity to their given system

Important Options

- Vegan
- Peanut-free
- Gluten-free
- Sugar-free

Personality



Finances



Jane Doe

Age: 36
 Sex: Female
 Occupation: Teacher
 Education: College
 Location: Bay Area
 Average income: \$45,000



About:

Jane is an elementary school teacher in the bay area. She likes to keep a supply of candy on hand; to keep the attention of her students, and make projects fun for them. Jane finds it is easier to convince them to behave and work on their assignments, if offered sweets. Seeing as there aren't too many old school candy stores left, she enjoys the unique environment and wide variety of choice.



Welcome to Candy King Inc
Domestic & International Sweets

[Shop Here!](#)



Featured Sweets:



Candy Soda

[Buy Now](#)



Sour Gummy Worms

[Buy Now](#)



Variety Taffy

[Buy Now](#)



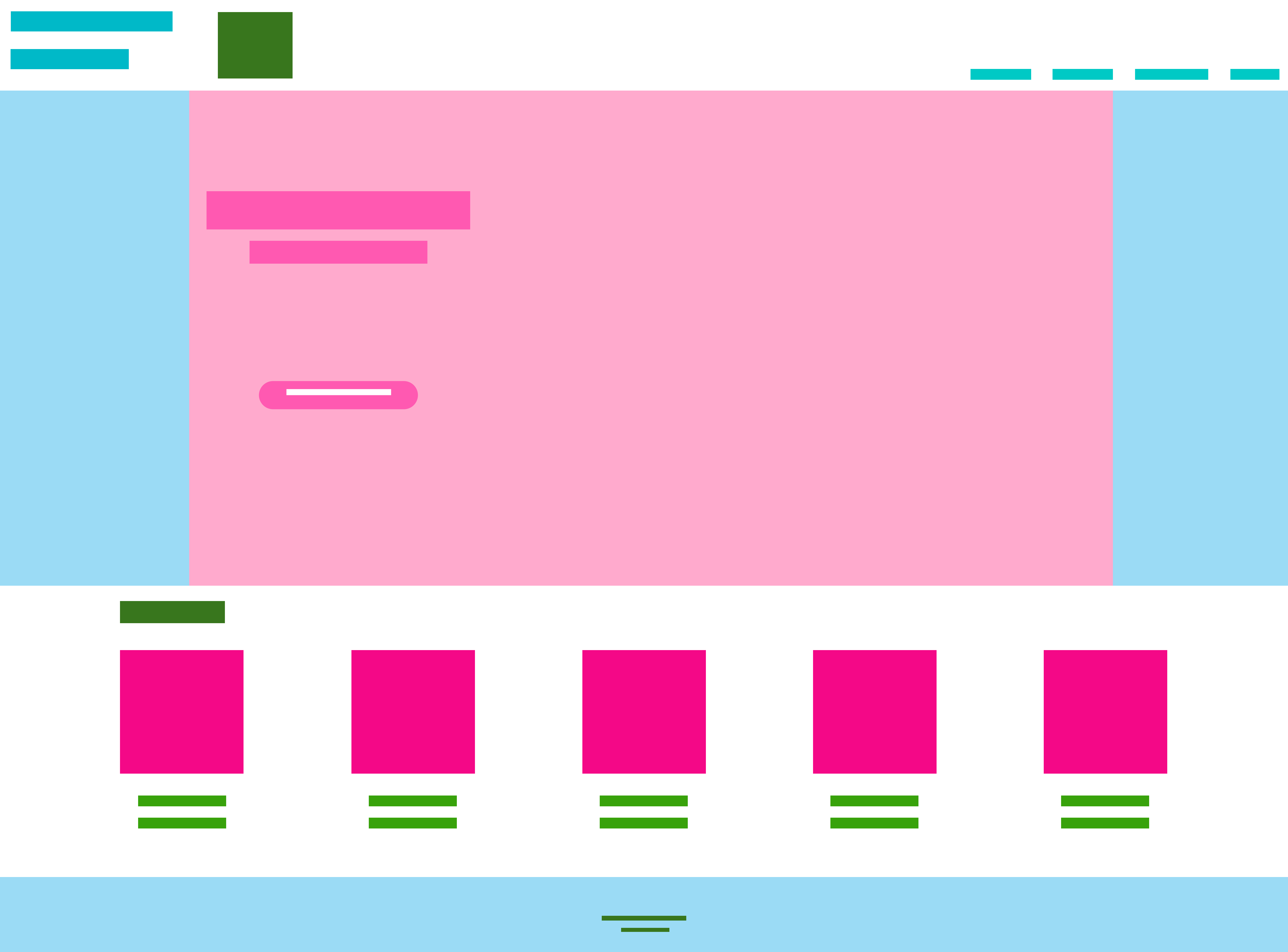
Candy Starfish

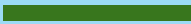
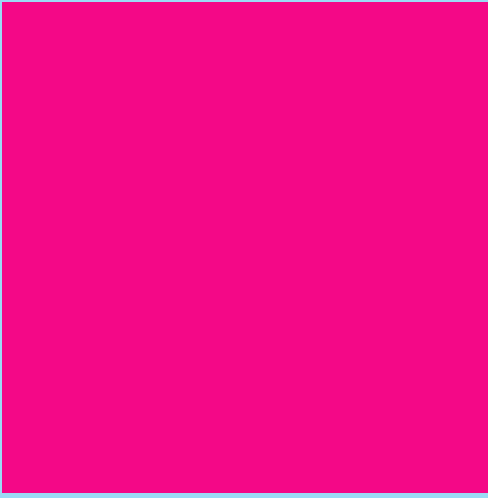
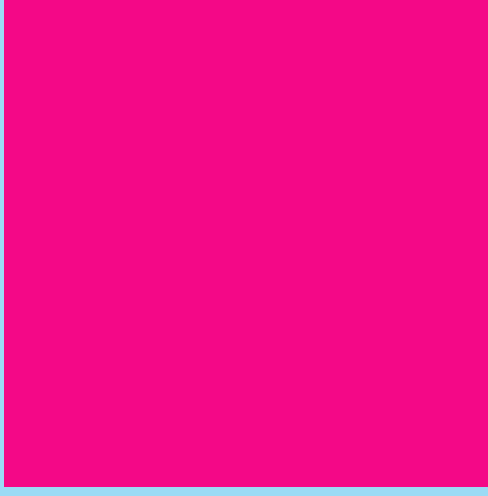
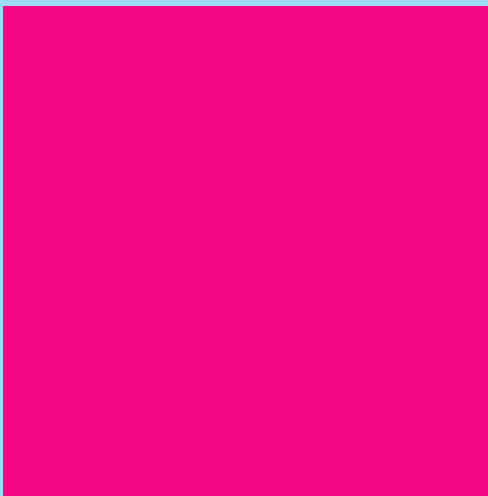
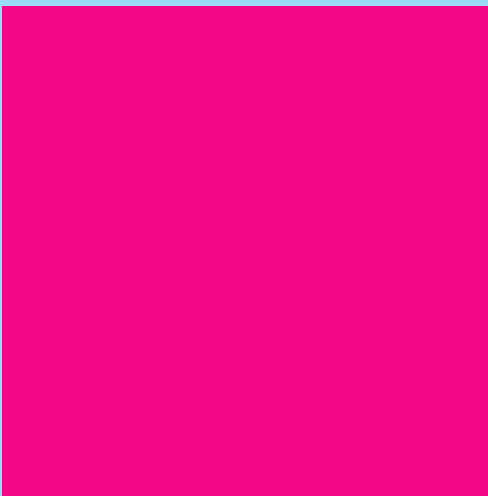
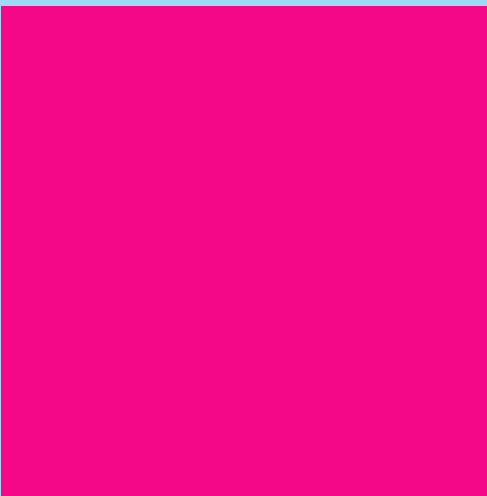
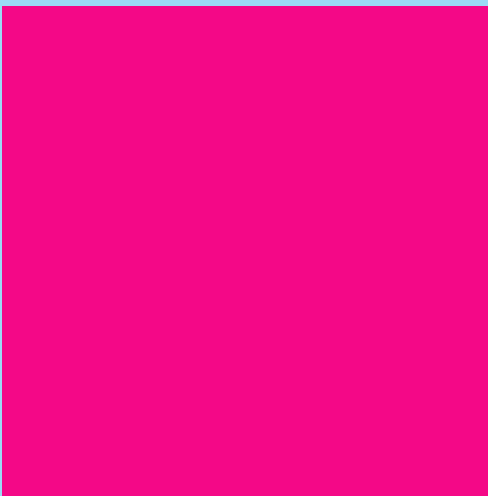
[Buy Now](#)



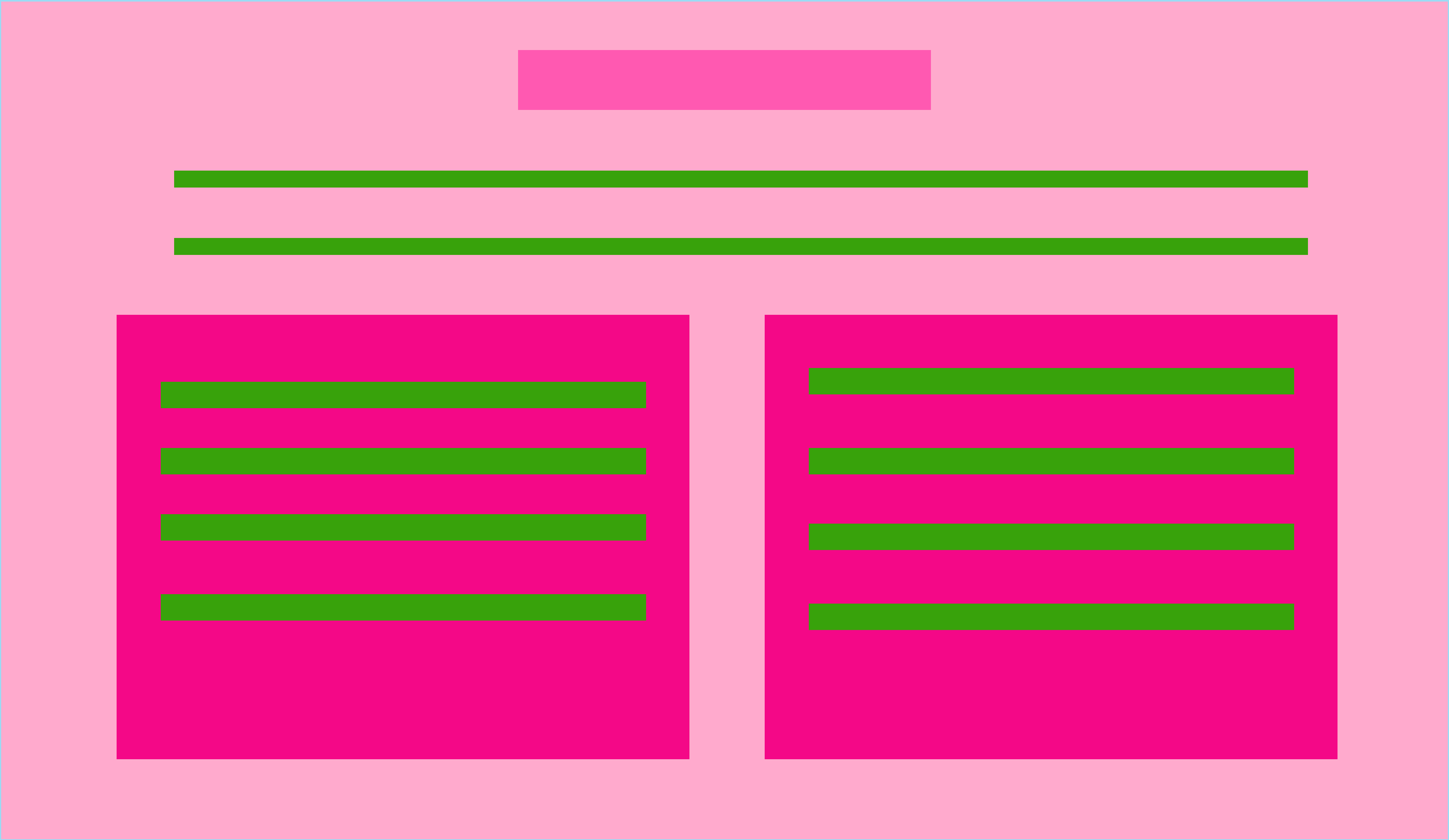
Giant Gummy Worms

[Buy Now](#)







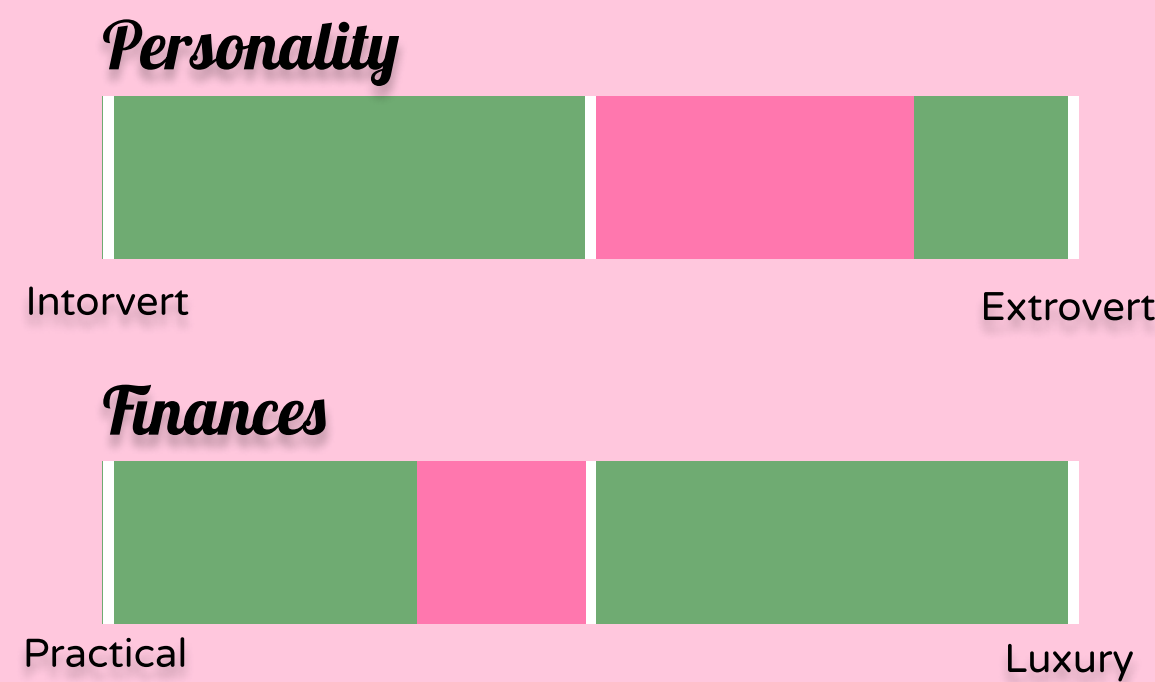


Main Goals

- Having constant supply of candy for her students
- Making sure there is a wide variety of candy, to fit health specifications
- Introducing as little added complexity to their given system

Important Options

- Vegan
- Peanut-free
- Gluten-free
- Sugar-free



Jane Doe

Age: 36
Sex: Female
Occupation: Teacher
Education: College
Location: Bay Area
Average income: \$45,000



About:

Jane is an elementary school teacher in the bay area. She likes to keeps a supply of candy on hand; to keep the attention of her students, and make projects fun for them. Jane finds it is easier to convince them to behave and work on their assignments, if offered sweets. Seeing as there aren't too many old school candy stores left, she enjoys the unique environment and wide variety of choice.

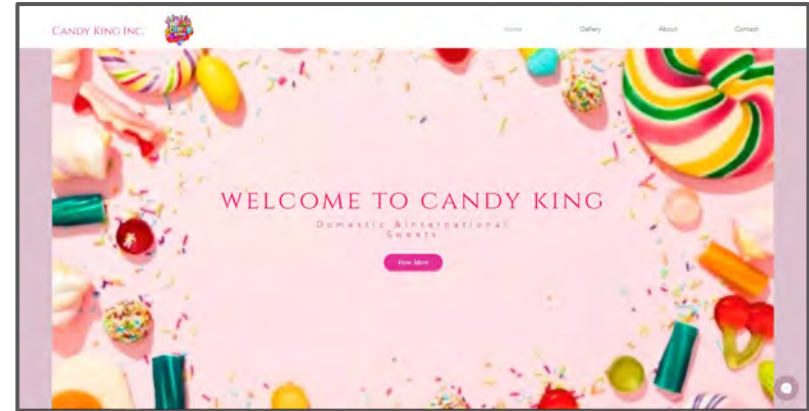
Candy King Inc.

Candy shop on Main St.

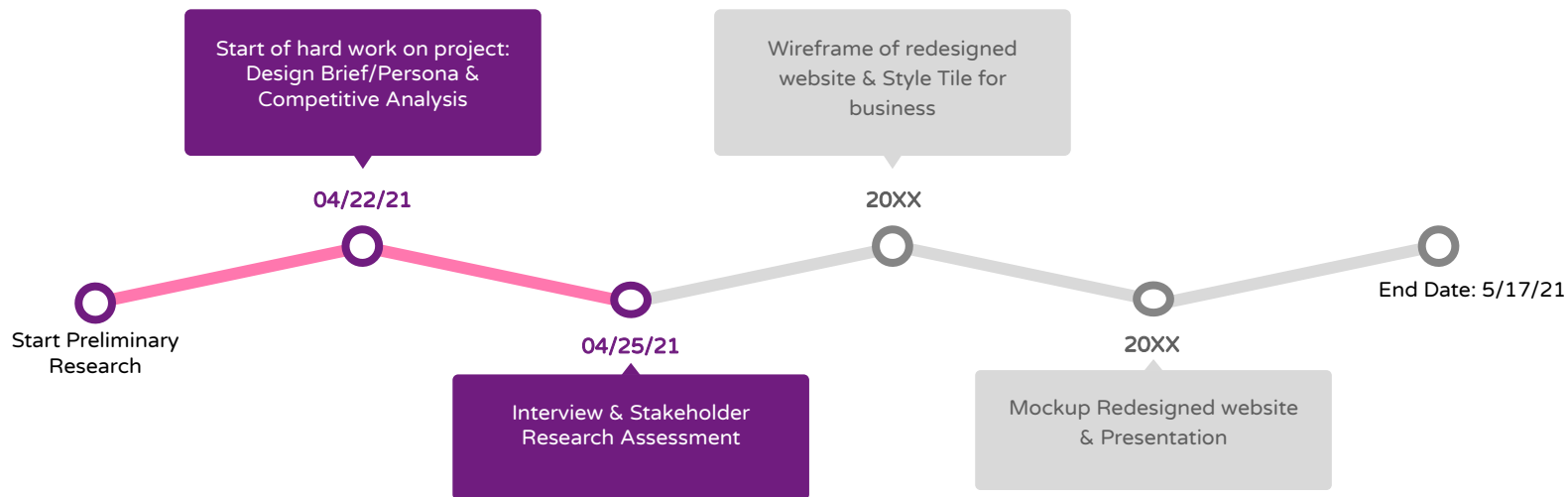


Goal:

- The goal of this project is to redesign the Candy King Inc. website using HTML and CSS styling. The focus would be on increasing photo quality, and layout items in a more visually appealing format.
- The Candy King Inc. website is functional; however, there are many quality enhancements that can be made to make the website more presentable and professional.



Timeline:



Persona:

Main Goals

- Having constant supply of candy for her students
- Making sure there is a wide variety of candy, to fit health specifications
- Introducing as little added complexity to their given system

Important Options

- Vegan
- Peanut-free
- Gluten-free
- Sugar-free

Personality



Finances



Jane Doe

Age: 36
Sex: Female
Occupation: Teacher
Education: College
Location: Bay Area
Average income: \$45,000



About:

Jane is an elementary school teacher in the bay area. She likes to keep a supply of candy on hand; to keep the attention of her students, and make projects fun for them. Jane finds it is easier to convince them to behave and work on their assignments, if offered sweets. Seeing as there aren't too many old school candy stores left, she enjoys the unique environment and wide variety of choice.

Persona

Competitive Analysis



Candy King Inc



Brief History: Candy King Inc was inspired by the many varieties in candies/beverages of the owner's multicultural roots that encompasses an American, Russian, Bulgarian, and German background. With over 30 different ice creams, cream sodas, and candies, he created this shop with the passion of filling it high quality sweets and a place for children and family to have a great time.

In-Store Features: You can find many types of candies, ice creams, and cream sodas from wall to wall of the store. Products are categorized by types and brands. It also has a Candy King Throne which is perfect for customers to drop by and have a mini photoshoot. The owner even prepares props for his customers!

Pain Points: Some arrangement of products could use some improvements and to make it a bit more unique. Signs could be better produced than handwritten ones. The website could definitely could use some improvements when it comes visuals and styles. There are images on top of each that makes it look sloppy and non-appealing to the user. Info accessibility is not that great either. Images could be organized better in terms of uniformity and placement.

laptop to mobile is not too great. It looks better on the mobile than it does on the laptop. The website's main purpose is to informative. You cannot view prices and products nor shop online. The only features they have are a picture gallery of some products and the store, contact page, and about page.

Up-to-Date Products and Prices	✓
Aesthetics	✓
Location/Hours/Contact Info	✓✓✓✓
Page Loading Time	✓✓✓✓✓
Information Findability	✓✓✓
Mobile Optimization	✓✓✓
Social Media Integration	✓✓✓
Store/Website Matching Ambience	✓✓✓

Competitive Analysis

GW

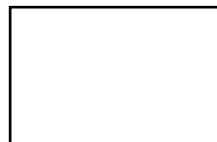
Summary: Candy King Inc has no direct competition in Pleasanton, CA. This is the only candy shop in that city and is very welcomed by its locals and customers from other cities as well. Surrounding Candy King Inc, there are many popular indirect competitors such as Gourmet Works of Pleasanton, See's Candies, and Nuubia Chocolates.

Gourmet Works of Pleasanton



Website: The website for Gourmet Works of Pleasanton is very aesthetic, elegant, and stylish. Everything is displayed in a clean, user-friendly format. With just the visuals, it definitely makes it hard not to browse through and make a purchase. Apart from the visuals, the written content needs some proofreading.

Theme Colors:



Content

Accurate Information	✓✓✓✓
Up-to-Date Products and Prices	✓✓
Aesthetics	✓✓✓✓✓
Location and Hours	✓✓✓✓✓
Contact Info	✓✓✓✓✓

Technical Features

Social Media Integration	✓✓✓
Shopping platforms	✓✓
Login Credentials	✓✓✓

User Experience

Page Loading Time	✓✓✓✓✓
Information Findability	✓✓✓✓✓
Mobile Optimization	✓✓✓✓

User Interface

Approachability	✓✓✓✓✓
Store/Website Matching Ambience	✓✓✓✓✓

Competitive Analysis

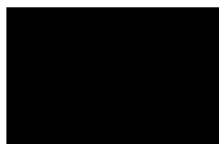
See's CANDIES

See's Candies



Website: The website is structured very professionally and organized. The user has no problem browsing the different products plus chocolate bundles. The vibe is very old school and traditional which fits well with the history of the 100-year-old store. Overall, there are no bad features. It has everything a website should have.

Theme Colors:



Content

Accurate Information	✓✓✓✓✓
Up-to-Date Products and Prices	✓✓✓✓✓
Aesthetics	✓✓✓✓✓
Location and Hours	✓✓✓✓✓
Contact Info	✓✓✓✓✓

Technical Features

Social Media Integration	✓✓✓✓✓
Shopping platforms	✓✓✓✓✓
Login Credentials	✓✓✓✓✓

User Experience

Page Loading Time	✓✓✓✓✓
Information Findability	✓✓✓✓✓
Mobile Optimization	✓✓✓✓✓

User Interface

Approachability	✓✓✓✓✓
Store/Website Matching Ambience	✓✓✓✓✓

Competitive Analysis



* This store is temporarily closed due to COVID, so products are not displayed online.

Nuubia Chocolates



Website: Their website has a very interesting layout. As you scroll down the website, you find multiple different sections related to the store, but each session has their own aesthetics that does not go with one another. The header of the website could be organized better because it seems like a lot is going on at the top right corner of the page. There is no uniformity when it comes to the color and style of the header.

Theme Colors:



Content

Accurate Information	✓✓✓✓
Up-to-Date Products and Prices	✓✓
Aesthetics	✓✓✓
Location and Hours	✓✓✓✓
Contact Info	✓✓✓✓

Technical Features

Social Media Integration	✓✓✓
Shopping platforms	✓✓
Login Credentials	✓✓✓

User Experience

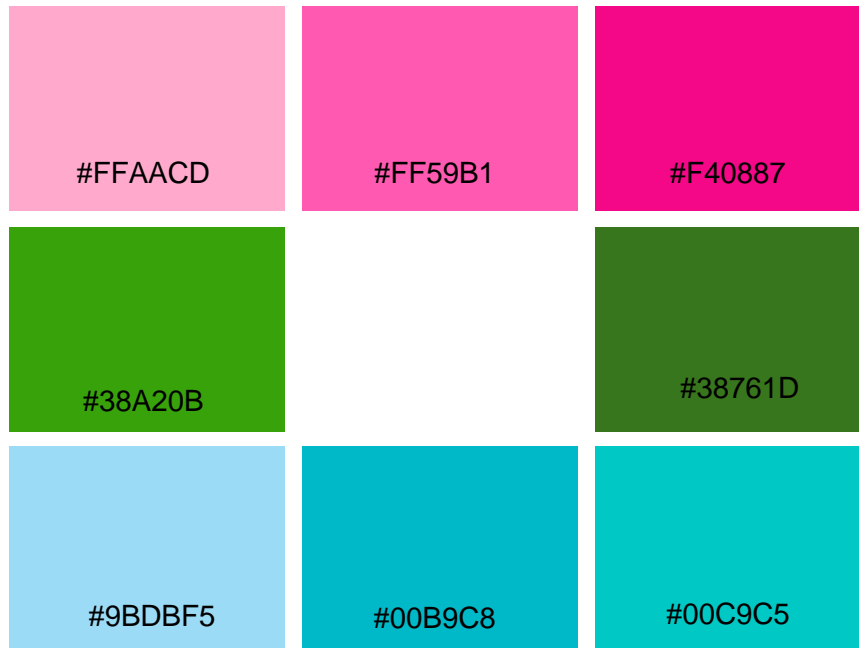
Page Loading Time	✓✓✓✓
Information Findability	✓✓✓✓
Mobile Optimization	✓✓✓✓

User Interface

Approachability	✓✓✓✓
Store/Website Matching Ambience	✓✓✓

Style Tile for Candy King Inc

Color Possibilities:



Adjectives:

Happiness

User-Friendly

Fun

Positivity

Wonderland

This is a Header

Font: Emilys Candy in 20pt

This is Subhead

Font: Emilys Candy in 15pt

Body Text (Font in Alef Regular):

Lipsum dolor sit amet, consectetur adipiscing elit. Fusce et odio vel quam semper auctor vel id elit. In tincidunt ligula vitae ipsum suscipit, auctor pellentesque nunc ultrices. Integer nec congue justo, non egestas mauris. Quisque nec elit vitae quam cursus pulvinar. Morbi vulputate, massa et gravida vulputate, tortor nisi feugiat mi, eu accumsan enim turpis ac urna.

THIS IS A BUTTON

THIS IS A BUTTON