

Design Brief and Zen Island Research

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Business Description

- Small boutique in Santa Cruz promoting a carefree “beach inspired lifestyle
 - Beach apparel
 - Jewelry
 - Coastal home decor
- Appeals to the Surf Community and the local Santa Cruz Market
- Family-owned and operated business, since 1996
- Cost: \$\$
- shopzenisland.com
- (831) 477-1220



ZEN ISLAND

Project Goals

- Create a new website for Zen Island
- Maintaining brand aesthetics
 - Soft Palettes
 - Bohemian
 - Modern
- Attracting New Customers
 - Layout should be enticing and easy to use



ZEN ISLAND

Timeline

- Started: April 13th
- Design Brief and Research Presentation: April 22
- Work on Prototype, HTML/CSS: April 23-May 20
- Final Presentation: May 21



Target Audience

- 18-45 Female
 - College students, especially since Santa Cruz is a college town
- Interest in the “West Coast” lifestyle
 - Neutral colors, softer fabrics, lots of accessories
- Surfer community
 - Laidback, relaxed
- Locals and tourists
 - Opportunity for expansion into new markets



Small Business Research: Zen Island

Zen Island is a women's boutique focused on beach inspired clothing, jewelry, and home goods. Throughout the past 20 years, Zen Island has gone through various stages of re-branding including a change from their previous business name, Zen Trading Company. After speaking to the owner Carrie Hunter, she has voiced to us that "rebranding and creating a new website has been on her to do list for the past few years." The brand vision that she has in mind remains beach inspired with a bohemian twist, while keeping her brand current and modern. She is very inspired by clean, soft color palettes, hints of tropical elements, and clean photography and typography. Carrie also mentioned that customer retention is very important to her. She is a firm believer that a successful brand is built on exceptional customer service and building a loyal and reliable community of both customers and workers. It is essential that the website is clear and intuitive for the users, while remaining visually pleasing, creating an overall pleasant and memorable user experience. When looking at competitive analysis, Carrie states that it is imperative to remain educated on other brands especially in Santa Cruz that have similar interests or aesthetic. After researching current potential competitors, such as Pacific Trading Company and Stripe, we have gathered data regarding their various products, sales, and marketing strategies. We plan to apply this knowledge and data to Zen Island's website and brand identity, ensuring that we have the strongest execution possible.



Zen Island: Competitive Analysis

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Stripe

Stripe is a women's boutique based in Santa Cruz, California that offers clothing, jewelry, home decor, and interior design services. Stripe first opened their doors in 2009, which was their first women's boutique. They then opened Stripe MEN next door, three years later. They not only have two retail spaces, but they also offer interior design services which you can access on their website. Their website features a variety of tabs on the home page which include: Home and Kitchen, Jewelry, Self Care, Accessories, Art and Cards, Kids, More, and Account. Their website is clean, intuitive, and serves as a great inspiration for creating our website for Zen Island.

Pacific Trading Company

Pacific Trading Company is a women's boutique located in two locations, Capitola, and Santa Cruz, California. They sell clothing, jewelry, and shoes, offered in a variety of high end brands. They have been in business for over 30 years, and have stayed consistent with their branding and customer base. While the items that Pacific Trading Company are desirable, and even overlap with a few of the brands that Zen Island carries, Zen Island's price point is much more affordable and approachable. Their customer base is also very similar to Zen Island, and ranges from around 18-70 years old. While they carry many mainstream high end brands, they lack local brands and handcrafted goods that both Stripe and Zen Island carry. Their website is clean, however it is not a functioning website that customers can shop from, for it only provides a brief introduction of the company, and the two locations of their boutiques.

Tipsy Gypsy Boutique

Topsy Gypsy Boutique is a women's clothing store in Capitola California that offers clothing, jewelry, and accessories. While they have an about section on their website, it is completely blank, making it uncertain the number of years they have been in business. They have had a history of taking inspiration from Zen Island, ordering similar if not the same items of clothing after Zen Island. Their aesthetic is mainly bohemian, and their price points are mid to low range. Their website offers a variety of clothing and accessories, however, all photos used to describe the images are stock photos taken from the original company, creating an overall feeling of inauthenticity for the customer. Overall the website is sophisticated and easy to navigate, however it seems to lack personality and originality.



Erica Knight

Bio:

Erica is a native Ventura, CA. She currently lives and works in Santa Cruz. She is studying Dental Hygiene at UC Santa Cruz. In her free time she enjoys surfing, traveling and crafting. She works part time in a local retail store and enjoys supporting local businesses. She is involved with her community and enjoys attending locals events such as bake-offs and surf competitions.

Shopping Habits:

\$/mo: \$75

Location: In Store

Purchases: Clothing

Style: Bohemian/Beachy

Online Shopping: Aesthetics

Ease of use: Funcional

Deals/Sales: Somewhat important

Personal Info:

Age: 22

Gender: Female

Work: Retail

Family: Parents, 2 Sisters

Location: Lives and works
in Santa Cruz, California

Important Notes:

- While Erica prefers in store shopping, she occasionally shops online.
- She primarily purchases clothing and jewelry but is also interested in home decor.
- She would describe her style as Bohemian and casual.
- She enjoys in person shopping because “the shops are usually cute and well thought out” and she feels like online retail should be the same.
- She enjoys deals, but she will pay full price if she loves an item.

Sabrina Aramburu, Michael Cravotta, Francis Pizarro

4/29/20

DES 327-03

Zen Island User Research

Our survey has garnered a total of 61 responses, with a majority of them being women (63.9% of responses) within the 18-24 range (96.7%). As our project is involving a clothing and accessory store named Zen Island, we wanted to see what are the typical shopping habits people have. In terms of frequency, we had mixed results with some not as often, somewhat often and very often. There is no general consensus as to how frequent people shop, as it is fairly contingent on one's personality or limitations. However, a good majority of them do in-store retail (63.9%), and with our store being a boutique, the same percentage are partially enjoying the shopping experience at a boutique. It seems budget is a very big factor in terms of shopping, as 60.7% of the responses spend between \$0-30 in terms of shopping on a monthly basis. Most of their money is allocated towards clothes with 86.9% being towards fashion, and in terms of style, 75.4% prefer casualwear, which Zen Island is geared towards.

77.1% of our respondents believe or somewhat believe in mermaids.

ZEN ISLAND

NEW

JEWELRY

HOME DECOR

BATH AND BODY

OUR BRANDS

ABOUT US

CONTACT US

SPRING COLLECTION

SHOP

NEW ARRIVALS

SEE MORE

(PICTURE)

(PICTURE)

SHOP LOCAL

(PICTURE)

ZEN ISLAND

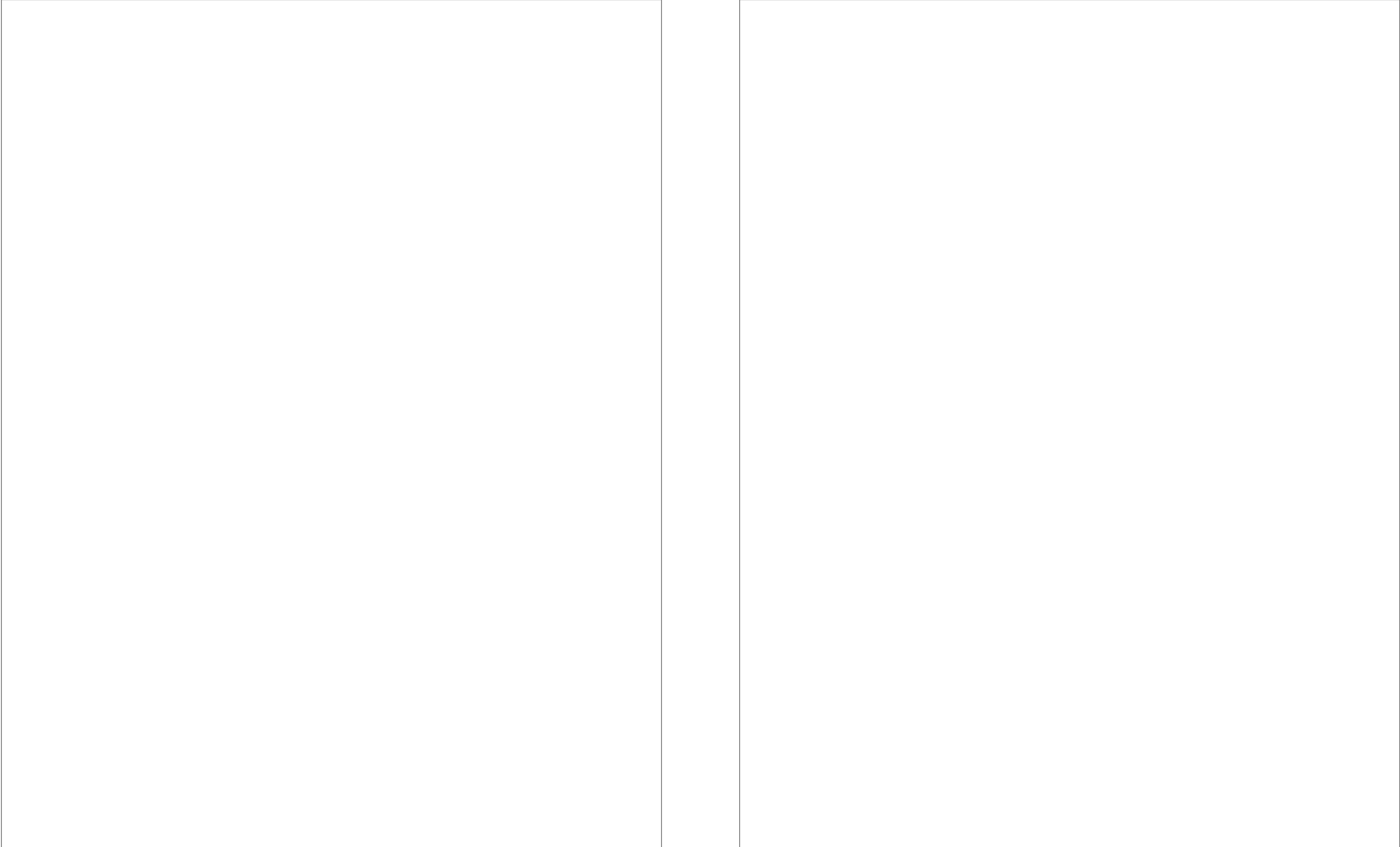
ABOUT US

CONTACT US

CAREERS

ZEN ISLAND

NEW | JEWELRY | HOME DECOR | BATH AND BODY | OUR BRANDS | ABOUT US | CONTACT US



NEW SPRING COLLECTION

ZEN ISLAND X BAJA BAGS

ZEN ISLAND

ABOUT US

CONTACT US

CAREERS

ZEN ISLAND

NEW | JEWELRY | HOME DECOR | BATH AND BODY | OUR BRANDS | ABOUT US | CONTACT US

NEW ARRIVALS

ZEN ISLAND

ABOUT US

CONTACT US

CAREERS

ZEN ISLAND

NEW | JEWELRY | HOME DECOR | BATH AND BODY | OUR BRANDS | ABOUT US | CONTACT US

JEWELRY

ZEN ISLAND

ABOUT US

CONTACT US

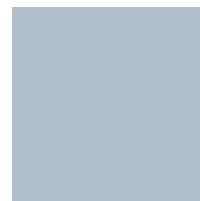
CAREERS

ZEN ISLAND

COLOR PALETTE



#8096A2



#B0BFCC



#D6C3B2



#E4DED6

TEXTURES



SHOP

CLOTHING

WELCOME TO ZEN ISLAND

FONT: COPPERPLATE LIGHT

CLOTHING, JEWELRY, ACCESSORIES

FONT: UNDERGROUND

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER
ADIPISCING ELIT, SED DIAM NONUMMY NIBH
EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA
ALIQUAM ERAT VOLUTPAT. Ut LOREM IPSUM
DOLOR SIT AMET, CONSECTETUER ADIPISCING
ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCID-
UNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT
VOLUTPAT. Ut LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT

ADJECTIVES

RELAXING, BEACHY, BOHEMIAN

FREE SHIPPING FOR ORDERS OVER \$50

ZEN ISLAND

NEW

CLOTHING

JEWELRY

ACCESSORIES

SALE

ABOUT



NEW SPRING COLLECTION



ZEN ISLAND X BAJA BAGS

Sabrina Aramburu

Michael Cravotta

Francis Pizzaro

Stakeholder/Persona Feedback

After creating the wireframes and style tiles that we created for Zen Island, we then went on to contact the stakeholder, Carrie Hunter, as well as other people that fit within our persona. Carrie was initially thrilled with both the style tile and mockup, and particularly was excited about the fresh, calm, and beauty color palette that we implemented into our design. She also appreciated our attention to detail and emphasis on the Zen Island product and lifestyle photography. It is her goal, as well as ours to create a beautiful yet intuitive online experience for our customers. One critique that Carrie did have touched on the fact that we did not have a “contact” tab on our wireframe. She wants to make sure that we have a contact section, making it easy for customers to send an email or give her a call should they have any questions regarding products or shipping. We also talked to a number of girls who fit our persona, as well as a couple of men that may seek Zen Island products for their girlfriend or mom. We found that the majority of the girls were pleased with the style tile as well as the wireframes, however the men that we interviewed hope to have a section on the website that includes “best sellers”. They concluded that a feature like this would make the shopping

experience easier for them and less intimidating since they are shopping for someone else.

Prototype Link:

<https://xd.adobe.com/view/801e8d8f-386d-4914-6c19-264f8a31cddd-f62f/>