

cottoncoils.com

Project Workbook

Desiree' Singreen

Brand Website Purpose Statement

Cottoncoils.com provides hair care advice and information to the women and girls who have afro-textured hair who are under-represented in society in a fun, professional manner that helps them feel empowered and part of a growing community.

Cottoncoils.com presents articles on hair typing, care and styling for this unique hair texture. It encourages interactivity and a support system for women who are not familiar with dealing with their natural hair.

Members are provided a forum in order to compare techniques, hair recipes, product reviews and gives recommendations on techniques for different hair lengths and the wide range of curl patterns from multiracial to tightly coiled.

Site revenue is based on user traffic to sponsored ads and affiliate marketing.

Increase Impact on Business Bottom Line

(Revenue, Donations, Business Profit, Inventory Control, etc.)

Term	Goal	Desirability	Obtainability	Total
Short (0-1year)	\$100/month ad revenue	5	4	9
Short (0-1year)	\$50/month affiliate marketing	5	3	8
Medium (1-5 years)	\$100/month youtube partner	4	2	6
Medium (1-5 years)	\$300/month ad revenue	5	3	8
Medium (1-5 years)	\$500/month affiliate marketing	5	3	8
Long (+5 years)	\$1000/month affiliate marketing	4	3	7
Long (+5 years)	\$3000/month youtube partner	4	3	7

Operation Efficiency

(Easy Info Access, Effective Business Process with Sponsors, Improve P2P connections)

Term	Goal	Desirability	Obtainability	Total
Short (0-1year)	Weekly Articles	5	5	10
Short (0-1year)	Monthly product reviews	5	4	10
Short (0-1year)	Youtube channel	5	4	9
Short (0-1year)	Facebook	5	5	10
Short (0-1year)	Twitter	5	5	10
Short (0-1year)	Member Forum	5	5	10
Long (+1 year)	Quarterly Sponsor giveaways	5	3	8

Brand Awareness

(Raise Market Share, Social Community, Promotions, Sharing, Charity connection)

Term	Goal	Desirability	Obtainability	Total
Short (0-1year)	1000 Facebook likes	5	4	9
Short (0-1year)	1000 Youtube subscribers	5	4	9
Medium (1-5 years)	1000 Twitter Followers	5	4	9
Medium (1-5 years)	5000 Forum members	5	3	8
Medium (1-5 years)	10000 Facebook likes	5	3	8
Long (+5 years)	100000 Youtube subscribers	5	3	8
Long (+5 years)	100000 Facebook likes	5	3	8

Identified User Segments for the Business Industry

- Ethnic black women and girls
- Mixed raced women and girls
- Mothers of mixed race girls

Brown, Shannon. "Cosmeceuticals in the U.S., 6th Edition." *Packaged Facts* (2012): Print.

Brown, Shannon, and Marigny Research Group, Inc. "Ethnic Hair, Skin, and Cosmetic Products in the U.S., 8th Edition." *Packaged Facts* (2012): Print.



Primary Demographic: Monica

- **Story** (6 lifestyle motivations to use website- be specific):

- Looking for advice for coarse hair texture
- Looking to stop using chemical relaxers
- Never experienced hair in its natural state
- Kinky hair texture underrepresented in hair forums
- Looking for professional styles for various hair lengths
- Looking for dry hair solutions

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):

- 32 years old
- Houston, Texas
- Elementary School Teacher
- \$27,000
- Single
- No children

- **6 Goals** (of what to accomplish on the business website):

- Product reviews
- Moisturizing techniques
- **Support system**
- Transitioning tips
- **Dealing with various hair lengths**
- **Protective styling**

- **6 Needs** (motivations user building website business relationship):

- **Weekly updates (minimum)**
- **Member forum**
- Styling gallery
- Product ingredient information
- **Hair type differences**
- Information on what affects hair



Secondary Demographic: Amber

- **Story** (6 lifestyle motivations to use website- be specific):

- Looking for advice for biracial hair
- Doesn't have many black friends who can relate
- Never relaxed, but flat irons hair straight
- Dyes hair regularly
- Long, fine, curly hair
- Needs help dealing with frizz

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):

- 25 years old
- San Diego, California
- Works in retail management
- Some college
- Dating
- No children

- **6 Goals** (of what to accomplish on the business website):

- Product reviews
- Sleeker hair styles
- **Support system**
- **Dealing with color treated hair issues**
- **Dealing with longer hair**
- Protective styling

- **6 Needs** (motivations user building website business relationship):

- **Weekly updates (minimum)**
- **Member forum**
- Styling gallery
- Product ingredient information
- **Hair type differences**
- Information on what affects hair



Tertiary Demographic: Nicole

- **Story** (6 lifestyle motivations to use website- be specific):
 - Mother looking for options in hair styling
 - Doesn’t want to use chemicals on a child's hair
 - Lives in a mostly caucasian neighborhood so is lost
 - Needs styles that will last for school
 - Wants to help adopted child with hair versatility
 - Wants non-biased advice about natural hair care

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):
 - 28 years old, white
 - Detroit, Michigan
 - Stay at Home Mom
 - \$0
 - Married
 - 4 kids, all adopted, different backgrounds

- **6 Goals** (of what to accomplish on the business website):
 - **Product reviews**
 - Moisturizing techniques
 - Support system
 - **Child styles**
 - Dealing with different hair lengths
 - **Protective styling**

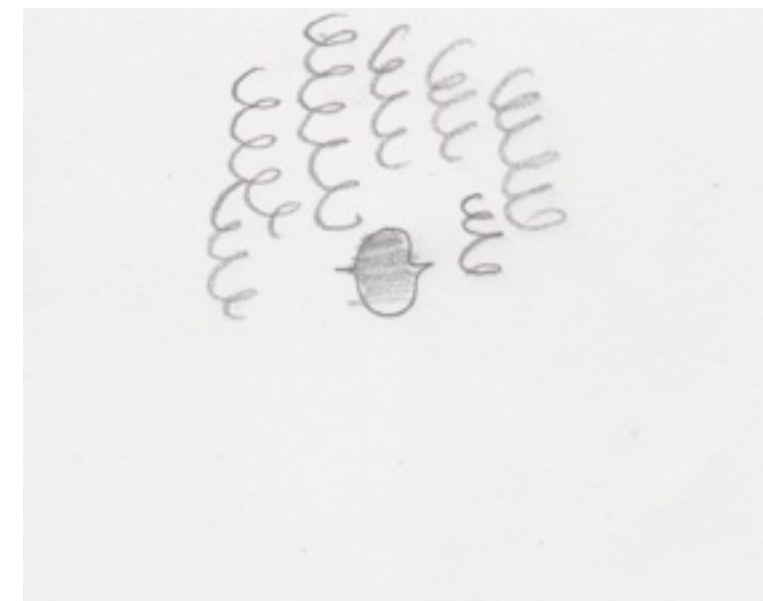
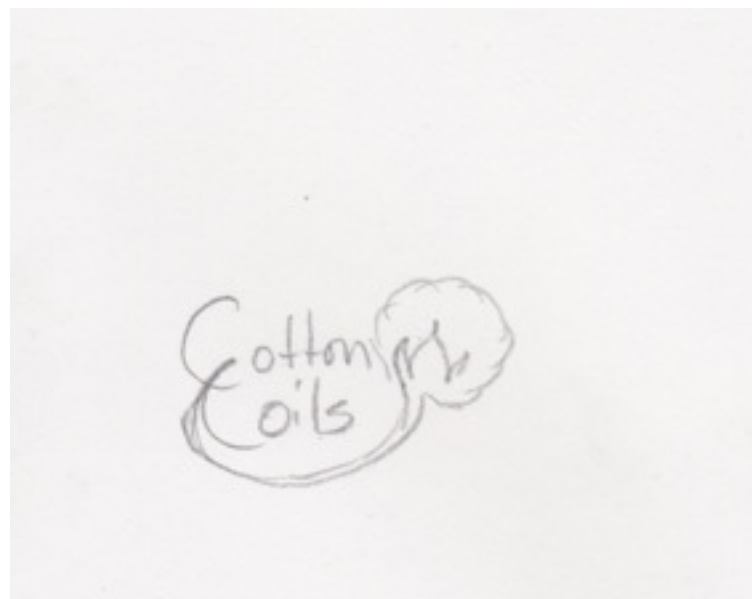
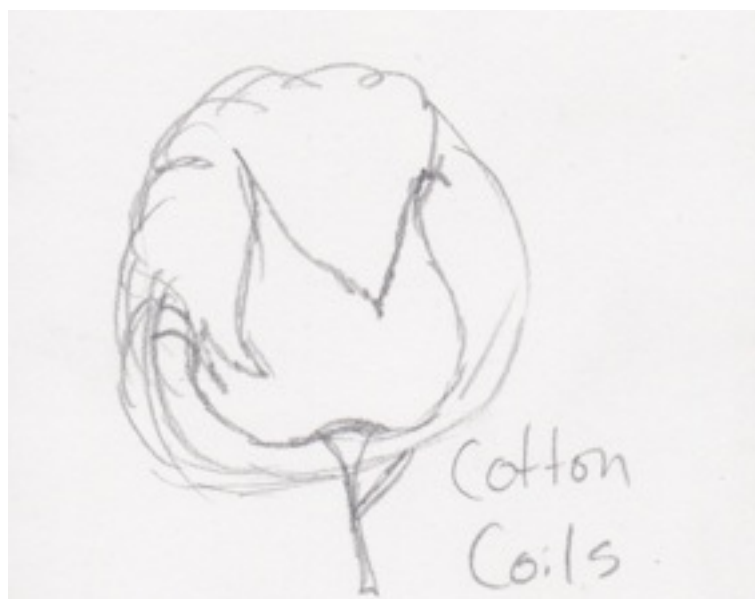
- **6 Needs** (motivations user building website business relationship):
 - **Weekly updates (minimum)**
 - Member forum
 - **Styling gallery**
 - **Product ingredient information**
 - Hair type differences
 - Information on what affects hair

Brand + User 1 Goals = Features

	<p>Primary User Name (Monica): Support system, dealing with various hair lengths, protective styling, hair typing, weekly updates, member forum</p> <p>Secondary User Name (Amber): Support system, dealing with color treated hair issues, dealing with longer hair, hair typing, weekly updates, member forum</p> <p>Tertiary User Name (Nicole): Product reviews, child styles, protective styling, weekly updates, product ingredient information, style gallery</p>
<p>Revenue or Benefit Business Goals</p> <ul style="list-style-type: none">• Advertisement revenue• Affiliate marketing• Youtube partnership	<ul style="list-style-type: none">• Aside advertisement panel (no sound)• Youtube channel link• Links to partners
<p>Operation Efficiency Goals</p> <ul style="list-style-type: none">• Weekly articles/blog• Monthly product review• Youtube channel• Facebook• Twitter• Member forum• Sponsored giveaways	<ul style="list-style-type: none">• Blog admin login and posts• Restricted comment section with replies and admin block ability (comments hidden with count until clicked open to load)• Social media links and twitter feed widget
<p>Brand Awareness Goals</p> <ul style="list-style-type: none">• Facebook fan page• Twitter• Youtube tags• Appreciation announcements	<ul style="list-style-type: none">• Regular blog and article updates• Responsive grid with “load more” buttons for mobile devices• Contact form and email link for questions about any website issues

Brand Characteristics – minimum of 10 keyword descriptors

- Healthy
- Educational
- Stylish
- Professional
- Empowering
- Social
- Feminine
- Afro-centric
- Fresh
- Strong
- Non-biased
- Motivational



Brand Identity

Brand Identity COLOR logo with spacing requirements on website.



Cotton Coils

Brand Style Guide for ()

Project color scheme



RGB (197196,200)
Hex (C5C4C8)
Background



RGB (133,97,135)
Hex (856187)
Primary



RGB (158,134,131)
Hex (9E8683)
Secondary



RGB (155,154,160)
Hex (9B9AA0)



RGB (83,57,105)
Hex (53399)



RGB (110,110,68)
Hex (6E6E44)
Accents

Type selection to be used for promotional elements, Headlines, subtitles and body copy. Label what each typeface will be used for.

HEADLINES - Didot

Body - Verdana

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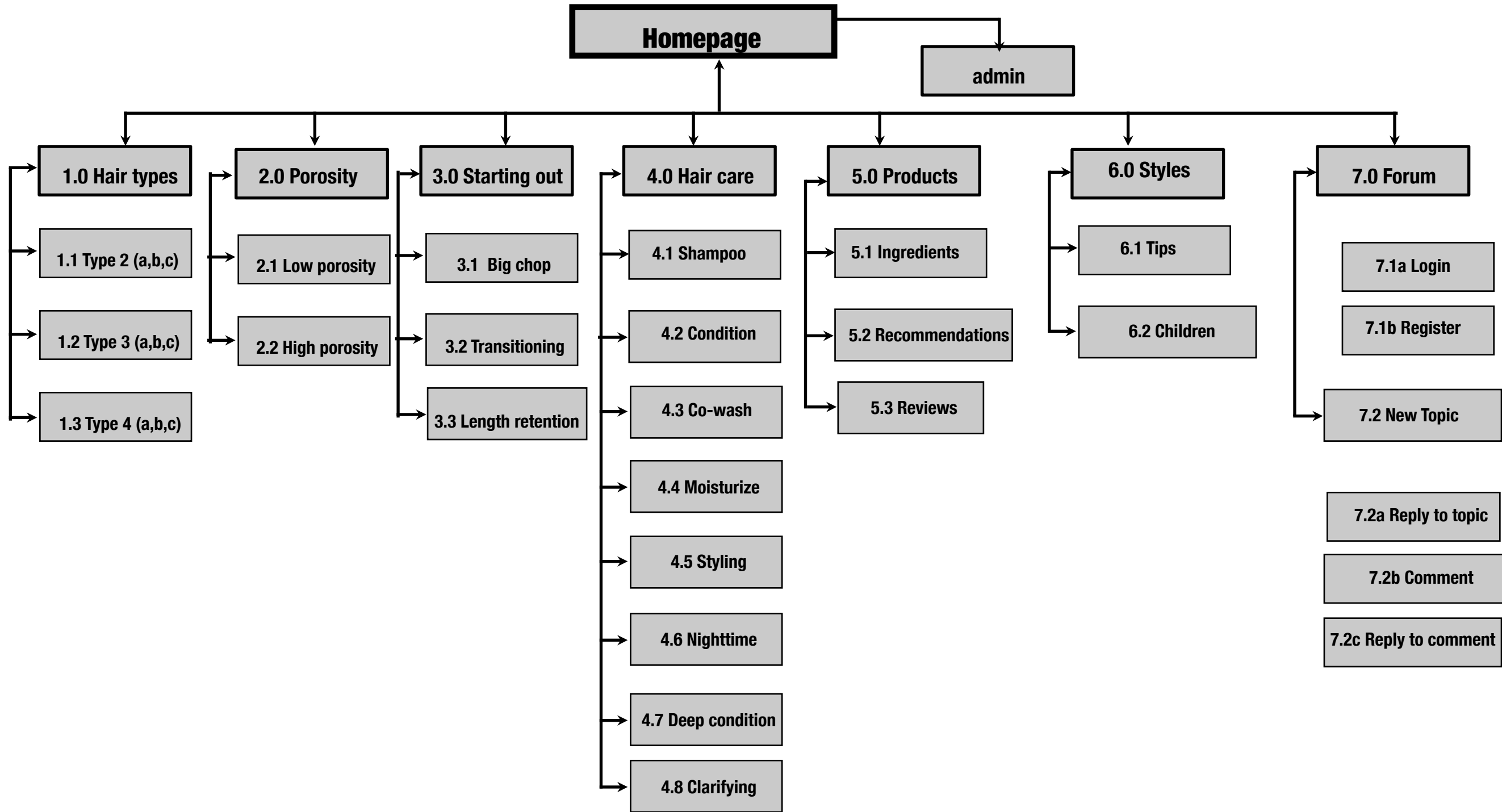
HEADLINES - Didot

Body - Verdana

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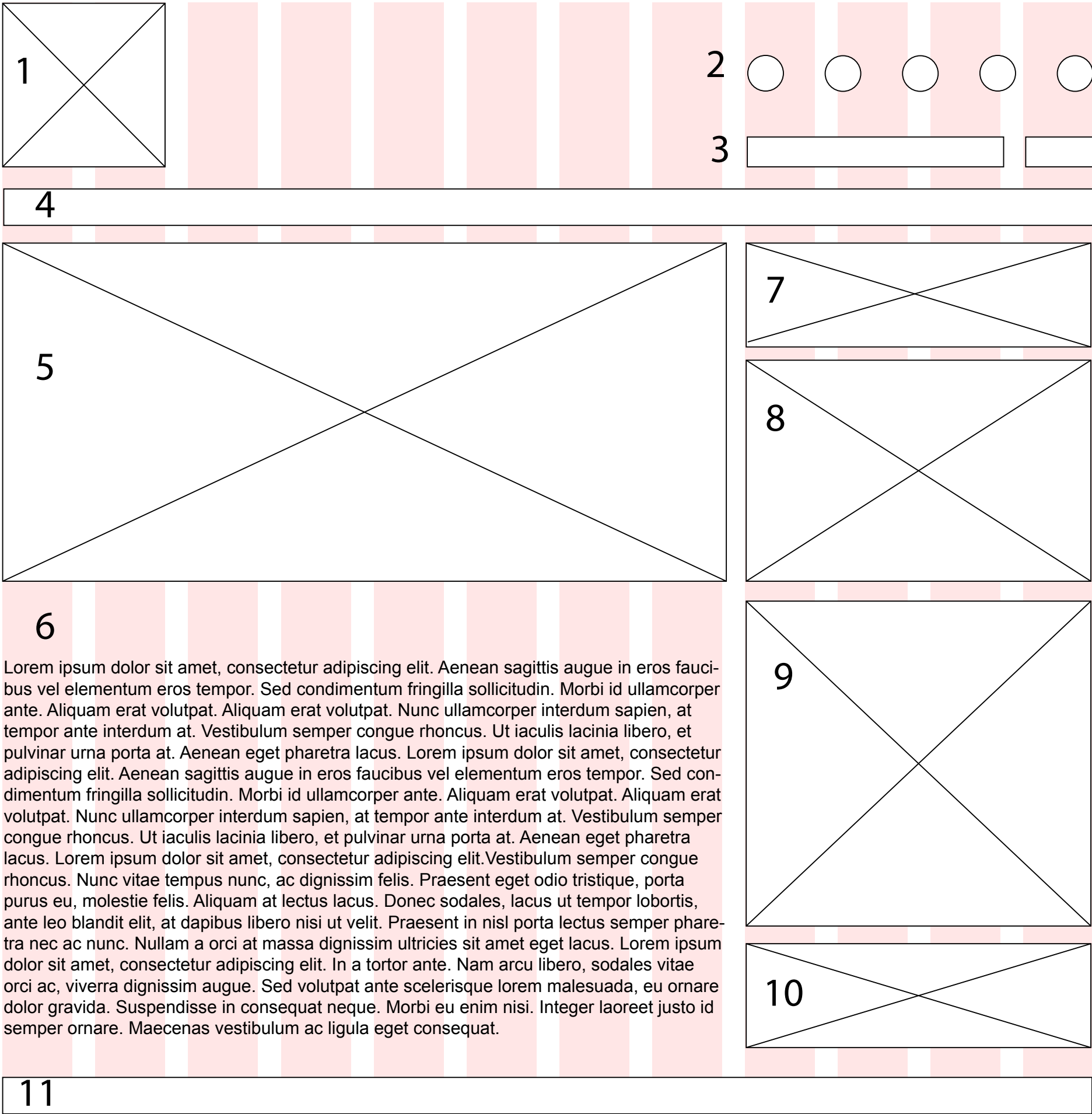
Body - Verdana



Architecture Diagram

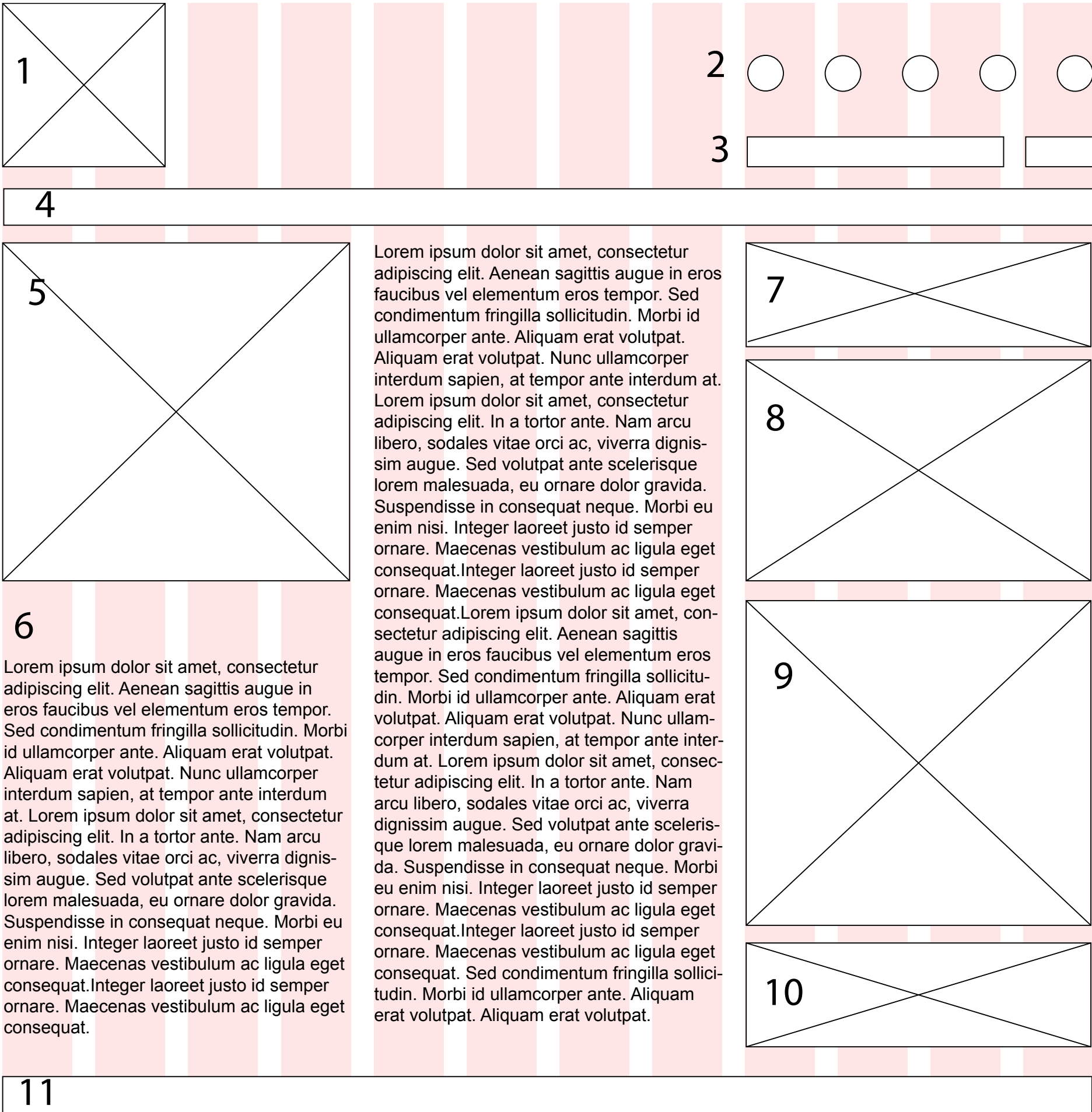
(Page ID: 0.0) Homepage
Wireframe Notations:

- 1. Logo
- 2. Facebook, Twitter, Youtube, Pinterest, Instagram
- 3. Search Bar
- 4. Nav bar
- 5. Image
- 6. Welcome message
- 7. Ad
- 8. Ad
- 9. Ad
- 10. Ad
- 11. Footer



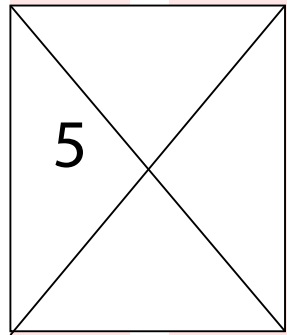
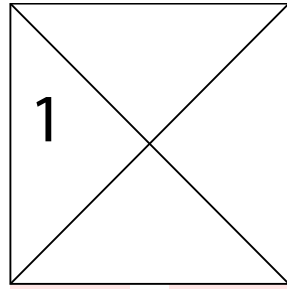
(Page ID: 1.3) Type 4 (a,b,c)
Wireframe Notations:

- 1. Logo
- 2. Facebook, Twitter, Youtube, Pinterest, Instagram
- 3. Search Bar
- 4. Nav bar
- 5. Image
- 6. Information about type 4 hair
- 7. Ad
- 8. Ad
- 9. Ad
- 10. Ad
- 11. Footer



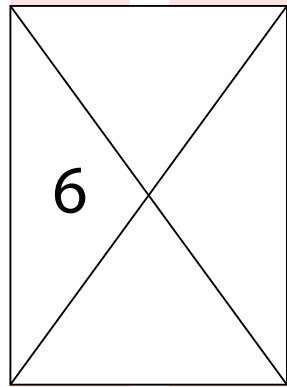
(Page ID: 3.2) Transitioning Wireframe Notations:

1. Logo
2. Facebook, Twitter, Youtube, Pinterest, Instagram
3. Search Bar
4. Nav bar
5. Image
6. Image
7. Ad
8. Ad
9. Ad
10. Ad
11. Footer
12. Image



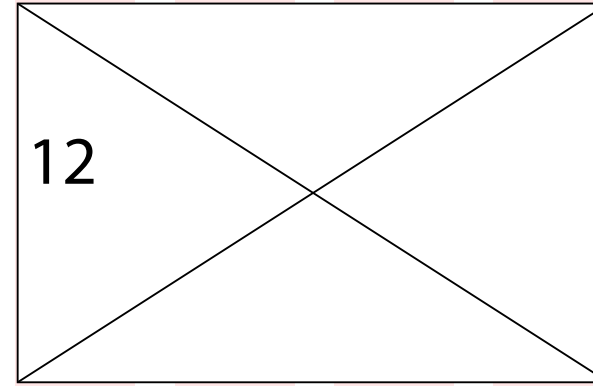
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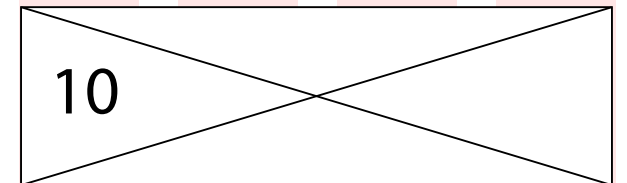
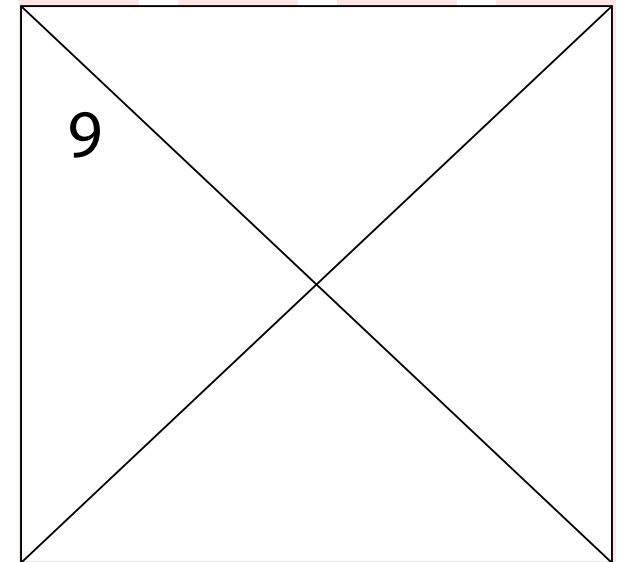
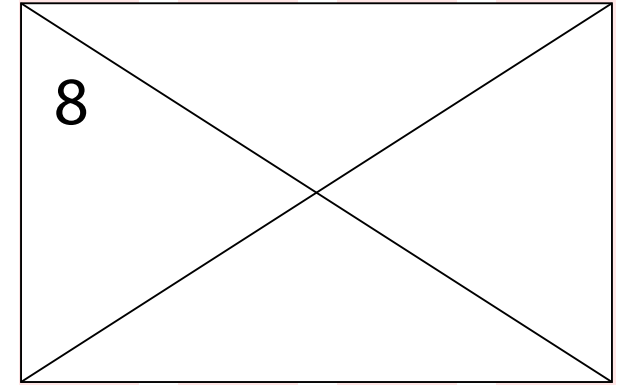
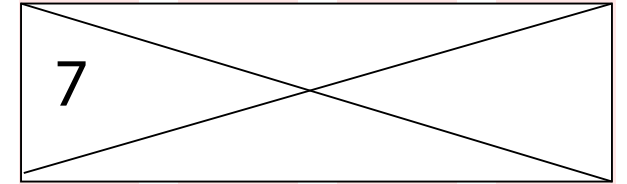


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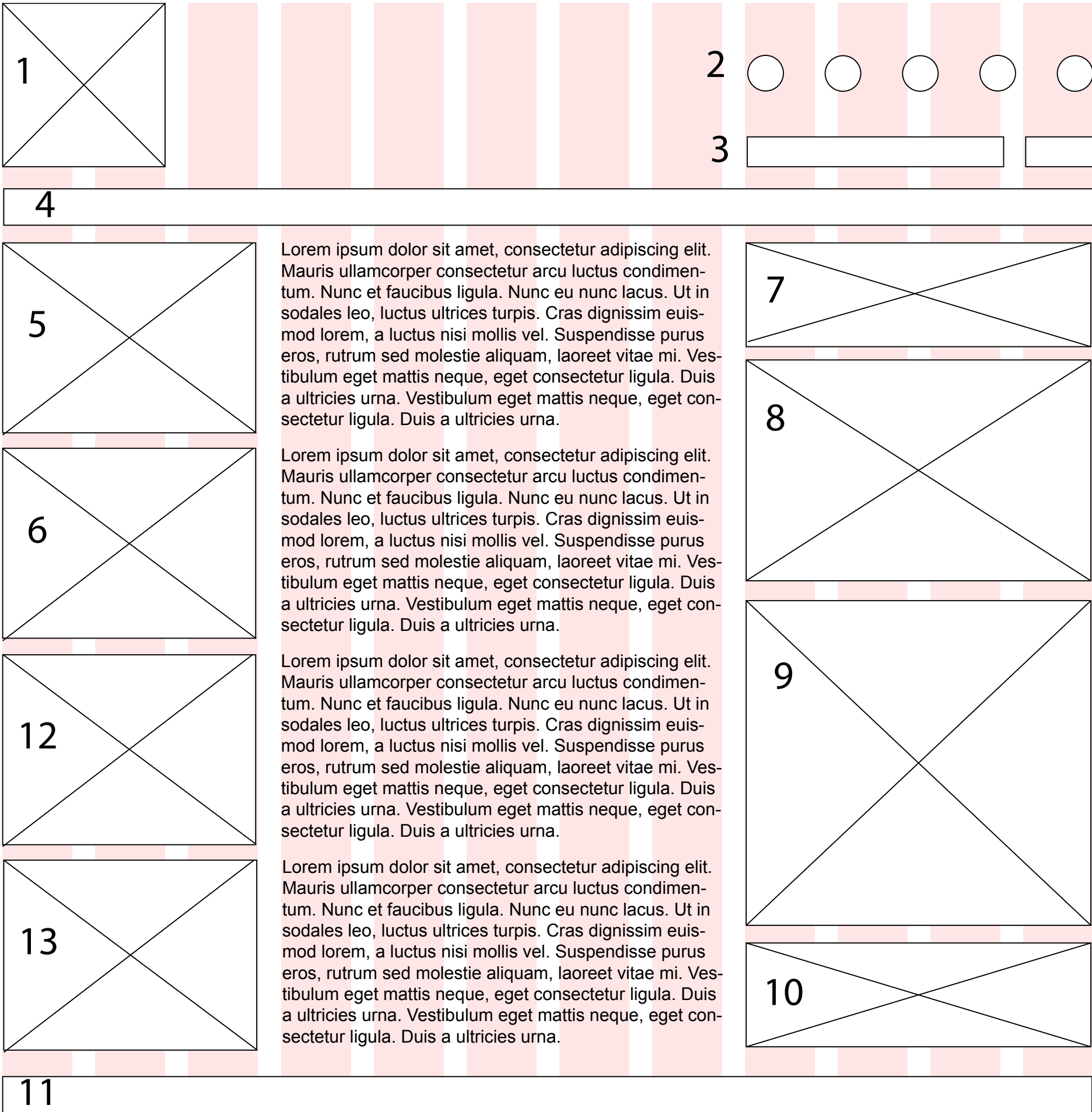


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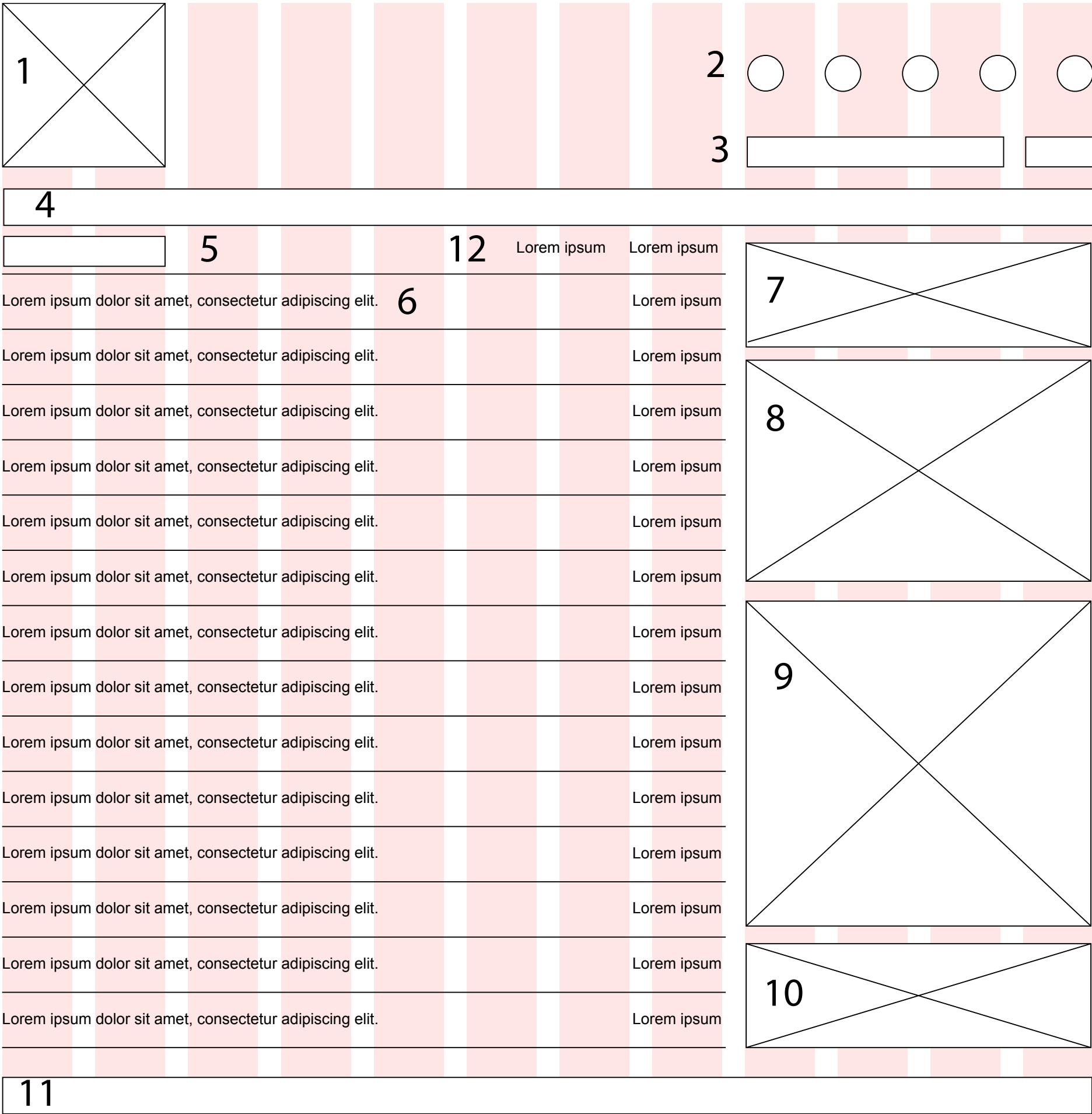
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Wireframe Notations:

- 1. Logo
- 2. Facebook, Twitter, Youtube, Pinterest, Instagram
- 3. Search Bar
- 4. Nav bar
- 5. Image
- 6. Image
- 7. Ad
- 8. Ad
- 9. Ad
- 10. Ad
- 11. Footer
- 12. Image
- 13. Image



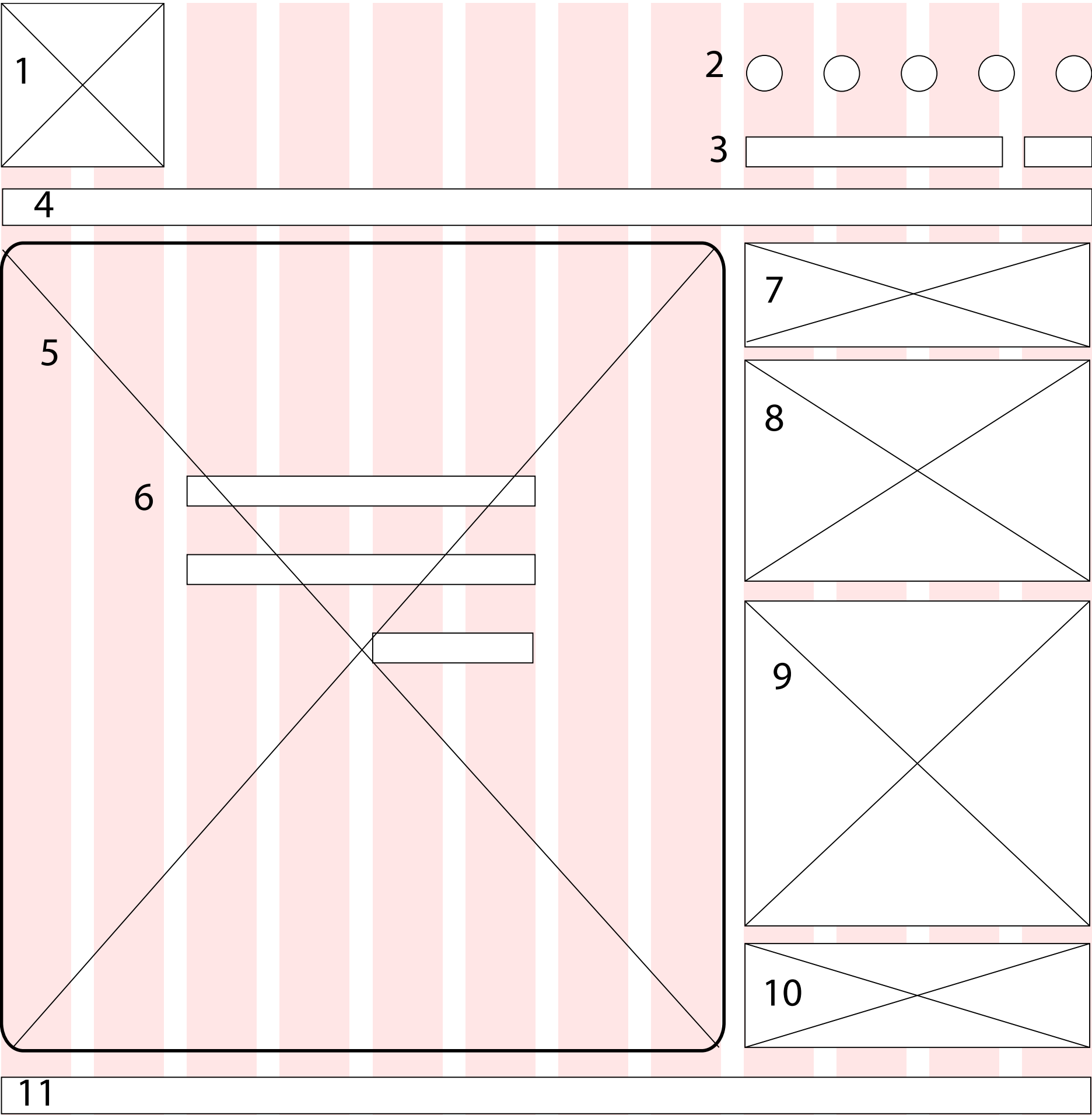
(Page ID: 7.0) Forum
Wireframe Notations:

- 1. Logo
- 2. Facebook, Twitter, Youtube, Pinterest, Instagram
- 3. Search Bar
- 4. Nav bar
- 5. Create topic
- 6.Forum Posts
- 7. Ad
- 8. Ad
- 9. Ad
- 10. Ad
- 11. Footer
- 12. Login/Register



(Page ID: 7.1a) Login
Wireframe Notations:

- 1. Logo
- 2. Facebook, Twitter, Youtube,
Pinterest, Instagram
- 3. Search Bar
- 4. Nav bar
- 5. Image
- 6. Login
- 7. Ad
- 8. Ad
- 9. Ad
- 10. Ad
- 11. Footer





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Welcome

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Create Topic

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Register

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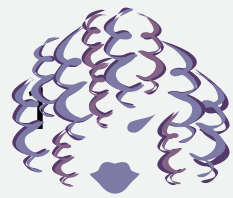


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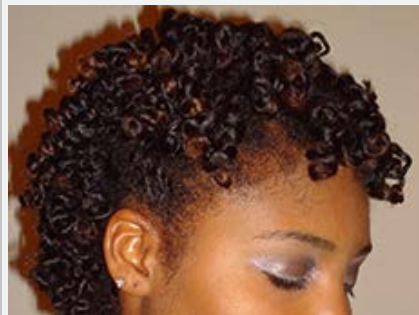


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