

# ***DOT Framework - Project X***

## ***Discover***

**Main Question:** How can I create a unique and memorable flower brand identity?

**Objectives:**

- Identify market and customer preferences.
- Analyze competitors and industry trends.

**Activities:**

1. **Market Research:**
  - Study successful flower brands (e.g., FTD, Bloom & Wild).
  - Identify common branding elements (e.g., sustainability, luxury, affordability).
2. **Target Audience Analysis:**
  - Create Personas (e.g., wedding planners, gift shoppers, home decorators).
  - Conduct interviews/surveys to understand key motivators to buy flowers like eco-friendliness, convenience, and aesthetics.
3. **Trend Analysis:**
  - Explore rising trends like subscription services, dried flower arrangements, and eco-friendly packaging.
  - Analyze seasonal trends and their impact on the products being offered.

**Deliverables:**

- Competitor analysis report.
  - Defined target audience with personas.
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## ***Organize***

**Main Question:** How can I synthesize insights into my branding goals?

**Objectives:**

- Define my brand's core identity and values.

**Activities:**

1. **Brand Identity Definition:**
  - Ideate a brand mission
  - Establish brand values
  - Create a brand personality
2. **Brainstorming:**
  - Map out specific branding needs: logo, color palette, typography, packaging design, and marketing materials.
  - Outline a tone of voice for the brand's communication.

**Deliverables:**

- Brand identity framework (mission, values, tone of voice).
  - Branding goals and requirements list.
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## Test

**Main Question:** How can I ensure the brand identity resonates with the target audience?

**Objectives:**

- Test the effectiveness of branding materials.
- Validate the brand's messaging and visuals with the users.

**Activities:**

1. **Prototyping:**
  - Design logo concepts, packaging mockups, and promotional materials.
  - Create a website layout and social media content examples.
2. **User Testing:**
  - Gather feedback.
3. **Iteration:**
  - Use feedback to refine designs.

**Deliverables:**

- Refined branding materials.
  - User testing reports.
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## Final Deliverables

A cohesive flower brand identity, including:

- Finalized logo, color palette, typography, and packaging designs. (Brand Guide)
- Social media and website templates.
- A marketing strategy.