

Project Plan - Project X

Double Diamond Model

Discover Phase

Objective:

Understand the market landscape, target audience preferences, and competitor strategies to create a distinctive identity for my flower brand.

Sub Question:

What are the existing trends and characteristics of current flower brands?

Activities:

1. Competitor Analysis:

- Research flower brands like Bloom & Wild and Urban Stems.
- Analyze their packaging, website design, and marketing messages.
- Identify opportunities like eco-conscious packaging, subscription services, or themed arrangements.

2. Target Audience Research:

- Define key demographics: millennials celebrating milestones, environmentally-conscious consumers, etc...
- Conduct surveys/interviews to understand preferences (e.g., flower types, packaging, delivery options).

3. Market Trends Analysis:

- Explore trends like dried bouquets, subscription boxes, personalized arrangements, and biodegradable packaging.
- Study pricing structures and consumer behavior (e.g., why they choose online vs. local stores).

Deliverables:

- Competitor analysis report.
 - Defined target audience personas.
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Define Phase

Objective:

Establish a clear brand identity, values, and themes for my flower brand.

Activities:

1. Brand Positioning:

- Establish their unique selling point (USP): "A flower for every moment—beautiful, sustainable, and delivered with love." -> possible slogan
- Define brand values: eco-friendliness, personalization, and timeless beauty.

2. Requirements Definition:

- Key themes: bright, elegant, modern.
- Must-have features: eco-friendly packaging, flower care guide, and seamless online experience.

3. Technology/Tools Research:

- Design tools: Figma for website and branding mockups, Affinity Designer for logos and other visual designs.
- Marketing platforms: Instagram, Pinterest, Tiktok.

Deliverables:

- Brand identity framework (USP, tone of voice, values).
 - Moodboard + Stylescape with color palette, typography, and design elements. (Brand guide)
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Develop Phase

Objective:

Create branding materials and test initial marketing concepts.

Sub Question:

What designs and strategies best communicate the brand's values and appeal to the target audience?

Activities:

1. Prototype Creation:

- Logo: Modern yet organic design incorporating floral elements.
- Packaging: Design recyclable paper.
- Website: Create mockup for an eye-catching and intuitive website.

2. Marketing Assets:

- Social media templates for Instagram and Pinterest. (and maybe tik tok)
- Sample blog content: "Flower Care 101" or "The Symbolism of Roses."

3. User Feedback:

- Conduct user testing on prototypes and gather feedback on visuals, messages, and usability.
- Refine designs and marketing content based on user insights.

Deliverables:

- Branding prototypes (logo, slogan, website).
 - Marketing mockups (social media posts, ad designs).
 - Refined materials post-feedback.
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Timeline

Phase	Activities	Duration
Plan	Define Project X ideas	week 1 (03/12/2024 -> 13/12/2024)
Discover	Research	week 2 (16/12/2024 -> 20/12/2024)
Define	Brand identity	week 3 (06/01/2025 -> 10/01/2025)
Develop	Prototyping and testing designs	week 4 (13/01/2025 -> 17/01/2025)

