

Assignment 2

Web Based Project

Berk Gençtürk

April 14, 2022

Creative Brief

Key Message

Ramona's Cakery specializes in Designer Cake Decoration. They have ongoing deals with several event coordinators and provide custom cakes for events such as weddings.

Strategic Focus

Most of the clients focus has been on their current ongoing deals with event coordinators but they are shifting their focus to deliver custom cakes to individual customers as well, they are looking to move locations so they can accept walk-ins as well.

Current/ Desired Perceptions

The client is currently a strictly online contractor that works solely with event coordinators.

The client wants to be seen as the go-to bakery for fully decorated cakes, with express delivery. The client also wants to move into a physical store location for walk-in orders.



Emotional Benefit

Receiving a personalized cake custom baked, decorated just for you makes any event special and makes anyone feel appreciated and loved.

Tone/Manner

Ramona's Cakery wants to make sure your special day is truly special and just the way you want it. The brand is simple, minimalistic and professional but their products are fully customized for all your decorative, dietary needs.

Unique Selling Point

Ramona's Cakery works with the client to create and decorate the perfect cake for any occasion. Using the website you can have a custom cake designed, baked and decorated for you with just a few clicks

Creative Considerations

Switching from strictly working with event coordinators to working with the customer and express deliveries will be challenging.

Strategic Plan

Re-design the website and app to add to make cake customization easier. add option to chat on the website or call staff to describe it in detail. Move to new location to accept walk-ins as well.



Objective

Re-design the ui of the website and app to make it more accessible, user friendly and easy to navigate.

Make it easy on the website and the app to contact the cake decorators to describe exactly what the customer wants.

Make it easy and user friendly to upload images etc to describe what the customer wants.

Add lots of options and templates in a wide variety of price points to make it easy for the customer.

Project Mandates

April 20th: Meeting with client to discuss their needs, submit examples and templates for the website ui.

April 26th: Meet with client, show logo options, website ui template and get their opinion.

April 27th: Finalize website layout.

April 30th: Finalize app layout.

May 2nd: meet with client to show their branding on the website.

May 3rd: Edits and bugfixes.

May 4th: Update branding on social media pages. Add links to the new website. Make posts about the new website and application on social media pages.

May 8th: End Date

Persona 1



Larry Newman

"My back is killing me"

AGE

67

OCCUPATION

Retired

STATUS

Married

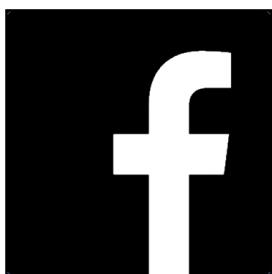
LOCATION

Ottawa, ON

TIER

Retired middle class male

BRANDS



BIO

Larry is a retired painter, a husband, father of one and grandfather of two. He is taking it easy and trying to support his son and two grandchildren as much as possible. He would like to set up a celebration for his granddaughter's upcoming 18th birthday

Needs

- Easy to navigate website with intuitive UI
- Customer Support when necessary
- Lots of options

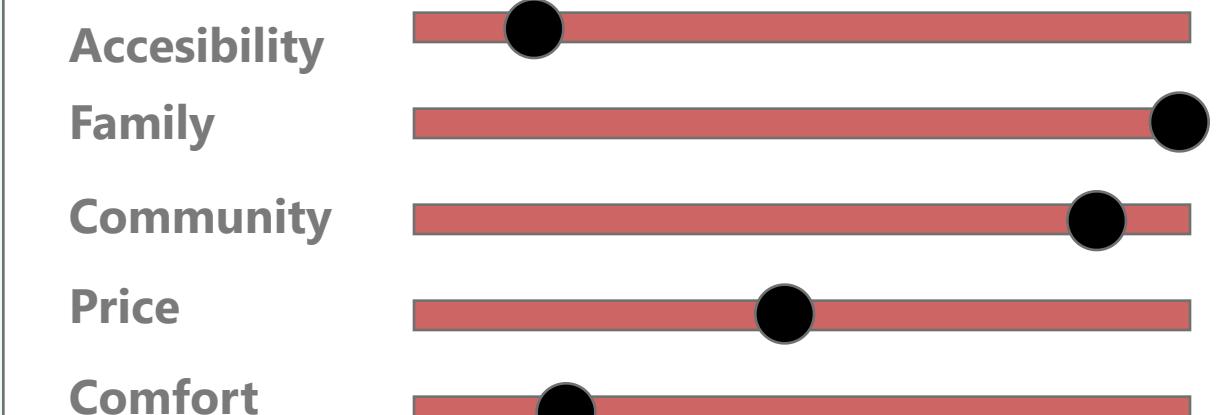
Frustrations

- Unintuitive UI
- Complex website
- Hard to read typography

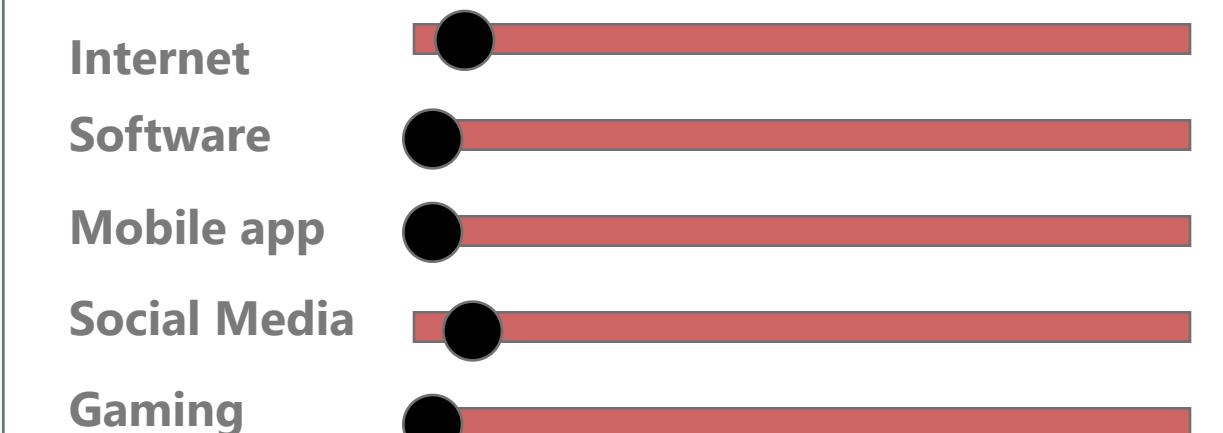
Accessibility Requirements

- Bad eyesight

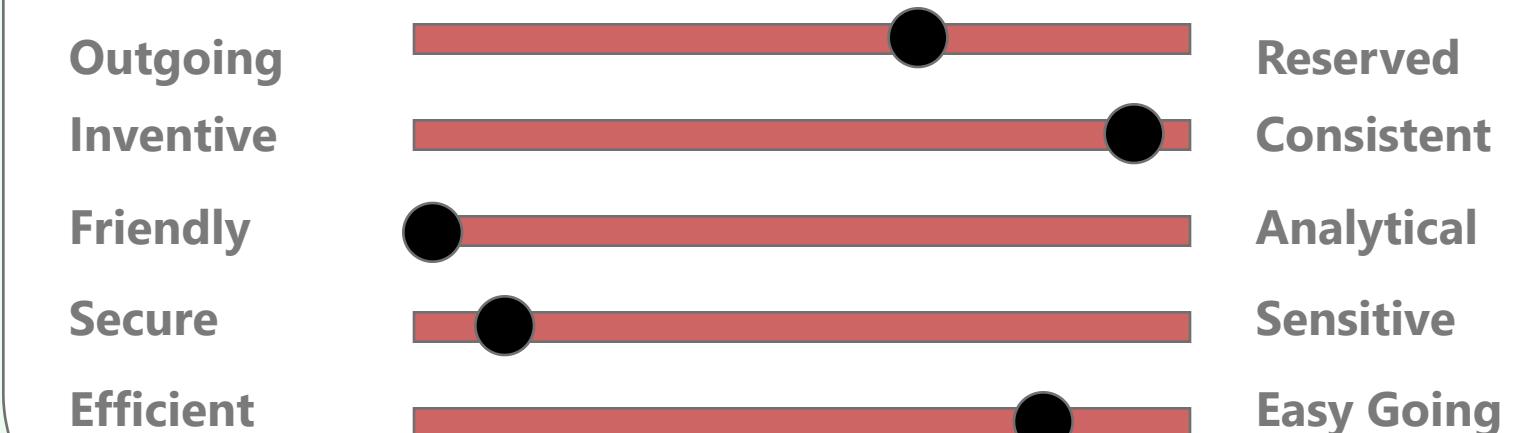
Motivation



Technology



Personality



Persona 2



Monica Harris

"I just want a nice and positive office environment."

AGE

36

OCCUPATION

Manager

STATUS

Single

LOCATION

Ottawa, ON

TIER

Upper middle class manager

BRANDS



BIO

Monica is the chief executive officer at a software company and likes to organize events for her employees to boost morale and have a positive workplace environment.

Needs

- Lots of options, customization
- Deals for regular purchases
- Easy to use UI

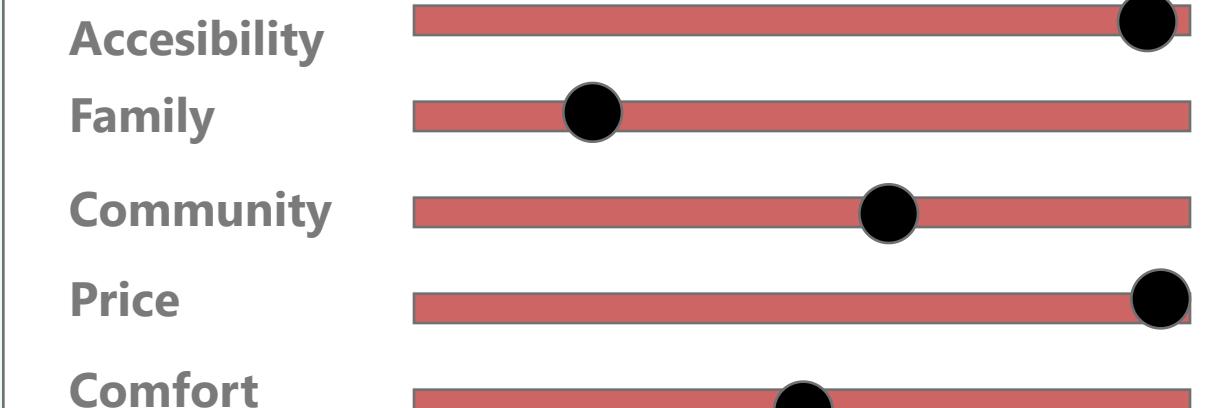
Frustrations

- Unintuitive UI
- Not enough customization

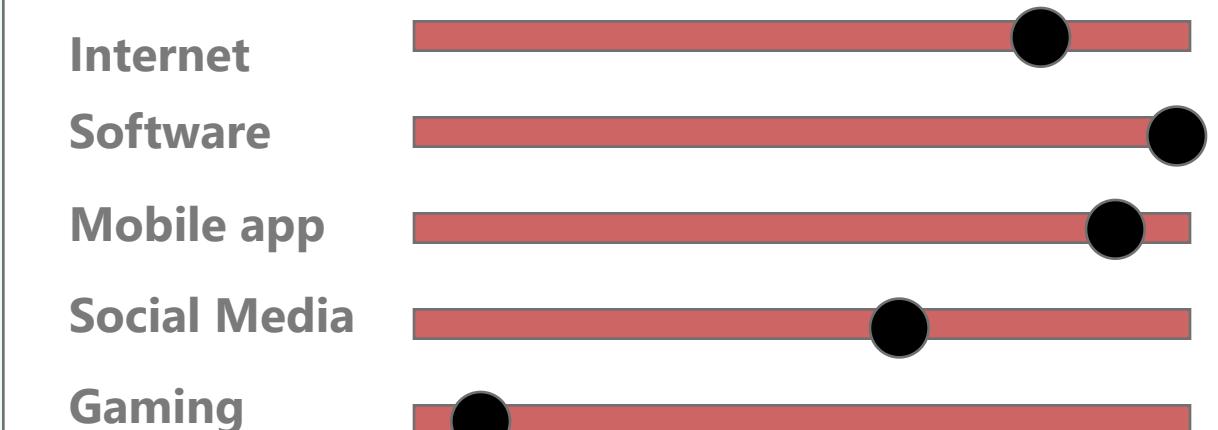
Accessibility Requirements

- Anxiety

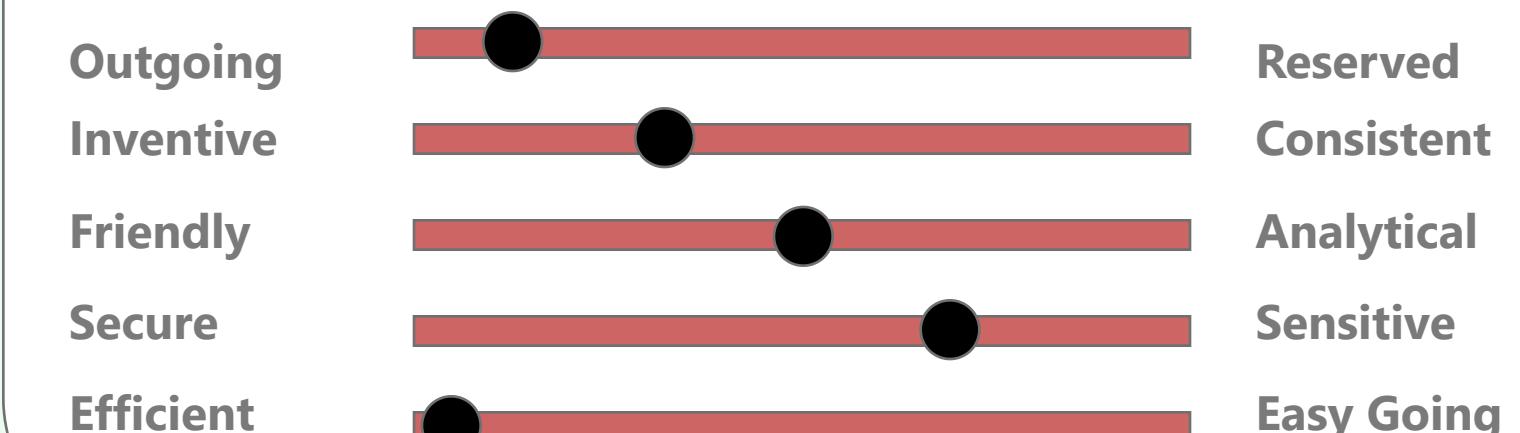
Motivation



Technology



Personality



Persona 3



Jolie Jane

"Are you coming to
the party?"

AGE

18

OCCUPATION

Student

STATUS

Single

LOCATION

Ottawa, ON

TIER

College student

BRANDS



Needs

- Affordable deals
- Intuitive app

Frustrations

- Unresponsive, unintuitive app
- Expensive prices

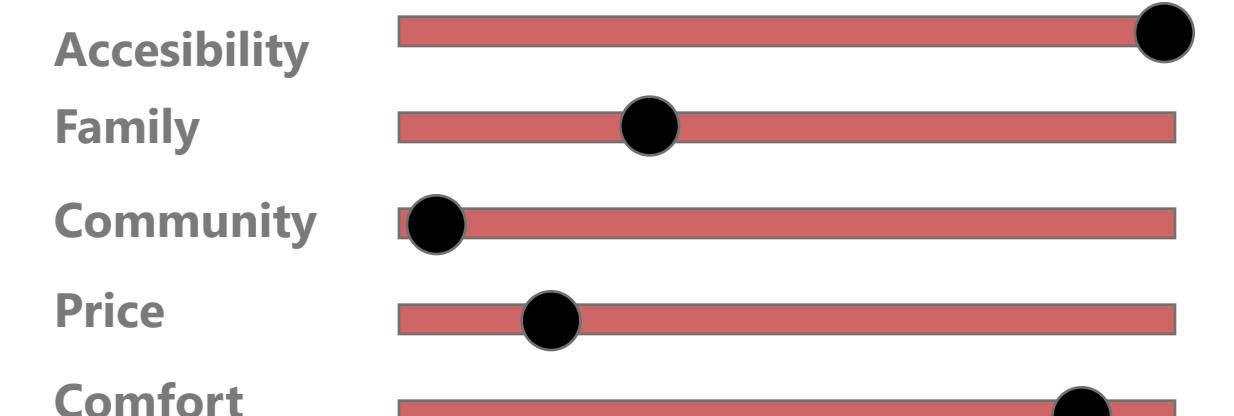
Accessibility Requirements

- ADHD, Anxiety

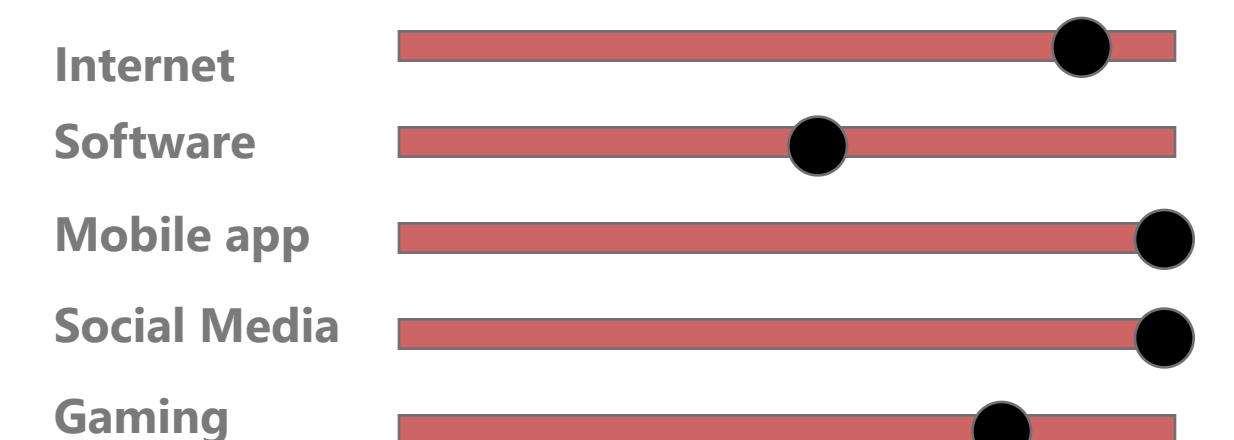
BIO

Jolie is in college studying design, she is also the lead vocalist of her own band and likes hosting parties at her place and play her bands music to everyone.

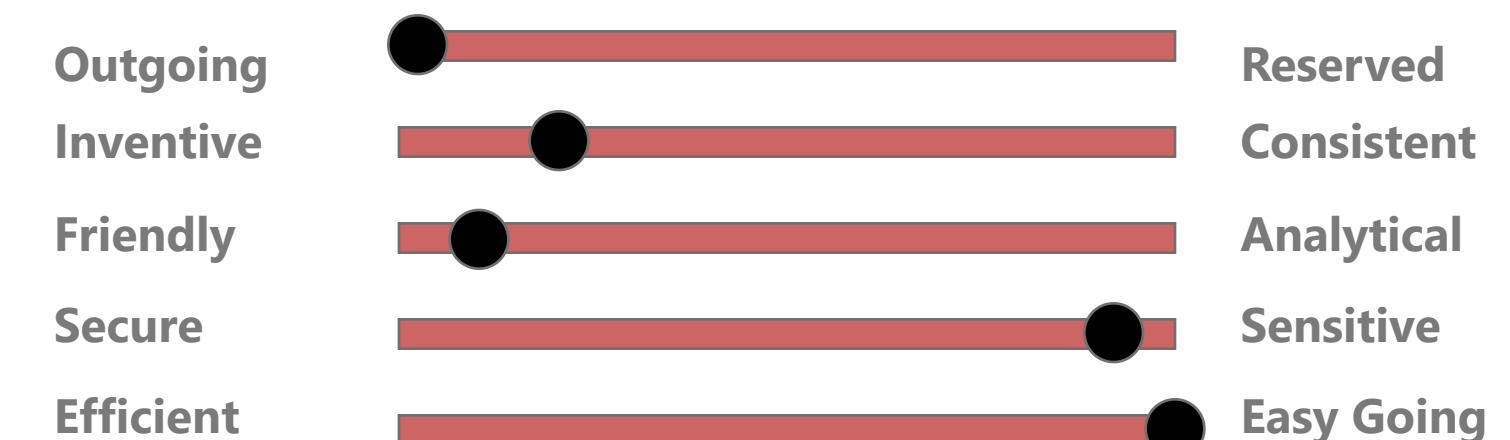
Motivation



Technology

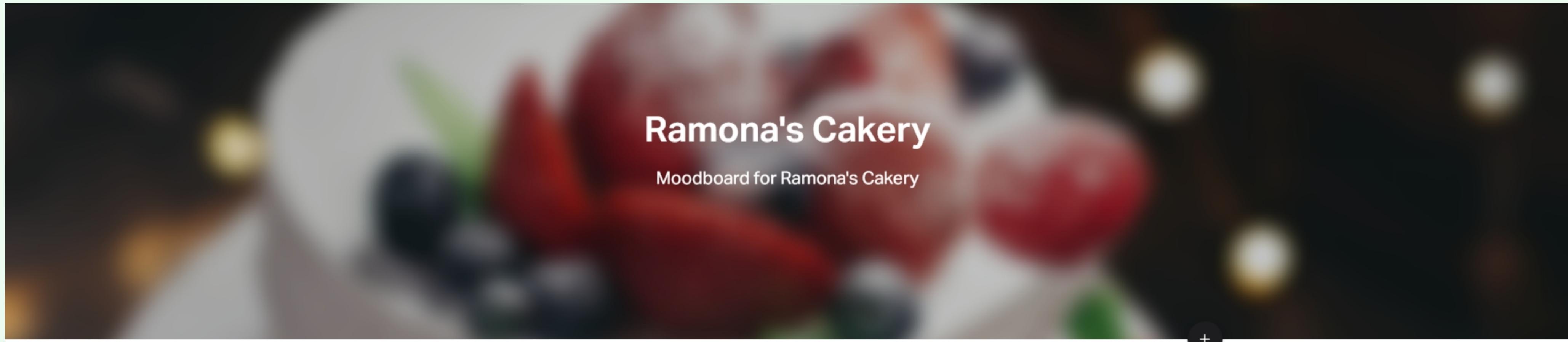


Personality



Moodboard

<https://berk95847.invisionapp.com/boards/NU8055137PTASFK>



Ramona's Cakery
Moodboard for Ramona's Cakery

Logo Design
Designed Logo for Ramona's Cakery



Imagery
Imagery, ideas



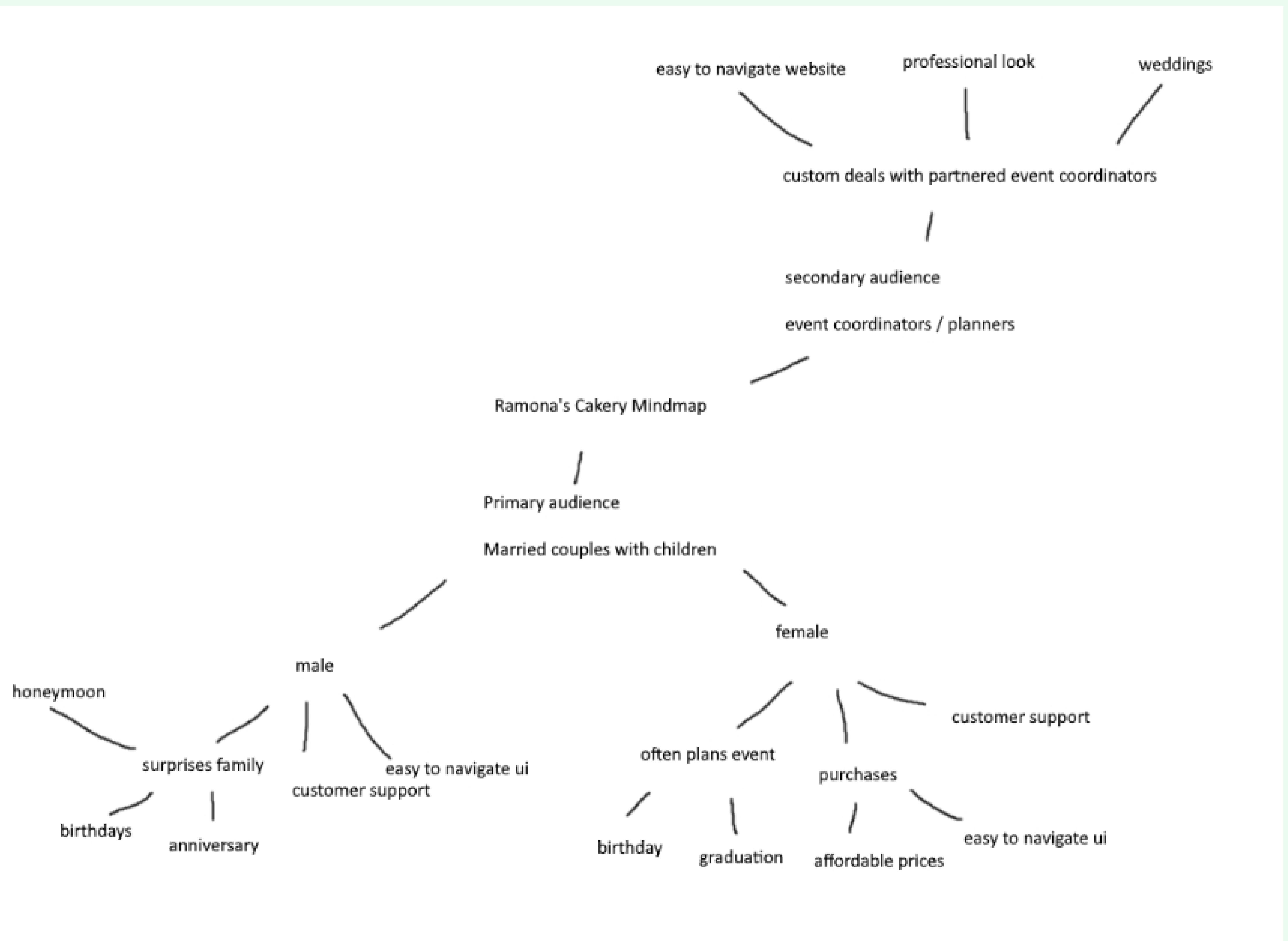
Color Swatches
Color Swatches for Ramona's Cakery

New Color #CE6565	New Color 2 #EBFBF	New Color 3 #FF63FF	New Color 4 #F0D7A7
New Color 5 #6D392E	New Color 6 #85EBE2	COLOR SWATCHES Used colors that invoke a playful, sweet and happy feeling in the customers that are in brand with Ramona's Cakery	

Fonts
Font choices for Ramona's Cakery

Aa Zz Segoe UI	Aa Zz segoscr	FONT CHOICES FOR RAMONA'S CA... Decided to use Segoe UI for the website because it's easy to read, clean and accessible. Segoe Script is used for the logo and headings because of the elegant feeling it evokes
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Mindmap



High-Fidelity Mock Up

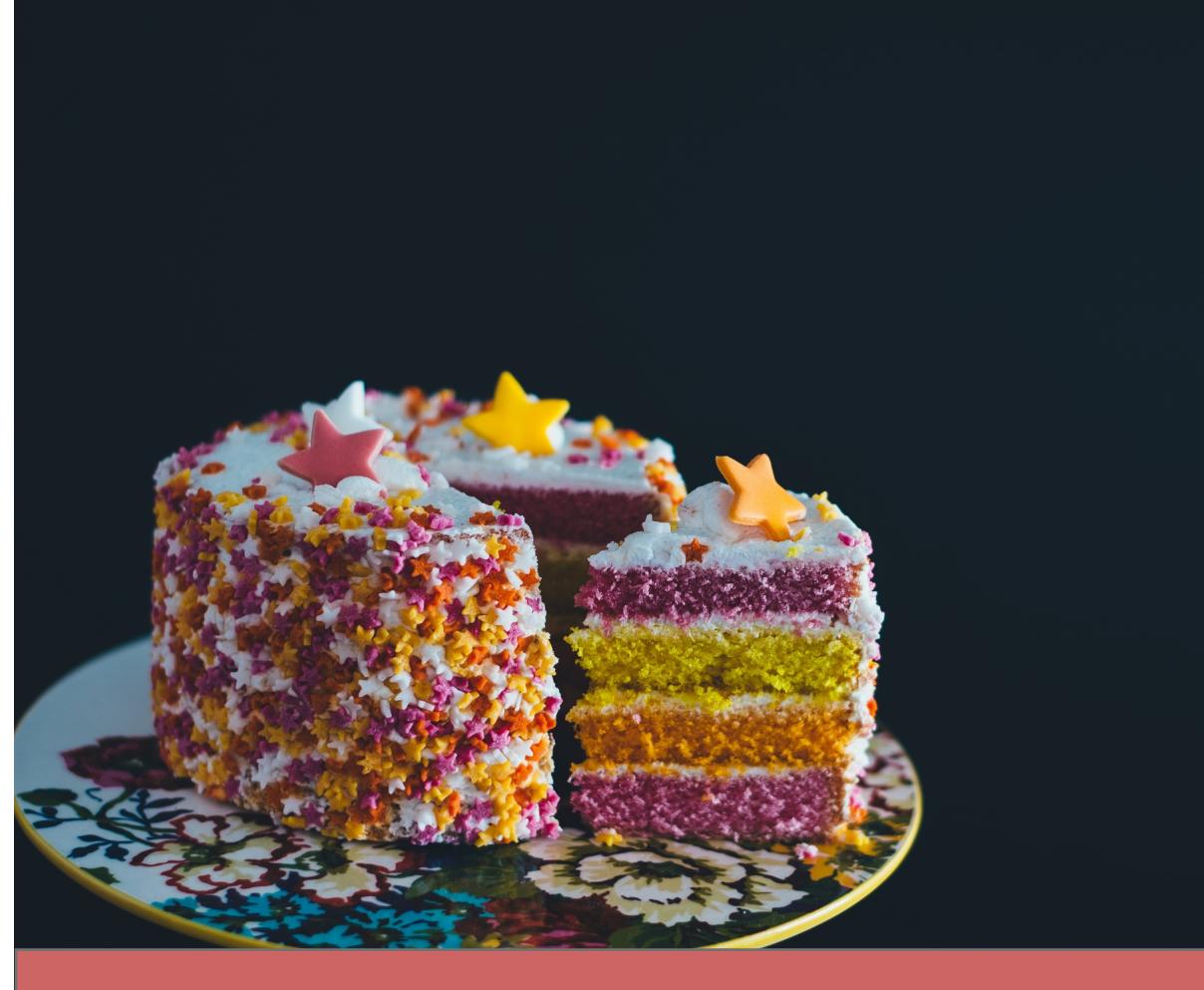
 Ramona's Cakery

Home About Order ≡ 🔍

Weddings, Birthdays, Anniversaries, we do it all!

Here at Ramona's Cakery our dedicated team of expert cake decorators and designers are ready to customize and design the perfect cake for you for any event!

[Wedding Cake Options](#) [Birthday Cake Options](#) [Create your own](#)


CUSTOMIZE THE PERFECT CAKE FOR YOUR EVENT TODAY

Our Team of Gourmet Cake Decorators



Gary

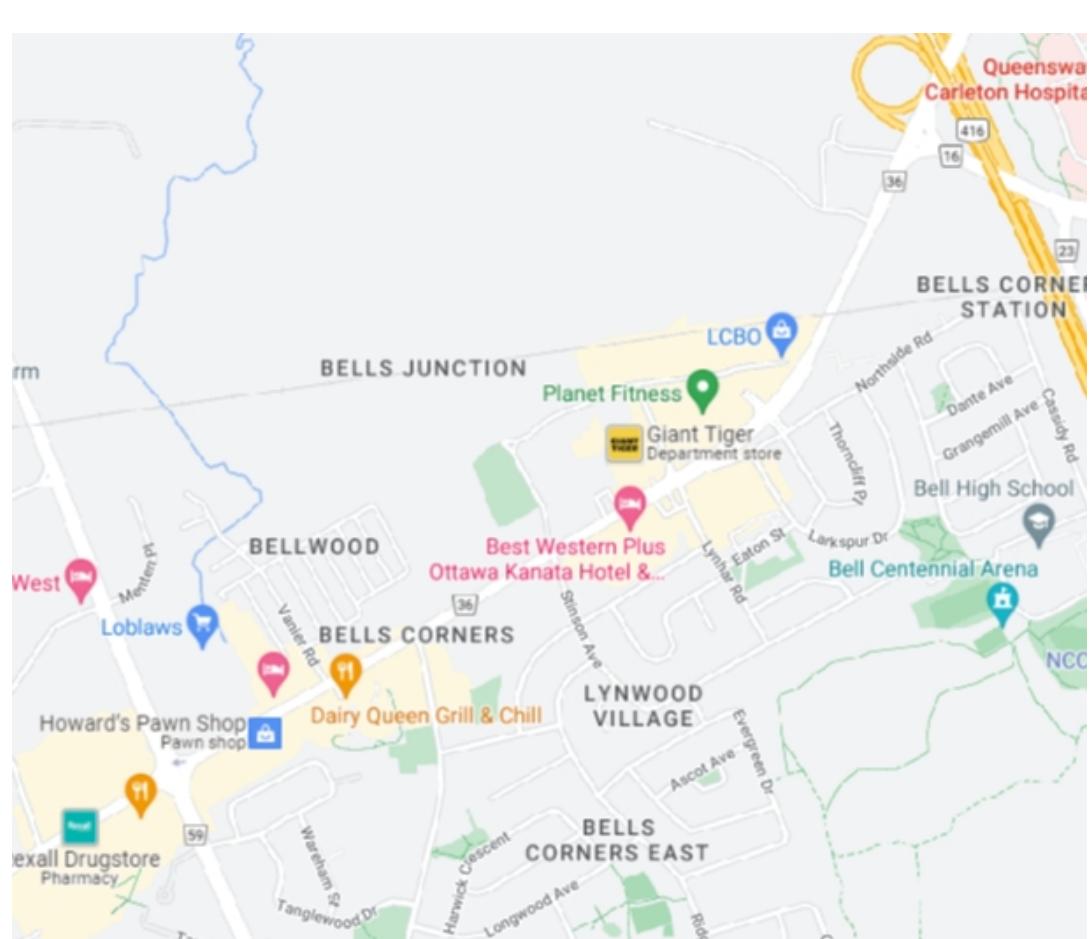
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Jerry

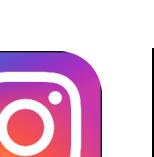
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Our Location



Contact Us

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