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CIM 111

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Creative Brief

* 5 portfolios/websites based on inspiration
  + Gigiscupcakes.com
  + Qccupcakes.com
  + Thelastcrumbofcake.com
  + Thomassweet.com
  + Littlechefpastry.com

1. **Background Summary:** Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?
   1. This website is for the store House of Cupcakes; the company sells a copious amount of baked goods and deserts, specifically highlighting cupcakes. The client for this website is everyone! Any person, young or old, guy or girl, can enjoy cupcakes. More specifically for those that live in the tri-state area and have accessibility to House of Cupcakes. Located in many different towns throughout New Jersey, House of Cupcakes is a fun, easy place for individuals to enjoy their sweet tooth. The most significant strength with this product is that it is a universal product, meaning anyone and everyone can purchase the product. The cupcakes business has a large target market, catering to a variety of ages and genders. The only weakness would most likely be competition from other desert companies as they are also selling the same product. Another weakness would be the high rent cost; Princeton, New Jersey is an expensive location for a company’s main headquarters. An opportunity for this cupcake business is that there is a new social trend of cupcakes over traditional cakes. A threat to this company would once again be alternate desert companies. Existing reports on SWOTs can be found online for other companies, such as cupcake-café.
2. **Overview:** What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?
   1. This project was meant to provide an informational website, as well as a marketing tool, for the company House of Cupcakes. We are designing an interactive, informative website for local clientele in the Tri-State area. This is hoping to increase sales as well as make the process of buying cupcakes easier. The opportunity of this project is digitalizing the business House of Cupcakes and widening the client base. This will put House of Cupcakes at an advantage to other local businesses that have yet to create a personal website
3. **Drivers:** What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?
   1. Our goal of this project is to highlight the products and experience one can receive through doing business with House of Cupcakes. The purpose of this project is to build a website to promote and market the product House of Cupcakes is trying to sell. Our top 3 objectives are self-promotion, an informative outlet, and lastly spreading the clientele.
4. **Audience:** Who are we talking to? What do they think of us? Why should they care?
   1. The audience of this website is universal; the cupcake business has a large target market. This business caters to a variety of ages and genders, and therefore, the extent of the target market allows for a greater expectance of revenue. When people from out of town come to Princeton to visit, this website will put House of Cupcakes on the digital map. The audience will now see this company as an established business and modern for making their own website. The audience will care because they can learn details about the store without going in person.
5. **Competitors:** Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?
   1. The competition of House of Cupcakes would be other local desert shops nearby. Examples specifically in Princeton would be The Bent Spoon, Thomas Sweet Ice Cream Shop, and Little Chef Pastry Shop. Their websites are telling their audience specific items on the menu and what other services they provide. We should add to our website if we cater or can-do mass orders. What differentiates them from us is our website is specifically for cupcakes, whiles there has a broader variety of deserts. The SWOTs for these other businesses would be relatively the same as House of Cupcakes, as they are relatively similar businesses.
6. **Tone:** How should we be communicating? What adjectives describe the feeling or approach?
   1. The tone of this website should be positive and also very neutral. Since desert, specifically cupcakes, is such a generic universal product, making sure the website reflects those characteristics as well is key. Adjectives to describe the website should be light, playful, and also very local. The colors of the website are the colors of Princeton University, making the client feel at home and entrenched in the atmosphere of Princeton, NJ.
7. **Message:** What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?
   1. What we are saying with this piece exactly is information of the business House of Cupcakes and their products, i.e., cupcakes. The words are very descriptive and developed for each individual item, as well as details about the store in general. We want the audience to take away the entire premise of House of Cupcakes and what we are willing to offer them as clients.
8. **Visuals:** Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?
   1. We are going to develop our own images of the cupcakes we are willing to offer, as well as at home images of the owners in the shop. We will pay a photographer to take images of our best cupcakes. The owners will take pictures of themselves working in the shop in order to save money. The point of taking pictures of the workers is to make the clients see how family inclusive the company is. This will all take place in the store in Princeton.
9. **Details:** Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?
   1. There is a timeline as well as schedule for this project. The owners of House of Cupcakes want the project to be completed before grand opening. The mandatory information is an about us page, a menu page, locations, hours, and a contact page. The website needs to be themed to parallel cupcakes and Princeton New Jersey. Besides that, there is room for creativity to flow.
10. **People:** Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?
    1. We are reporting to the owners of House of Cupcakes. They will approve of the work since it is there business. It is only husband and wife, so we receive direct approval. Since they are paying us to do this, they need to be informed of our daily progress. This should be a quick project.