

Assignment01

The Bookworm House
Website plan

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Website image



THE BOOKWORM HOUSE



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RESEARCH

The Bookworm house was opened in 2019 by Ms. Giselle Martin of Ottawa, Ontario. Ms. Giselle was a very avid reader and especially liked children's books because they were so relaxing to her mind. She always put the books she finished reading in a box in front of her house as a Little Free library with a sign saying "Feel free to take it with you". Sometimes I even prepared a chair to read it.

Her partner, who was watching her, suggested that we create a space in the garden and display books divided into different genres and recommended for the children. The place quickly became a popular place for children. This was the beginning of The Bookworm house. Then, at the end of 2019, they opened a small store in Barrhaven, a residential neighborhood, near an elementary school. However, shortly after opening, it was affected by a temporary closure in COVID. Therefore, not many people know about The Bookworm house, and the Giselle's are considering opening a website in hopes of bringing the store to more children. They also want to sell books online to reach as many children as possible. This will allow us to always offer heartwarming books selected by Giselle and her partners.



User Research

-TARGET AUDIENCE

Primary: Families with children ages 4-7
 Secondary: teenagers, schools, libraries

< Summary >

- Young families, living in the neighborhood
- Many of them have children, especially around 4-7 years old.
- Parents want their children to read, but don't know how to find good books.
- Looking for a family-friendly store where they can choose books with their children.
- Finding information about stores mainly online and by word of mouth.

Interview with owner



"At first, I enjoyed just sharing with others the books I loved as a child, but I am delighted when the children in my neighborhood tell me that the books I have chosen are "interesting!" I am happy when children in the neighborhood tell me that the books I have chosen are interesting and that they want to read more of them. I wanted to create a place where people could encounter books that would become lifelong friends, and it was with this desire that I opened this store.

When the store was temporarily closed by COVID, we did not have a website or online store, so we could not deliver books and information to children. We would like to improve on this point in the future. We also enjoy holding story-telling events at schools as a volunteer activity, and we would be happy to increase the number of activities related to schools in the future."

Competitor analysis - WEBSITE AND ONLINE SHOPPING

Books Elic

Appealing to the local community for over 40 years. Introducing their used book buying service.

Most books are for adults. No online store, little information about books for sale in the store on website.

The some number of photos showcase the large bookstore and selection of used and new books available in the store. The store's valuable used book collection is also introduced.

SHOP, SELL, ABOUT, CONTACT, and Social network service is Instagram and Facebook.

Green and white are the main colors of the design, and the text is in a luxurious font.

Strength

Weakness

Strategy

Contents

Style

Sun Books

Home page lists information on many books. Digital books and audiobooks are available, and the online store ships internationally.

Mostly books for teenagers. Books are divided into themes, so it is difficult to find a book if you don't have a specific theme in mind.

Wide range of book recommendations (by genre and by staff). (by genre, by staff)

main navigation, news, upcoming events, booksellers' picks, award-winning books, books by theme, books by publisher, gift cards, social network services (Twitter and Facebook)

White and blue main colors. Rounded font

A small local children's bookstore started by Giselle and her partner, located in Barrhaven. The small, cozy store is loved by local families. They are considering building a website and opening an online store to increase customer satisfaction and attract new customers.

●Owners Identification

A couple in their 60s living in Ottawa.

●Number of years in business

3 years (temporarily closed from 2020.1 to 2021.1)

●History

Started in 2019 with a little free library and opened a small store in 2019 in Barrhaven.

●Unique aspects of the store

The owner mainly selects books that they actually read and enjoyed.

THE CONTENTS**●Key message:**

Our client is a local children's bookstore.

They have been operating in the Ottawa area for 3 years. Their books are selected by the owner and her partner

●Current/desired perception:

Currently known to a limited number of people.

Although they have the only store in Barrhaven, the only information about the store is through word of mouth; there is no official website.

Our goal is for our client's bookstore to become known in many Ottawa homes. Our goal is to be a children's bookstore with a warm atmosphere and to make this information known to as many people as possible.

We also want to make the books they have selected with care available to those who cannot visit the actual store.



●Strategic focus:

Our goal is to first make our clients known to the many families living in Barrhaven and to get book orders.

Our strategy is to create a clearly structured website/online shopping site.

●Tone & manner:

We will create an image that is familiar to families.

The idea of creating a place where our clients can find books that will become lifelong friends is very important to us.

Their store is not too big, and its size is important to provide a certain level of service. It also maintains a family-friendly atmosphere.

By reflecting this philosophy on their website, they believe they can reach the audience they want to reach and make them aware of their store and products. We believe that families who share this information will be able to visit the store or try to purchase from the online store without any image difference.

●Objective:

The purpose of our job is to make my client's children's bookstore known to more families.

The client wants to make their bookstore first known to families in the community and bring their selection of books to their children.

Then they want to gradually expand and become known to families throughout Ottawa and reach more children.

Our creative for achieving goal is to build a website and online store, and propose a book selection service.



●Project mandates:

Create a simple website/online store site to introduce their store.

We first consider it as a basic function as a web site and as a window to let people know about the information.

After making comparisons with other bookstores and children's bookstores, we will emphasize a good balance between information about the store and the books. We do not want the website to stand out as a just beautiful website, but rather to do what the client wants: let as many people as possible know about the store.

●Unique selling point:

Put basic information (information and new arrival etc.) on the website.

The website will have a system of online store, and create categories of books selected by staff and books that are selling well.

The online store will mainly carry products from the actual store.

In addition, as a first attempt, we will start a limited-quantity "Made-to-order book delivery service". It is the only service in Ottawa.

What is "Made-to-order book delivery service"?

This service is to deliver an original lineup of books according to your requirements.

The books to be delivered, the number of books, and the delivery date are all custom-made.

The store listens to the customer over the phone or by other means and selects the books that the customer wants.

This service allows customers to experience the excellence of Giselle's book selections and the convenience of online shopping. It is an opportunity for them to learn about the bookstore and become fans. At the same time, young families, the client's main customers, can solve the problem of not knowing what books to read to their children.



●Emotional benefit:

For children, encountering a favorite book and entering its world is an enriching experience for their imagination. This experience, especially at an early age, is an opportunity for good emotional education, as it allows children to consider the feelings of others.

In addition, choosing and reading a book together as a family is a very heartwarming and memorable time.

In addition to the children's reading experience, our client's wish is to bring more families together for an enjoyable family reading time.

●Creative Considerations:

There are several concerns with setting up this website and online store. One is maintenance issues.

The website and online store will need to be updated from time to time, but the client is not that familiar with the Internet or computers.

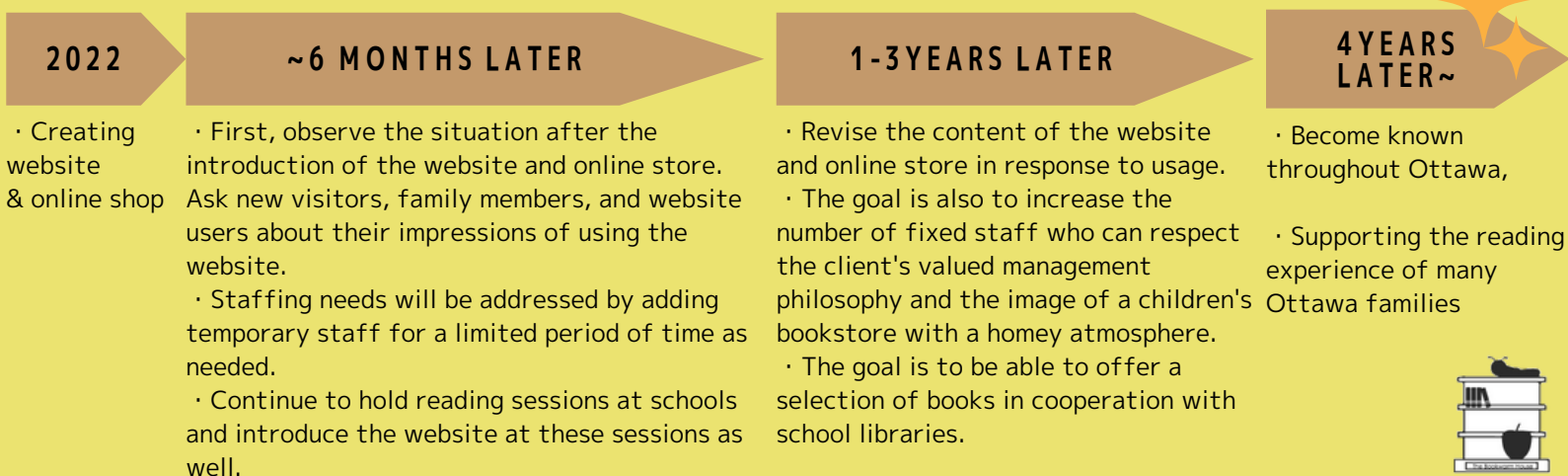
Therefore, when creating the website, it is necessary to have screens that can be easily operated by novices and detailed instructions.

Second, there is a lack of manpower.

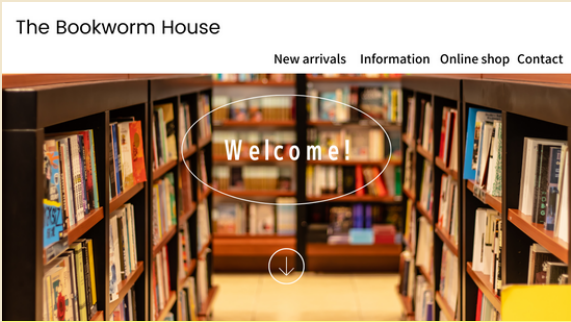
Once a website, especially an online store, is established, human resources are needed to operate it. They also need to handle "Made-to-order book delivery service". The client operates the store as a couple, so the time available to respond is limited. Because of these concerns, we suggest that "Made-to-order book delivery service" in particular be started in limited quantities, but it is still likely to be busy.

We need to make sure that clients are aware that it will take time to place orders, for example, by setting a longer estimated shipping date in the online store.

●Strategic Plan:

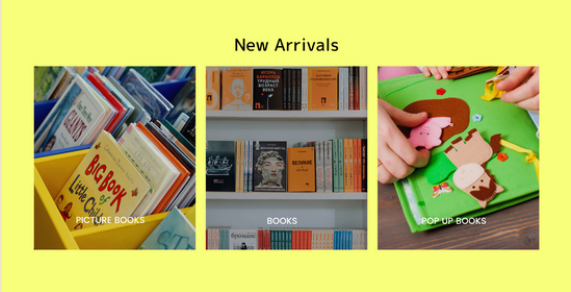


1



Top page

2



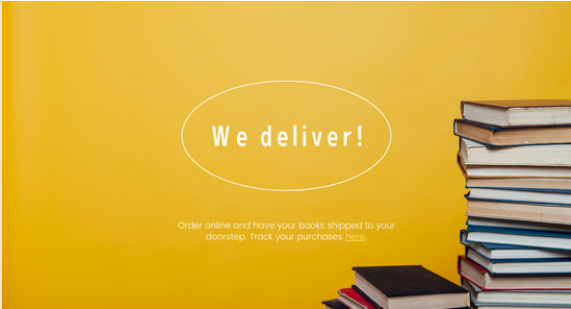
New Arrival

3



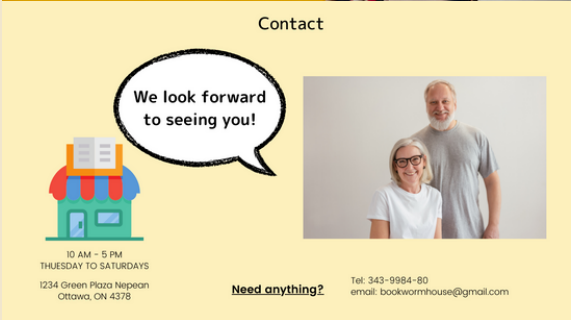
Information

4



Delivery service info

5



Contact info

6



Online shopping



Thank you

We strongly believe that by working together,
we can achieve our clients' goals.

If you have any questions,
please contact the designer listed on page 3.