

# ASSIGNMENT 02

## WEB BASED PROJECT

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AUGUST 17, 2022

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# Creative Brief

## Key message

Smile Bake is specializing in catering for events such as birthdays and weddings. Smile Bake mission statement is "A flavor for every mood".

## Current/desired perception

Smile Bake is a small home business that provides cakes for events such as birthdays and weddings. Smile Bake is seeking to get their name and information out there in a way that is more effective than word of mouth. Also, have a desire to develop new products for men.

## Tone & manner

Smile Bake's first priority is to entertain its customers by customizing its products to suit different events and meals. It is important to first get the products into the hands of the target audience by introducing ideas that spring up from Smile Bake as a special cake menu or by developing several regular menu items to make it easier to offer.

## Unique selling point

Smile Bake is ambitiously developing unique flavors. It offers products that fit different moods and themes of consumers and satisfy clients. (such as "Salty Cake Pop" for a divorce party, or "Excite Cake Pop" for a baby shower.) On top of that, our clients are also committed to nutritional considerations. They can offer their own products taking into account preferences and restrictions.

## Strategic plan

The goal is to expand the customer base and open a full time location on Elgin Street. To achieve this goal, it is important to establish a unified brand image, organize the menu, enhance online information (website, social networking sites) with the research of the existing target audience and their surrounding area.

## Strategic Focus

Client is seeking to increase awareness. Currently, information about the restaurant is spread by word of mouth. The strategy is to use the website and active social media posts to engage the audience. (Conducting in-store events is also a good idea in the future) An attractive and uniformly recognizable brand identity is needed. The creation of a printed materials (business cards, brochures) ding in a narrow market or industry segment.

## Emotional benefit

By offering fun cakes or new flavors to suit the occasion, customers can experience pleasant emotions. Those emotions include happiness, excitement, joviality, joy, happy memories, fulfillment, interest, elegance, delight, deliciousness, and fun.

## Creative considerations

Smile Bake, which has focused on cakes for events, first needs to be eaten by a large number of customers in order to increase its visibility and open a permanent store in the future. In order to make it easy to pick up, the regular product lineup needs to be expanded. In addition to utilizing the client's wealth of ideas, it is important to organize the menu according to target age groups, in addition to the website and other promotional processes.

## Objective

Our objective is to unify our clear brand image and develop opportunities for people to learn about us.

- We are looking for a visual representation of the services we offer and current consumer base as well as a broader audience.
- Creation of websites and social media pages.
- Printed materials (business cards, brochures, etc.) for catering events and craft sales and community events.

## Project mandates

Client needs to decide on branding before the next big event on August 21, so we need a plan of action a few days before that.

July 28: Submit all draft elements for branding (including logo) to client for approval.

Aug 5: Create website; sample promotion items product images(menu), each webpage, product images, inquiry form and order form.

August 10: Brand elements use in marketing collateral. social media posts prepared. The current social media pages will be updated. Also, it will include updated content, new branding and links to the newly built website.

August 16: End date.



# Personas



## Nick Parker

I love weekends. I'd love to know some great spots near my house to go with my family.

### Profile

Age	38
Occupation	Banker
Status	Married, one son
Location	Ottawa, ON
Gender	Male
Character	Friendly, Pioneering, Sympathetic

### Keywords

- Dependable
- Sincere
- Popular

### Accessibility requirements

Astigmatism, need glasses

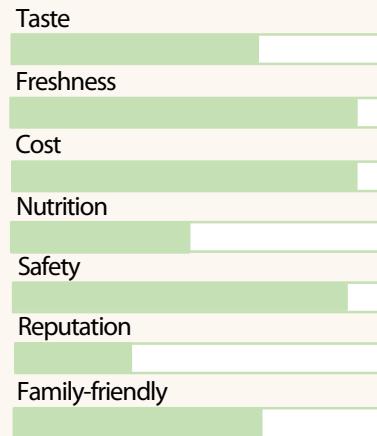
### Needs

- Interested in healthy eating habits.
- Want to get to know people closer to home.
- Want to lose weight.

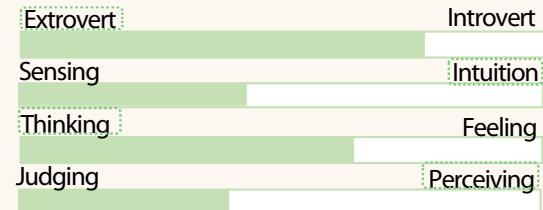
### Frustrations

- The supermarket food is too big for one bag.
- It is boring to eat similar tasting food.
- Commercial pastries are too sweet.

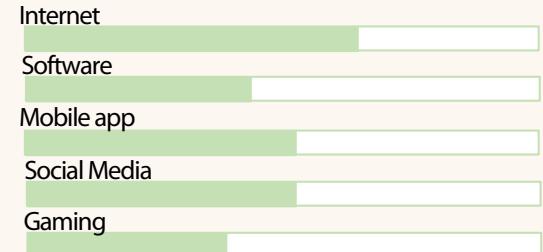
### Motivation



### Personality



### Technology



### Brands



# Personas



## Amy Hanson

My parents always tell me to eat vegetables, but I don't like it. Because they don't taste good...

### Profile

Age	5
Occupation	kindergarten student
Status	Living with father and mother
Location	Ottawa, ON
Gender	Female
Character	Kind, Innocent, Lazy

### Keywords

- Easily-Bored
- Smart
- Protective

### Accessibility requirements

Tired easily

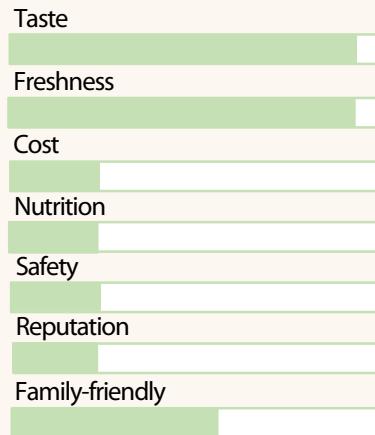
### Needs

- Love sweets
- Want to be taller
- Want to eat a lot

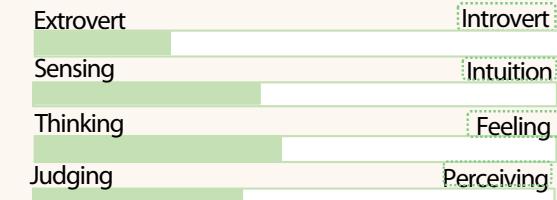
### Frustrations

- Dislike eating bitter vegetables
- Hate getting up in the morning
- I get tired when I go out with my family for a long distance.

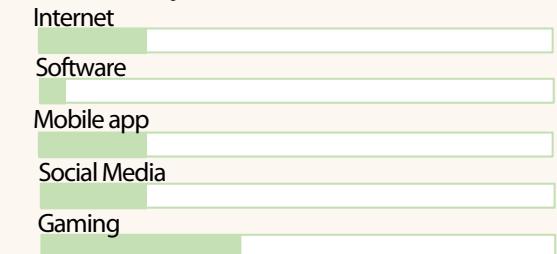
### Motivation



### Personality



### Technology



### Brands



# Personas



## Sophie Brown

I love myself for exercising and living a healthy lifestyle!

### Profile

Age	28
Occupation	Casher, Student
Status	Have a partner
Location	Ottawa, ON
Gender	Female
Character	Generous, Quick to judge, Tough

### Keywords

- Creative
- Determined
- Curious

### Accessibility requirements

A little lack of concentration

### Bio

Sophie is a 28 years old woman who enjoys training. She is kind and creative, but a bit untidy. She currently works as a cashier at a supermarket and goes to school at night and on weekends. She has many friends. She goes to the gym three times a week. She lives near her partner. She calls her every day.

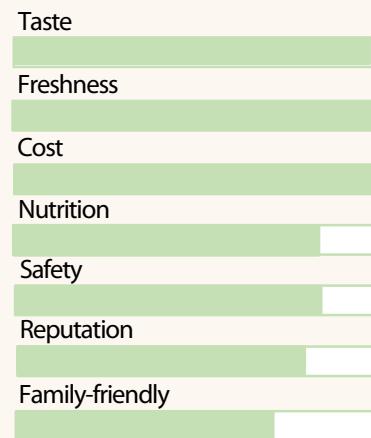
### Needs

- Want to stay in healthy shape.
- Want to know a slightly trendy place to recommend to friends.
- Want to work in the neighborhood.

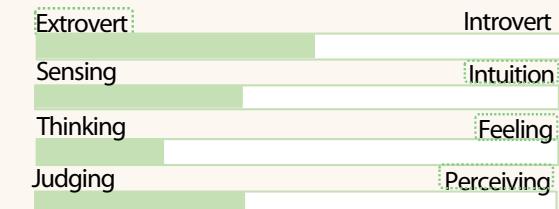
### Frustrations

- I get hungry and eat too much after a workout.
- My co-workers often want to eat donuts and other sweet foods and invite me to eat with them.
- Food at fast food restaurants is greasy.

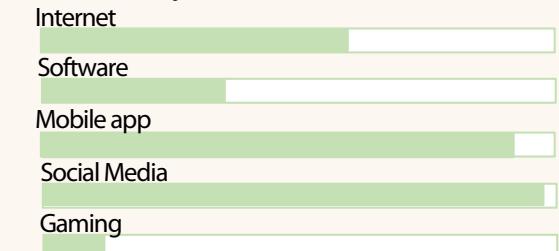
### Motivation



### Personality



### Technology



### Brands



# Moodboard



**Aa Zz** The title/ logo use Gabriola (Regular) to represent the elegance and joyous.



**Aa Zz** Headings/ subheadings use Afterglow Regular. This is clear and easily see from a distance



**Aa Zz** Paragraph text uses MyriadVariable Concept(Regular). This light font express the delicious and fun. It provides ease of reading the text.

Primary	Secondary	Tertiary
Mantis	French Lilac	Pink
#00a020	#935879	#E844A0
Pastel Green	Light Grayish Magenta	Maximum Green Yellow
#81C135	#C8B0D1	#00F0A0

# Logo Voting



Based on the creative brief and client discussions (preferred text with a small illustrations), four logo proposals were created. A survey of the target audience was conducted and they were asked to select the logo that best communicated their image. After voting, logo 1 was selected.

Result...    Logo 1: 40%, Logo 2: 30%, Logo 3: 20%, Logo 4: 10%



# Mindmap



This is a hand-drawn mind map.

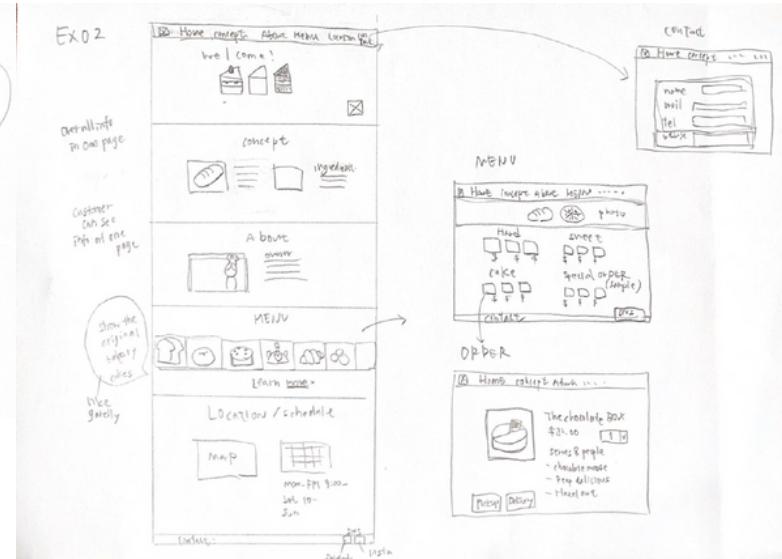
The images, design, and some of the features of the website are built from these ideas. The red marks may lead to specific ideas and future improvements.

# Thumbnail Sketches

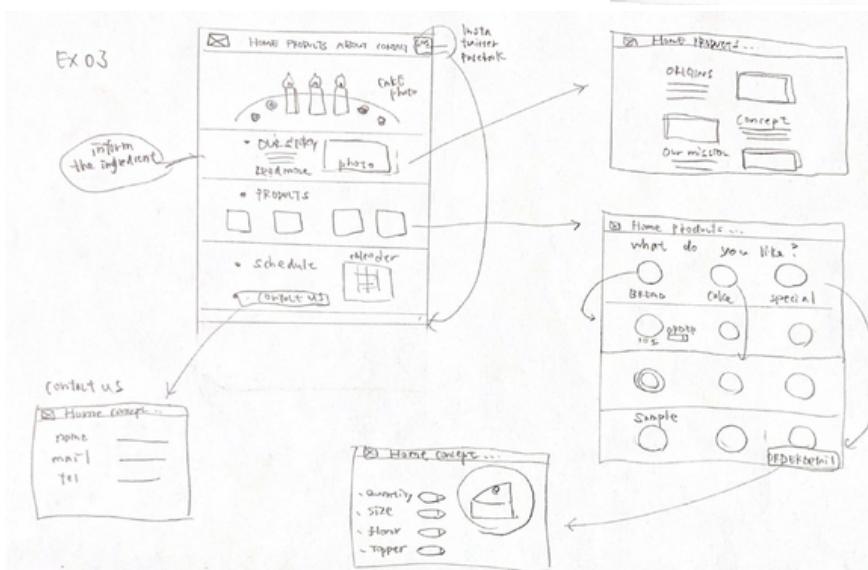
## Example 1



## Example 2



## Example 3

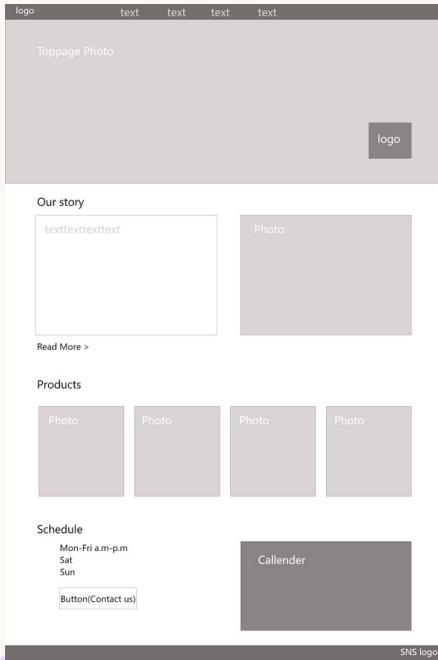


This is a visualization of the ideas from the mind map for the website.

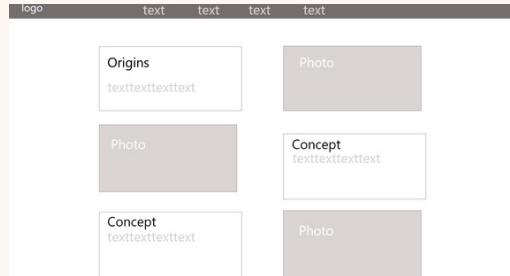
Example 1 is a separate page for each piece of information, Example 2 is a single page with as much of the necessary information as possible in detail, and Example 3 is a simplified version with the information on the top page reduced.

# Low-fidelity Wireframes

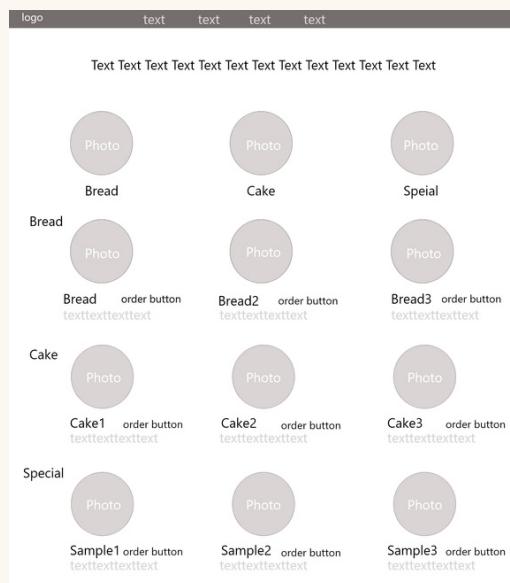
## 1 Home Page



## 2 Our Story Page



## 3 Product Page



## 4 Order Page

This wireframe shows the layout of the Order Page. It has a header with five placeholder boxes for text and logos. Below the header is a large text input field. To its right is a large circular placeholder for a photo. To the left of the photo are four dropdown menus with placeholder labels: "Quantity", "Size", "Flavour", and "Topper".

## 5 Contact us Page

This wireframe shows the layout of the Contact us Page. It has a header with five placeholder boxes for text and logos. Below the header are four input fields for "Name", "Mail", "Tel", and "Message".

# High-fidelity Prototype

## 1 Home Page

**Smile Bake** Home Product Our Story Contact



**Our story**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ut sagittis purus, vitae fermentum tellus. Aenean vel erat est. Fusce vel vulputate sapien, eget ornare justo. Suspendisse potest. Aliquam accumsan odio quis dui sodales commodo. Maurs et urna dictum risus auctor rhoncus a sit amet turpis. Quisque ac ante in arcu varius elementum. Aliquam viverra nec tellus faucibus cursus.

[Read More >](#)

**Products**



**Schedule**

Wed-Fri 8 a.m.- 4 p.m.  
Sat 9 a.m.- 5 p.m.  
Sun 9 a.m.- 4 p.m.

[Contact](#)

Copyright 2022 Smile Bake

## 2 Our Story Page

**Smile Bake** Home Product Our Story Contact

**Our story**

**Origins**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ut sagittis purus, vitae fermentum tellus. Aenean vel erat est. Fusce vel vulputate sapien, eget ornare justo. Suspendisse potest. Aliquam accumsan odio quis dui sodales commodo. Maurs et urna dictum risus auctor rhoncus a sit amet turpis. Quisque ac ante in arcu varius elementum. Aliquam viverra nec tellus faucibus cursus.



**Concept**

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**Our mission**

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## 3 Product Page

**Smile Bake** Home Product Our Story Contact

**Which one do you like?**

 Bread	 Cake	 Special
 Bread1 <a href="#">Order</a> texttexttexttext	 Bread2 <a href="#">Order</a> texttexttexttext	 Bread3 <a href="#">Order</a> texttexttexttext
 Cake1 <a href="#">Order</a> texttexttexttext	 Cake2 <a href="#">Order</a> texttexttexttext	 Cake3 <a href="#">Order</a> texttexttexttext
 Special1 <a href="#">Order</a> texttexttexttext	 Special2 <a href="#">Order</a> texttexttexttext	 Special3 <a href="#">Order</a> texttexttexttext



# High-fidelity Prototype

4 Order Page

The screenshot shows a product detail page for an "Animal cake". The product image is a white cake decorated with white frosting and small animal figurines. The price is listed as \$25.00. Below the image are dropdown menus for "Quantity", "Size", "Flavour", and "Topper", each with a "Select" button. A pink shopping cart icon is located at the bottom right.

5 Contact us Page

The screenshot shows a contact form page. It features fields for "Name \*", "Mail \*", "Tel", and "Message \*". A "Submit" button is located at the bottom right. A message at the top states, "We are always looking forward to hearing from you!"

6 Cart Page

The screenshot shows a shopping cart summary. It lists two items: "Animal Cake" (quantity 1) and "Cup Cake" (quantity 1). The subtotal is 28.00 CAD. At the bottom are buttons for "Check out" and "Back >".

7 Check out Page

The screenshot shows a checkout page. On the left, there are fields for "Name" (Mike Smith) and "Email" (Mike@gmail.com). On the right, there is an "Order summary" table:

Order summary	
	Animal Cake 25.00 CAD
	Cup Cake 3.00 CAD
Subtotal	28.00 CAD
GST	3.64 CAD
Total	31.64CAD

Below the summary are buttons for "Order Option", "Payment & Discount", and "Review & Purchase". A "Back >" link is also present.

8 Thank you Page

The screenshot shows a "Thank you" page. It features a large "Thank you" message in pink text and a small image of a cupcake with strawberries.

With respect to 6 to 8 :

This was not created in the Low-fidelity wireframes phase, but was added as sample after the cart page because it was needed. This is an image of what it would look like if it were created in-house.

However, if you use the eCommerce Platform, it will look different depending on the service you use.

Please let us know your preference.



# Menus

**Smile Bake**

Please speak with any of our bakers  
for clarifications over allergens and intolerances.

Speciality Bakes	Reguler Bakes		
Cake pops (3-5)	\$20.50	Bagel	\$4.00
Brownie cake	\$34.50	Doughnut	\$3.50
Oat meal banana cake	\$36.00	Muffins	\$4.50
Strawberry cake	\$48.00	Scones	\$3.00
Number shaped cake	\$55.00	Sandwich Buns	\$3.50

and more!  
please ask our staff

In order to bring Smile Bake's products to the target audience, we have created a simple menu. The idea was foremost to make it easy for customers to learn about the ideas that come from Smile Bake.

We made it easy for customers to become interested by describing several special cake menus and standard menu items.

We suggest that this menu be posted in a visible place in the storefront, listing especially recommended items.

# Promotion Materials

To increase the client's visibility, we proposed a store card to be distributed at events and a thank you card for purchases.

Include information about the store and its website on the card to increase the opportunity for people to know and be reminded of the store.

1 Store card

(e.g., Distributed to people who stopped by the store)

Surface



back



2 Thank you card

(e.g., Put in the bag of the person who purchased the item at the store)



# Social Networking Service Submission Examples

We also created a proposed social networking post (Instagram) to disseminate the client's creative products and valued healthier options for health concise individuals. The reason for using Instagram first is because Instagram is a photo-centric social networking site. It can also be shared from Instagram to other social networking sites (Facebook, Twitter), so it can be used as a post for two social networking sites at the same time.

Especially, we believe that the cakes created by the client have characteristics that are appropriate for the occasion, and therefore, the appearance of the cakes will increase the opportunity for interest.



*Smile Bake*

## Better Eaten With Milk

Wheat, carbohydrates, contains vegetable powder that are good for the body

Let's visit! [smilebake.com](http://smilebake.com)



1. Recommend items information



TRY OUR RECIPE!

## OAT MILK BREAD



**Bread Dough:**

- 300G Oats milk
- 60G warm water (80-95F)
- 40G Sugar
- 10G Salt
- 15G Flour
- 10G instant yeast
- 500G Bread flour
- 60G pure butter (low-sodium is also good)

COOK WITH *Smile Bake*

2. Recipe

*Smile Bake*

## BUY 4 GET 1

Buy Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut



3. Special deal



Happy Halloween

*Smile Bake*  
Start September 20



4. Seasonal events information

# THANK YOU

We are excited to make your dreams come true. We are confident that our experience and passion is going to make us an ideal partner for your needs.

We look forward to working with you.

