

James Hardy - Creative Brief - SweetCrate Business Site

Goals

The SweetCrate business site will be a way to draw customers in, explain our product to them, and make a sale for one of our packages. It will be the primary way for the business to sell its product.

SweetCrate is a monthly subscription box that is shipped to the buyer's house once a month. In each box is an assortment of candy, which changes every month to match a different theme. Users can order from one of three types of box: The SweetBox, which is a small package, The SweetCrate, which is a large package, and the SweetPallet, which is family-size package.

This project will have the site and monthly box themed as Christmas.

Audience

The SweetCrate audience will be primarily 18-30 year olds with enough money to spend on luxuries with a monthly subscription. A secondary audience would be parents buying a SweetCrate package as a gift to their children.

Out of the three package deals, the SweetBox is intended to be an introductory package or a package for just one person who doesn't want to eat a lot of candy. The SweetCrate is intended for most users, who will share the box with friends and family. The SweetPallet is for larger families or big fans of the product who want the most out of SweetCrate.

Site Content

SweetCrate will make strong use of imagery and color to entice users to want candy. A palette of pastel colors will be used (chosen from [Google's Material Design 100 level colors](#)). Text will be a dark grey (#333333) for contrast.

Imagery will mostly consist of product shots of candy and our boxes. Customers enjoying the boxes will be featured to add a human element.

The site will be built with Material Design Bootstrap as per project requirements.

Inspiration

<https://www.lootcrate.com/>

Lootcrate is monthly subscription box for "nerdy" apparel, toys, and knickknacks. Arguably the most popular monthly subscription box.

<https://www.trytreats.com/>

Treats is a monthly subscription box of junk food. Each month cycles through different countries and it contains sweet and salty snacks.