

# **CCT460 Project 1: Process and Business**

**By Jessica Ly**

# 1. Research and Analysis

- **Brainstorm**

- Subway, Water, Winter
- Flowers
  - + Mariachi band (live band will deliver flowers)
    - **Palette:** Bright, colourful, fun colours
    - **Vision/Mission:** Bring a smile to your special someone with a joyful surprise! A pop of live music and a dash of beautiful flowers custom ordered to brighten up their day.
    - **Inspiration:** confetti for your enemy service (mails an envelope full of glitter), jokes about hiring a mariachi band to follow people around.
  - + Books (flower for every book genre)
    - **Palette:** Warm, cozy, modern colours
    - **Vision/Mission:** Enhance your reading experience with a scent to set the mood. Our flower shaped scent sticks will emerge you into the world of your chosen book.
    - **Inspiration:** candles and incense that have interesting names and scents, catered to a young audience.

- **Key Defining Aspects**

- Fun, positive service for a niche entertainment market, (the randomness creates a unique aspect that engages young and middle-aged people), different from the regular flowers and chocolate one can give

- **Vision and Mission Statements**

- My vision/mission statements are fully supported by the research. There are no signs that there are negative correlates to mariachi bands, and the positive correlations are associated to events and flowers. Since both flowers and events are key aspects to the business's service, the target audience will feel that the service is logical and interesting.

- **Target Market/Audience**

- Main target is English speakers in the GTA, secondary target are Spanish speakers
- Teens 16-17 and young adults 18-27, who have extra money to spend
- Adults 30-55 who have children

- **Word Association**

- Using <https://keywordtool.io>

**Keyword Tool** Find Keywords Analyze Competitors Check Search Volume

Google YouTube Bing Amazon eBay App Store Instagram Twitter

All ▼ mariachi Global / English

Filter Results ^

Negative Keywords ? ^

Keyword Suggestions Questions Prepositions

Search for "mariachi" found **515** unique keywords

Want to get up to 2x more keywords instead? **Subscribe to Keyword Tool Pro**

▼ Keywords ?

- ☐ mariachi band
- ☐ mariachi songs
- ☐ mariachi music
- ☐ mariachi loco

Keyword Suggestions Questions Prepositions

Search for "mariachi" found **213** unique keywords

Want to get up to 2x more keywords instead? **Subscribe to Keyword Tool Pro**

▼ Keywords ?

- ☐ about mariachi music
- ☐ about mariachi bands
- ☐ mariachi songs about love
- ☐ mariachi songs about heartbreak
- ☐ mariachi songs about death
- ☐ mariachi songs about mexico
- ☐ mariachi songs about fathers
- ☐ mariachi songs about family

Keyword Suggestions Questions Prepositions

Search for "mariachi" found **123** questions

Want to get up to 2x more keywords instead? **Subscribe to Keyword Tool Pro**

▼ Keywords ?

- ☐ are mariachi bands mexico
- ☐ are mariachis mexican or spanish
- ☐ are mariachi bands spanish
- ☐ where are mariachis originally from
- ☐ why are mariachi guitars so big
- ☐ what are mariachi outfits called
- ☐ what are mariachi clothes called
- ☐ when are mariachi peppers ripe
- ☐ where are mariachis today
- ☐ songs mariachis can play
- ☐ cancion del mariachi
- ☐ can you dance mariachi music
- ☐ can you find mariachi

Google YouTube Bing Amazon eBay App Store Instagram Twitter

mariachi Global / English

Filter Results ^

Negative Keywords ? ^

Keyword Suggestions Questions Prepositions Hash


Search for "mariachi" found **117** unique keywords

Want More YouTube Views? **Use Keyword Tool Pro To Find More**

▼ Keywords ?

- ☐ across the universe mariachi
- ☐ mariachi after midnight
- ☐ along came polly mariachi
- ☐ mariachi sing along
- ☐ mariachi around the world
- ☐ mariachi music around the world
- ☐ mariachi at wedding
- ☐ mariachi at midnight
- ☐ mariachi at last
- ☐ mariachi at party
- ☐ mariachi at mall
- ☐ mariachi at wedding reception
- ☐ mariachi at quince
- ☐ mariachi at school
- ☐ mariachi at comedy store
- ☐ mariachi at church wedding

- Google Correlate (<https://www.google.com/trends/correlate/>) had no interesting results for Canada, but for the United States it was shown that people also correlate Mariachi to flowers

 mariachi × Search correlations

☐ Exclude terms containing **mariachi**

[Compare US states](#)  
**Compare weekly time series**  
[Compare monthly time series](#)

Shift series  weeks  
Country:  

United States ▼

**Documentation**  
[Comic Book](#)  
[FAQ](#)  
[Tutorial](#)  
[Whitepaper](#)  
[Correlate Algorithm](#)

**Correlate Labs**  
[Search by Drawing](#)

Correlated with **mariachi**

0.8654 mariachis

0.8302 mariachi songs

0.8289 sombrero

0.8095 tissue paper

0.8010 make a flower

0.7971 coffee filter flowers

0.7952 broad street

0.7942 how to make a flower

0.7898 how to make flowers

0.7866 make flowers

Show more Export data as CSV | Share: [t](#) [f](#) [G+](#)

United States Web Search activity for **mariachi** and **mariachis** ( $r=0.8654$ )

## 2. Visual Studies

- Colour Inspiration



○

#0E0C11

#FFFFFF

#A91114

#FFCC00

- <https://www.canva.com/learn/website-color-schemes/>



- **Fonts**

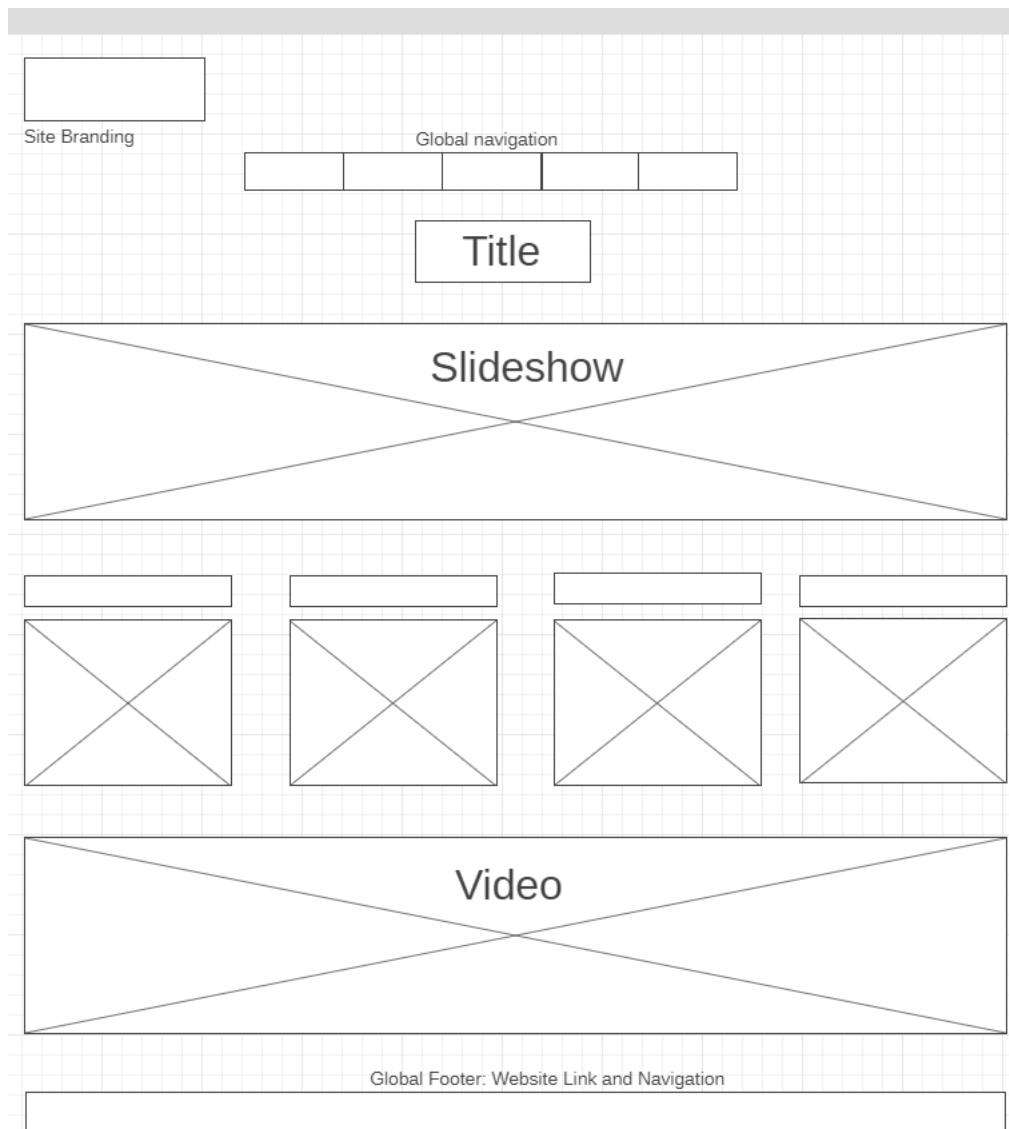
- They should be fun, modern, and trustworthy. Usually fun and modern is associated to sans serif fonts.

<p>A cool summer breeze awakens the trees.</p> <p>Source Sans Pro</p>	<p>Sunlight glimmered on the snowfall.</p> <p>Sofia Pro</p>	<p><b>Dazzling colors spray from the canvas.</b></p> <p>Sketch Rockwell</p>
<p>Yachting is a wonderful pastime.</p> <p>Segoe UI</p>	<p>Dazzling colours spray from the canvas.</p> <p>Tahoma</p>	<p><b>OVER THE HORIZON COMES THE BREAK OF DAWN.</b></p> <p>Surfing Capital</p>
<p>Dazzling colors spray from the canvas.</p> <p>Open Sans</p>	<p>Meteors created a sky-symphony of light.</p> <p>Quicksand</p>	<p><i>Sunlight glimmered on the snowfall.</i></p> <p>Script MT</p>
<p>Sunlight glimmered on the snowfall.</p> <p>Muli</p>	<p>A gentle moon lulls the child to sleep</p> <p>Microsoft Sans Serif</p>	<p><i>The sound of ocean waves calms my soul.</i></p> <p>Mission Script</p>
<p>They waltzed gracefully through the air.</p> <p>Microsoft New Tai Lue</p>	<p>Meteors created a sky-symphony of light.</p> <p>Myriad Pro</p>	<p><i>The sound of ocean waves calms my soul.</i></p> <p>Kaushan Script</p>

<p>The aroma of baking bread fills the air.</p> <p>Tw Cen MT</p>	<p>Sunlight glimmered on the snowfall.</p> <p>HelvLight</p>	<p><i>The sound of ocean waves calms my soul.</i></p> <p>Forte</p>
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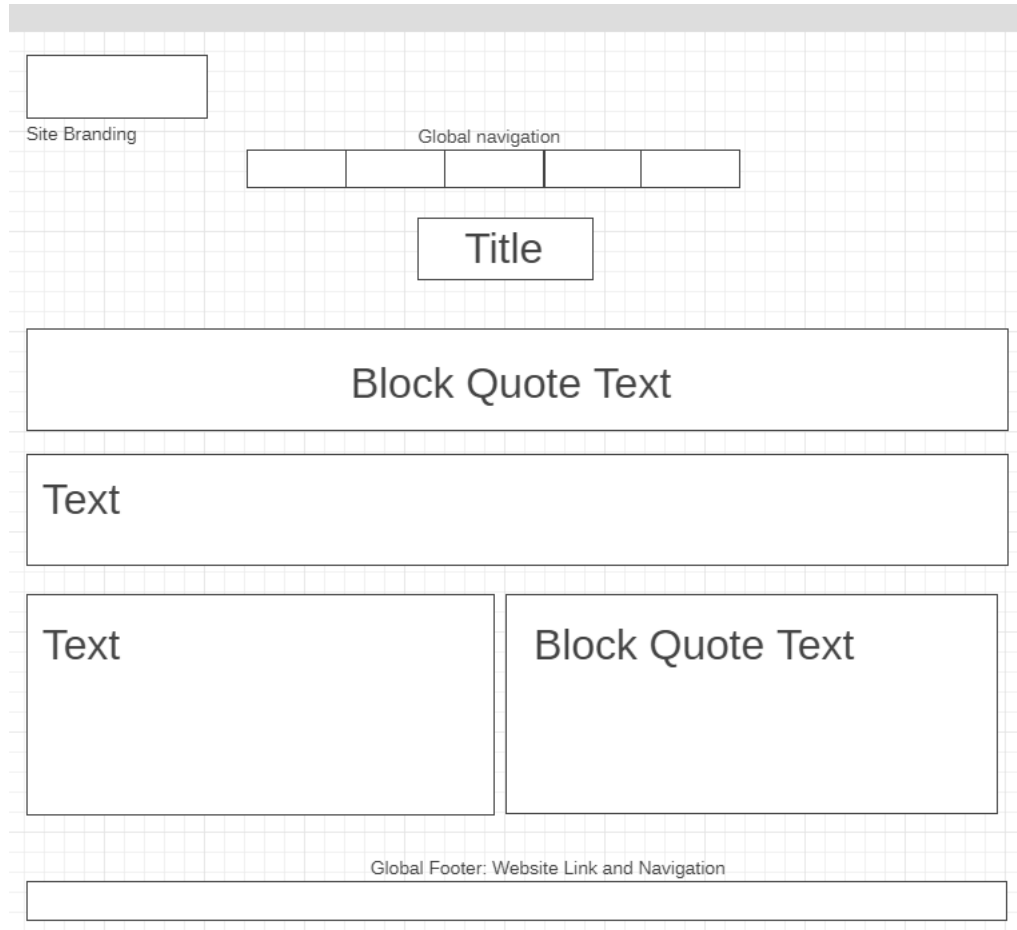
### 3. Wireframes

- Homepage

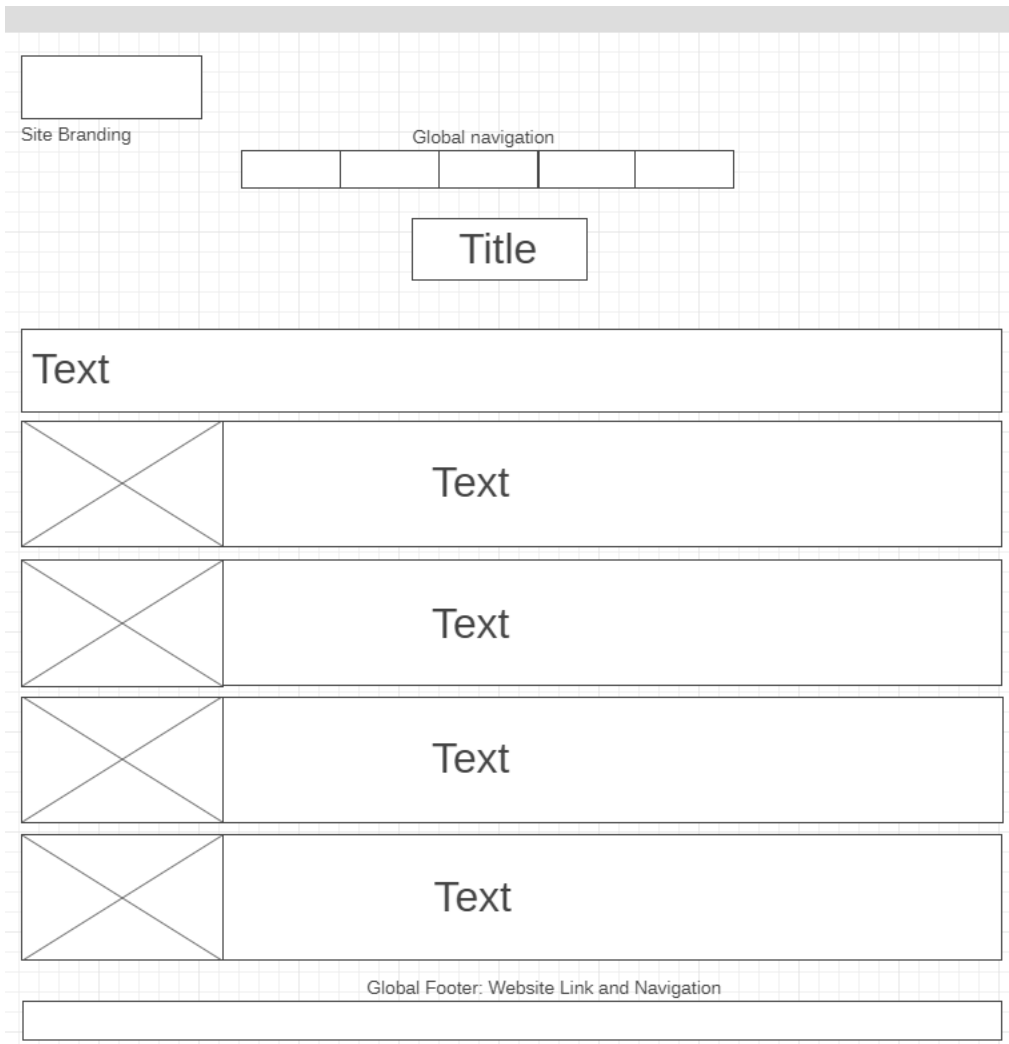




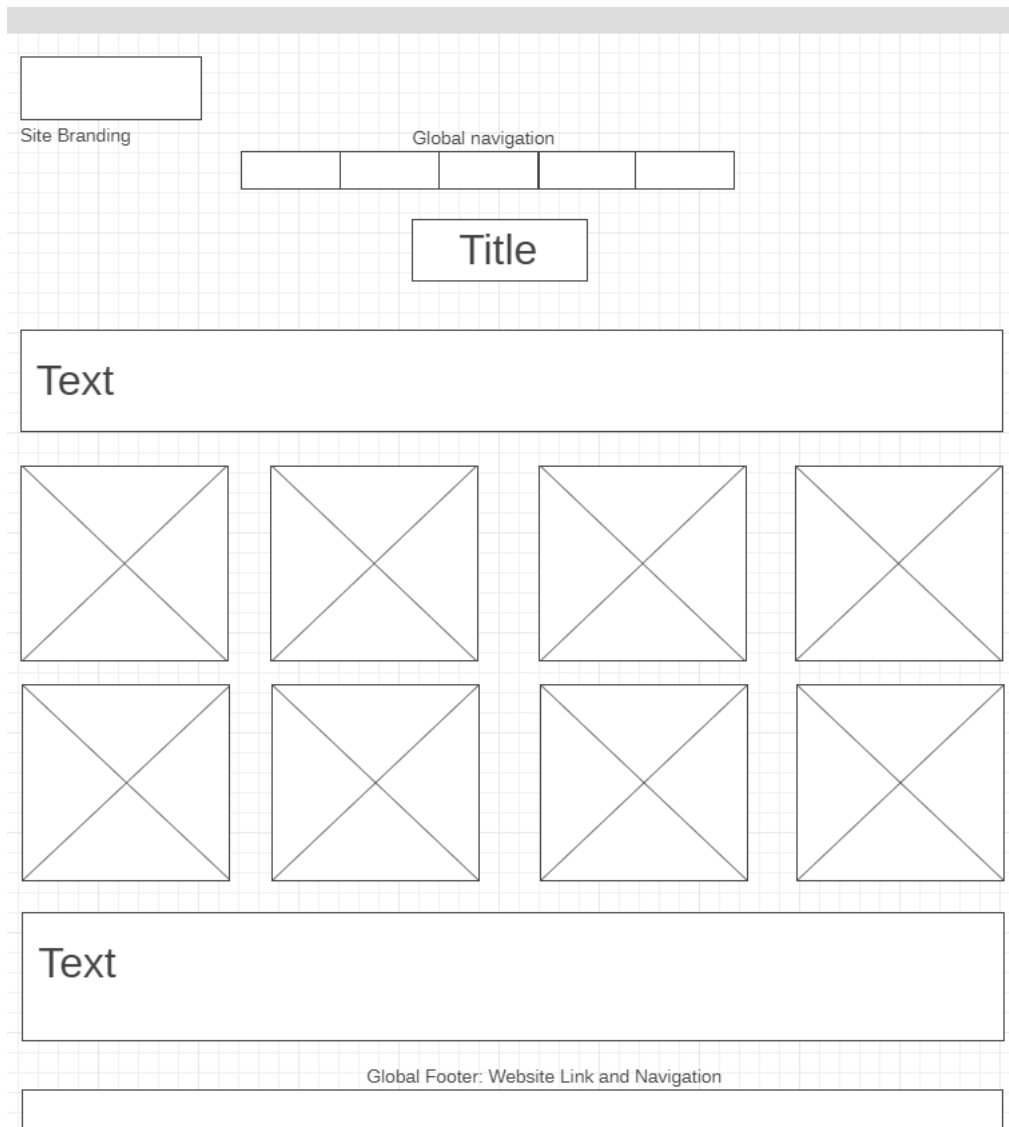
- Mission



- Team/Directory



- Order/Photo Gallery



- Contact Form Page

The wireframe illustrates the layout of a contact form page. It features a grey header bar at the top. Below the header, on the left, is a box for 'Site Branding'. To its right is a 'Global navigation' bar consisting of five equal-width segments. Centered below the navigation is a box labeled 'Title'. The main content area is divided into two large sections. The first section is a wide box labeled 'Text'. The second section is a box labeled 'Form' which contains three input elements: two small rectangular boxes stacked vertically, followed by a larger rectangular text area. At the bottom of the page is a 'Global Footer: Website Link and Navigation' bar.

Site Branding

Global navigation

Title

Text

Form

Global Footer: Website Link and Navigation