

Inspiration and Research



I enjoy the cartoon kid feel to the logo and website design. The website is very playful and appealing to kids. If you didn't know what this website was about, you would know it was a site made for children.



This website has a cartoon unicorn in their logo. The unicorn shows that the site has something to do with animals and young children. In the beginning of their site, they included an about section that explains what they do. This gives a great description on what they do with their business.



This logo is very classy and gives the feel of an expensive toy store. This would appeal to parents that are of a higher class. The name in the logo explains what the business is selling. The crown can make the brand seem royal. The color in logo is a childish color that shows delicacy.

Custom Stuffed Animals

This business will allow children to create custom stuffed animals based on their choosing. There will be a selection of various species of animals to choose from. One can then stuff the animal, give it a name, and choose an outfit. There will be a selection of outfits to choose from. The outfits will be gendered either girl or boy and have various themes.



Karen Smith

Stay-at-home mother

“Looking for a sustainable place
to buy custom toys for my children”

Age: 44

Status: Married

Location: Beverly Hills

OCD

Fun

Rich

Bio:

Karen is a married, stay-at-home mother who has a shopping addiction. She is environmentally conscious and would prefer her children played with ethical and sustainable toys.

Personality:

- Calm
- Loyal
- Extroverted
- Creative
- Snobby
- Powerful

Goals:

- Never work another day
- Be the best mother

Motivations:

- High prices
- Materials
- Sustainability

Frustrations:

- Slow drivers
- Plastic straws
- Cheap toys

Favorite Brands:



Dior



Business Name: “Fluff Puffs”

Logo Idea:



Initial Service Page



Customers will be able to fill their custom stuffed animal with stuffing. The stuffing will have options to change the color.



Customers can choose different outfits depending on their interests. There will be various themes of clothes for children to choose from.



Children will then be able to give their new stuffed animal a personalized name along with a birth certificate. The birth certificate will contain the name, gender, and time of birth.