

*Assignment 2*  
*Web Based Project*

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*August 10, 2023*

# Creative Brief

## *Key Message*

Sweet Delights is a baking business specializing in birthday cakes. Their drive to run the business comes from wanting to make every birthday celebration special.

## *Tone and Manner*

Sweet Delights will bring happiness and make customers feel valued. The bakery will create a sense of excitement and eagerness for each delicious cake. Excellent customer service is provided, ensuring the customers have a wonderful and personalized experience from designing their cake to receiving it. The communication will show how much they love creating delicious, beautiful birthday treats that make people happy.

## *Current/Desired Perception*

Sweet Delights is seen as a reliable local bakery. They are known for their quality and flavorful birthday cakes. The bakery, however, doesn't have a robust online presence and struggles to stand out among all the competition it faces.

The client wants to be seen as the ultimate destination for their personalized and remarkable birthday cakes. By doing so, the client aims to create a customer-centric bakery that makes every birthday celebration memorable.

## *Emotional Benefit*

Customers will be very happy and satisfied when they give their loved ones a cake from Sweet Delights. The cakes will not just look beautiful, but they will also have emotional meaning, making special memories and bringing people closer together.

## *Unique Selling Point*

Personalized birthday cakes reflect the individual's interests, hobbies, and dreams and turn any ideas into art. Each cake made in Sweet Delights for an individual is very special and meaningful. They can bring people together emotionally and can create memories that will last for a lifetime. The bakery makes cakes with passion and dedication to make birthday celebrations truly special.



## *Creative Considerations*

Customers may have specific diets or allergies. The bakery must ensure that Sweet Delights has cake options suitable for everyone. Also, we must consider any sort of transportation and bringing home or delivering custom-made cakes without damaging them. In addition, it is essential to remember how much the bakery can make and what ingredients are available. This will help ensure that customers are satisfied and the quality of the products stays the same.

## *Strategic Plan*

The goal is to expand the client customer base to a broader demographic and have a big enough consumer following. The plan is to make a new website that can customize cakes to suit the customer's preference and order them without needing to go to the bakery physically when they are on a tight schedule. The bakery can also give special deals, price cuts, and cake-tasting events to gain customers and incentivize them to recommend the store to others.

## *Objective*

Sweet Delights aims to expand its market reach and become the top choice bakery for customized birthday cakes within the local community and in neighboring towns. The bakery hopes to see business increase sales significantly within the next five years through a strong social media presence and improving the online customer ordering system. Additionally, we would like to focus more on customer satisfaction and making sure that most customers will leave a positive rating in case any more potential customers are looking for baked goods, especially if it's a birthday cake.

## *Project Mandate*

Aug 1: Setting a clear objective for a brand makeover and creating a new logo and package design with the client's approval to create a consistent brand identity.

Aug 3: Creating a website that allows ordering online, showcasing personalized birthday cakes, and adding a feedback mechanism to allow customers to leave reviews and feedback. Social media channels will also be created with a marketing strategy to reach the target audience.

Aug 6: Assess how well the project is doing by keeping track of essential measures like growth in online sales and how happy customers are. That information will be used to make plans for making the bakery even better in the future.

Aug 10: End Date

# Jessie Anderson



"With every life milestone, a surprise celebration is well deserved."

## Age:

38

## Martial Status:

Married

## Occupation:

Event Planner

## Location:

Ottawa

## Character:

Talkative

## Keywords:

Outgoing, Social, Energetic

## Bio

Jessie is an Event Planner for a local community who enjoys celebrating special moments with her friends. She likes to plan surprises and make the people she cares about feel special on their birthdays.

## Needs

- A quick delivery service for the cake to arrive in time for surprise parties.
- Making a cake more special by adding a personal touch, like a birthday message or a unique decoration, to make it more meaningful.

## Frustrations

- Only a few delivery slots are available during busy times of the year when people are also celebrating their birthdays or milestones.
- Her busy schedule doesn't give her the flexibility to plan for surprise parties accordingly.

## Accessibility Requirements

Slight Hearing Impairment

## Brands and Influencers



## Skills

Health	★★★
Social	★★★★★
Family	★★★★★
Price	★
Comfort	★★★
Novelty	★★★★★

## Personality

Outgoing	★	Solitary
Friendly	★	Critical
Curious	★	Cautious
Efficient	★	Extravagant
Nervous	★	Confident

## Technology

Internet	★★★
Social Media	★★★★★
Software	★★
Mobile	★★★★★

# Joe Philips



*"Making my children's lives better is what I strive for"*

**Age:**

32

**Martial Status:**

Single

**Occupation:**

Event Planner

**Location:**

Ottawa

**Character:**

Protective Dad

**Keywords:**

Family oriented, caring,  
laid back, creative

**Bio**

Joe is a full-time work-from-home Graphic and Web designer who lives in the suburbs with his wife and two young children. He has an easy and outgoing personality that is well-adored by his friends and families. He spends his free time with his family and does his best to raise his children to live the best lives possible.

**Needs**

- Allergy-friendly options to ensure the safety of his family members with dietary restrictions
- Clear and concise communication with every order

**Frustrations**

- Difficulty maintaining work-life balance.
- Often uncertain about what's best for his children.

**Accessibility Requirements**

Wears contact lenses

**Brands and Influencers**



**Skills**

Health	★★★★★
Social	★★
Family	★★★★★
Price	★★
Comfort	★★★★★
Novelty	★

**Personality**

Outgoing	★	Solitary
Friendly	★	Critical
Curious	★	Cautious
Efficient	★	Extravagant
Nervous	★	Confident

**Technology**

Internet	★★★★★
Social Media	★★
Software	★★★★★
Mobile	★★★★★

# Stacy Andrews



"Designing a cake is just like painting in a canvas"

## Age:

16

## Martial Status:

Single

## Occupation:

High school student

## Location:

Toronto

## Character:

Aspiring Artist

## Keywords:

Artistic, friendly,  
curious, adventurous

## Bio

Stacy is a very talented and enthusiastic student in high school who enjoys showing her creativity through different types of art. She loves trying new hobbies and getting closer to her friends by finding things they both like.

## Needs

- Needs to stay dedicated to art to become a proficient artist
- Cake designs that show her imaginative and artistic nature.

## Frustrations

- Limited budget as a high school student.
- Often being a sweet tooth
- Feels that art needs to stay perfect consistently

## Accessibility Requirements

ADHD

## Brands and Influencers

 FABER-CASTELL  
since 1761

 Crayola

 BulkBarn\*

## Skills

Health	★★★
Social	★★★★★
Family	★★★★★★
Price	★★★
Comfort	★★★★★
Novelty	★★★★★

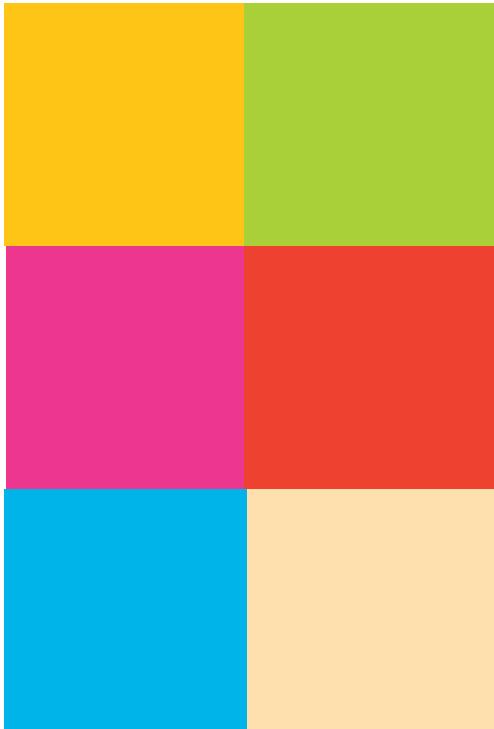
## Personality

Outgoing		Solitary
Friendly		Critical
Curious		Cautious
Efficient		Extravagant
Nervous		Confident

## Technology

Internet	★★★
Social Media	★★★★★
Software	★★
Mobile	★★

# Mood Board



Aa Zz

Lato

Aa Zz

Playland

Aa Zz

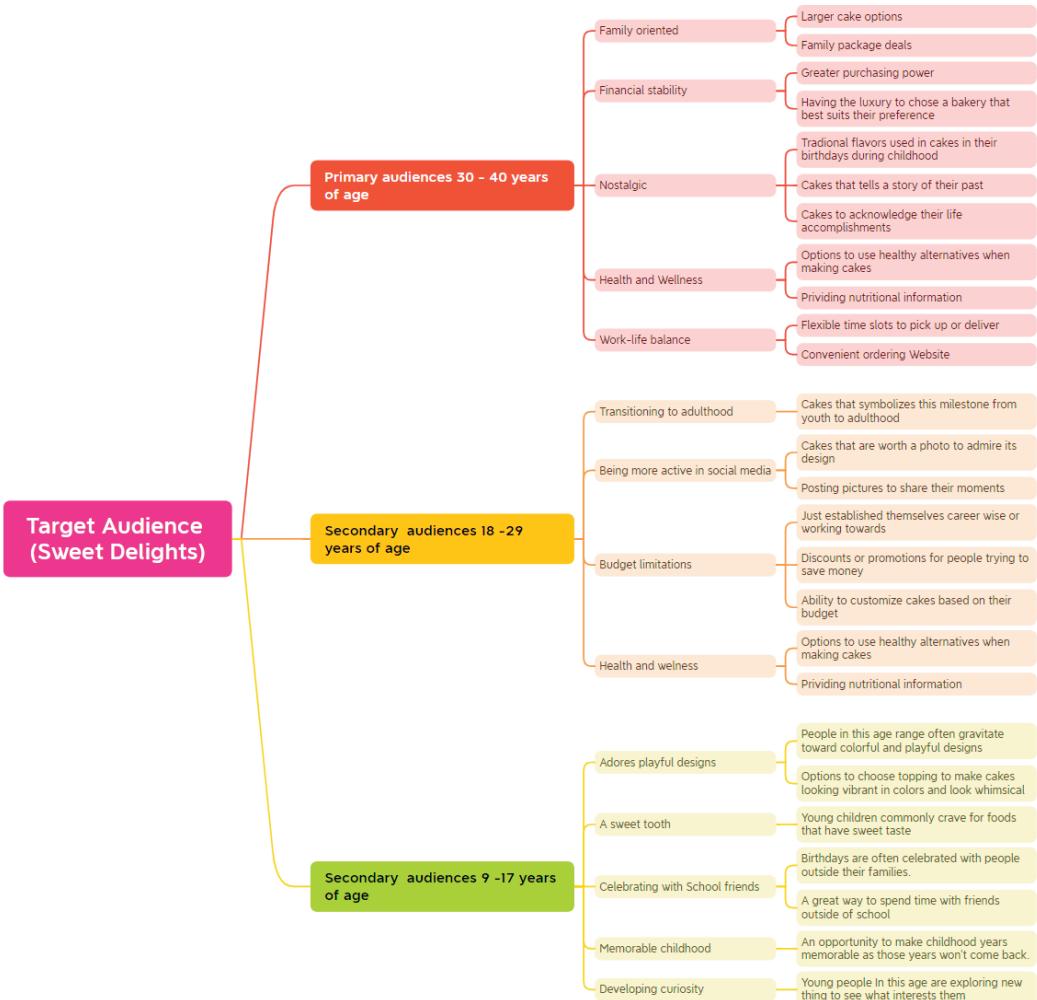
Pacific



Notes:

- Highlight the features and purpose the bakery, which is making birthday cakes personalized for each customer.
- Colors, fonts, and the images should reflect on the goals of the bakery store, which is making people feel happy, excited, and comfortable. They should show what "Sweet Delights" bakery is all about.

# Mind Map



This mind map focuses on the characteristics and the behavior's of the primary and the secondary target audiences. Each group has their own distinctive traits when it comes to how they'd approach the bakery store.

# High Fidelity

1



About Us Contact Location



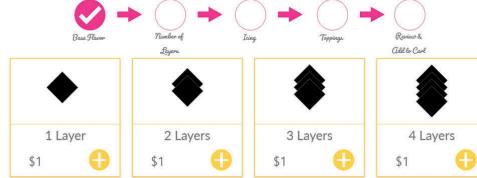
Total: \$0.00



2



About Us Contact Location



Total: \$1.00



3



About Us Contact Location



Total: \$2.00



4



About Us Contact Location



Total: \$3.00



These pages allows customers to customize cakes to suit individual's preference



Total: \$4.00

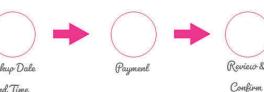
Add to Cart



This Page shows the list of items chosen for the cake for review before they are added to the cart



This page allows customers to choose an option to either pickup or deliver customized cakes to them as well as the time customers can claim them.



Payment

