

The background features two large, thick orange circles. One circle is on the left, partially cut off by the edge, and the other is on the right, also partially cut off. They overlap slightly in the center.

Creations U Crave

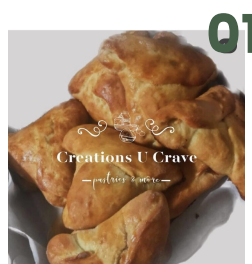
By: Andrew Vu, Eva Chen, and Matthew Parish



About Me

Creations U Crave is a Pop-Up Shop located in the East Bay Area that serves home-made baked goods and Central American food. We host our pop-ups in places such as Castro Valley, advertise our menus on social media and allow customers to pre-order online and pick-up on the day of.

At Creations U Crave, we hope to welcome and bring comfort to our customers through our foods, "from our home to yours."



Creations U

• Design Brief

• Target



- **Target Audience**
- Currently, Creations U Crave only allows pre-orders, the target audience will be limited to locals around nearby communities. According to the owner, the majority of customers are aged between 18-25, seeing that this age group tends to be more adventurous with affordable foods than others.

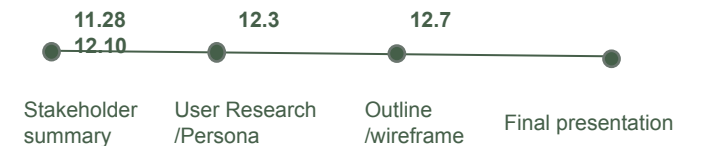
• Goal

- **The goal of the project**
- We aim to promote **product attractiveness** by reorganizing its visual presentation mode and broad potential customer market by efficient **advertisement strategy** and persisting the role of Environment Protection.
- We will be creating a website for Creations U Crave to help further illustrate and emphasize their core values and goals, as well as attract more customers. There will be pages for people to browse through, which contains information such as past menus, images of different food items, and more. We aim to give customers information about the business for their visits before and after.



• Final

- **Final product**
- Creations U Crave will be coded in HTML/CSS through the program Brackets. Upon reaching the home page, customers will be able to navigate to different pages using different tabs, (i.e. menus, gallery, our mission, etc.).
- Other assets and elements, such as typography, will be kept simple, but effective in order to better the user experience.
- Since the selling point is the unique family recipe, the style tile will be **ethical and warmful** in order to capture the unique family element and differ from the fast-food chain. **Low-cost** is another core competence for youth that will be emphasized by typography.
- Besides, an **about me** page with the founder's storytelling will develop customer's emotional preferences.



	Chipotle	Taco Bell	85 Degree Bakery
Business Description	Fast food mexican restaurant which specializes in tacos and burritos.	Afast food mexican restaurant which specializes in mexican inspired foods, such as tacos, burritos, and quesadillas.	A taiwanese owned chain of bakeries which specializes in breads, cakes, baked goods, and drinks.
Cost	\$2 - \$9	\$2 - \$7	\$3 - \$10
Target Audience	18 - 30	18 - 34	35 - 50
Main Features	Easy to read menu, delivery methods, global map with searchable area codes.	Homepage with news letter and other relevant info, easy to read menu, global map with searchable area codes.	Infographics, online ordering, order and ship certain items frozen.
Main Pain Points	Less customization, user cannot control food portion,. Some text on the website could be hard to see	Home page menu and delivery services are at the bottom. Little to no responsive button interaction. Inconsistent text size, multiple pages to navigate through for one task..	Items displayed in 1 row with 4 pictures at one time, small text, white colors on slightly lighter backgrounds.
Visual Style	Simple solid colors, easy to navigate, website is not saturated with text and text for important elements are made large	Easy to navigate, uses lots of banners on the home page, color pallet uses lighter colors, with the exception of black and purple	Main color pallete is white, red, accompanied with black icons. Website often relies on banners with text on top for different categories to navigate through.



Nora

Age: 34

Occupation: Librarian

Gender: Female

Income: 65K

Bio

Nova is a librarian who lived in East Bay. She is fond of public charities as a food bank volunteer. Nova has married and has a four years old daughter. She cooks for the family on weekdays, and the whole family eats out on weekends. They are glad to try some peculiar cuisines to make a difference.

Daily Routine

10:00 Saturday, Nova starts to search for a nearby restaurant for lunch. She wants to find some homely, traditional, and ethnic food. After 10 minutes, She is attracted by Creations U Crave by its unique Nicaraguan recipe, cheap set meal, and the free drink.

She preorders the set meal by calling and goes to pick them up at noon.

Pain Point

Nova has to find affordable food with a large portion, since she has a family. She prefers delivered service rather than pick up.



Homey
Community

Fresh
Welcoming

Eco Friendly

Family

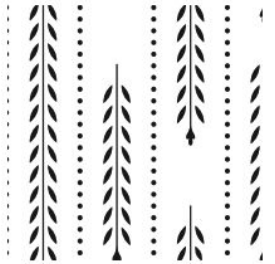
Creations U Crave

Pop Up

11.28
12.10

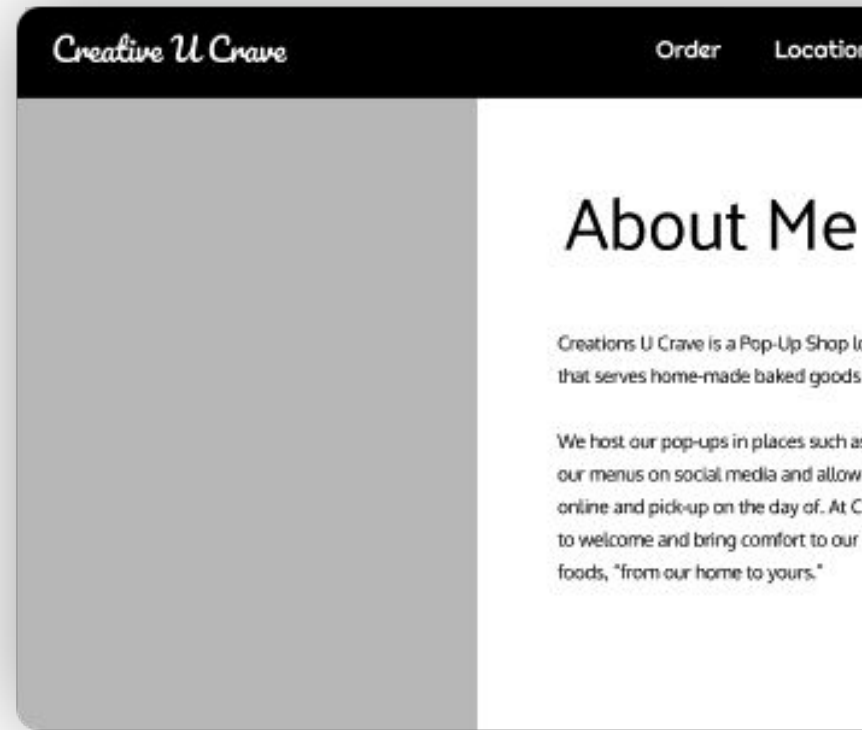
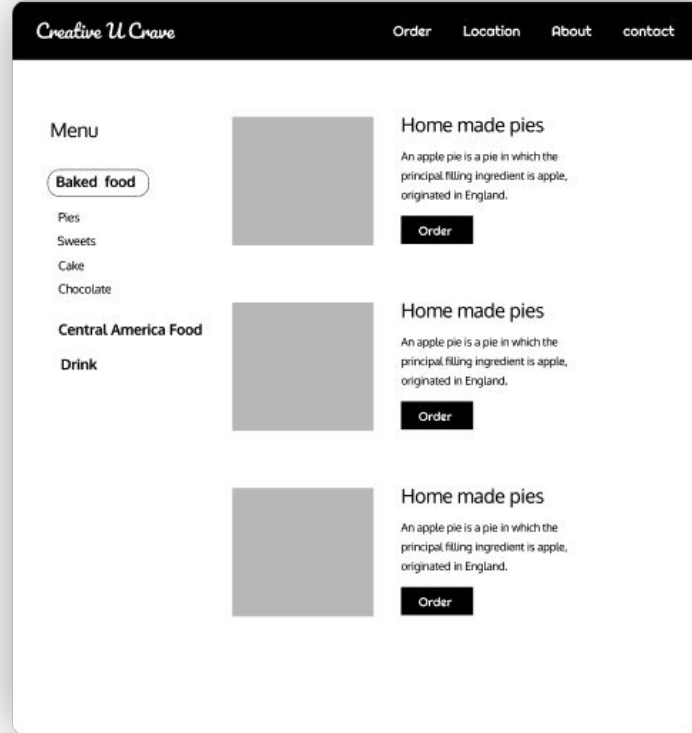
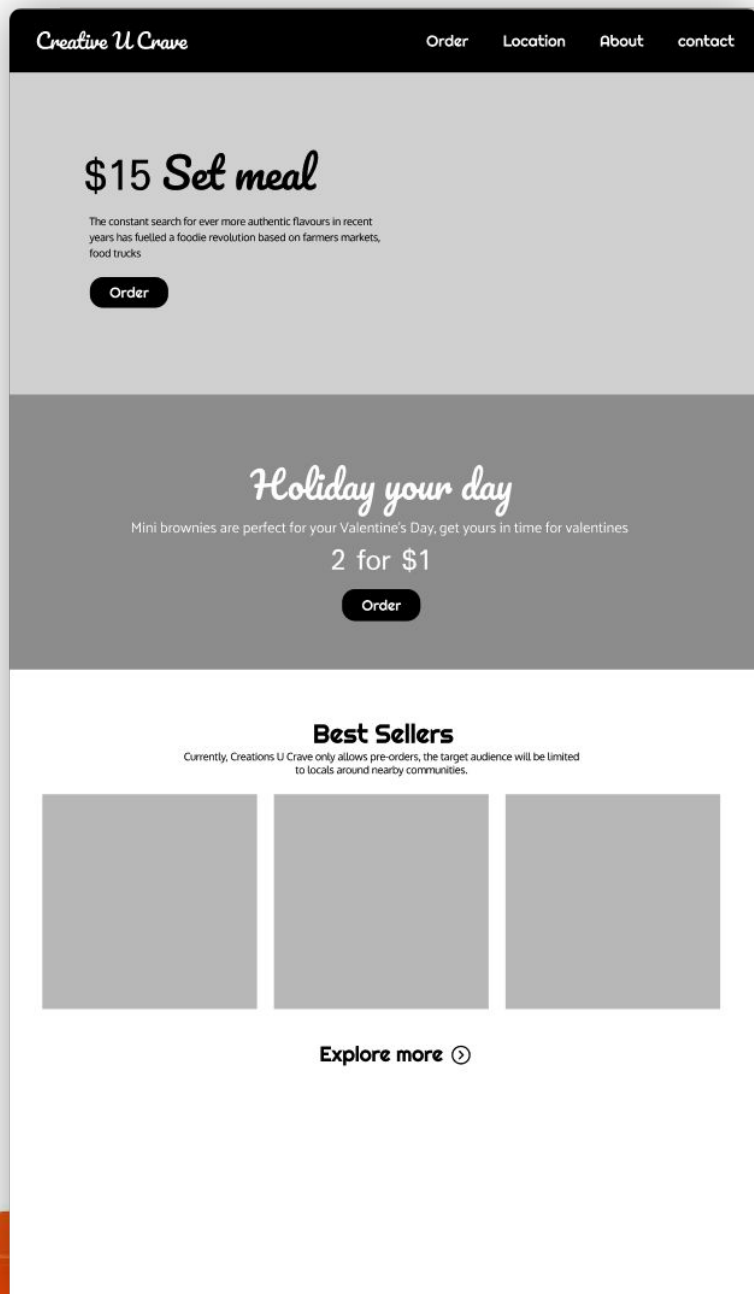
12.3

Delicious



12.7

Final presentation

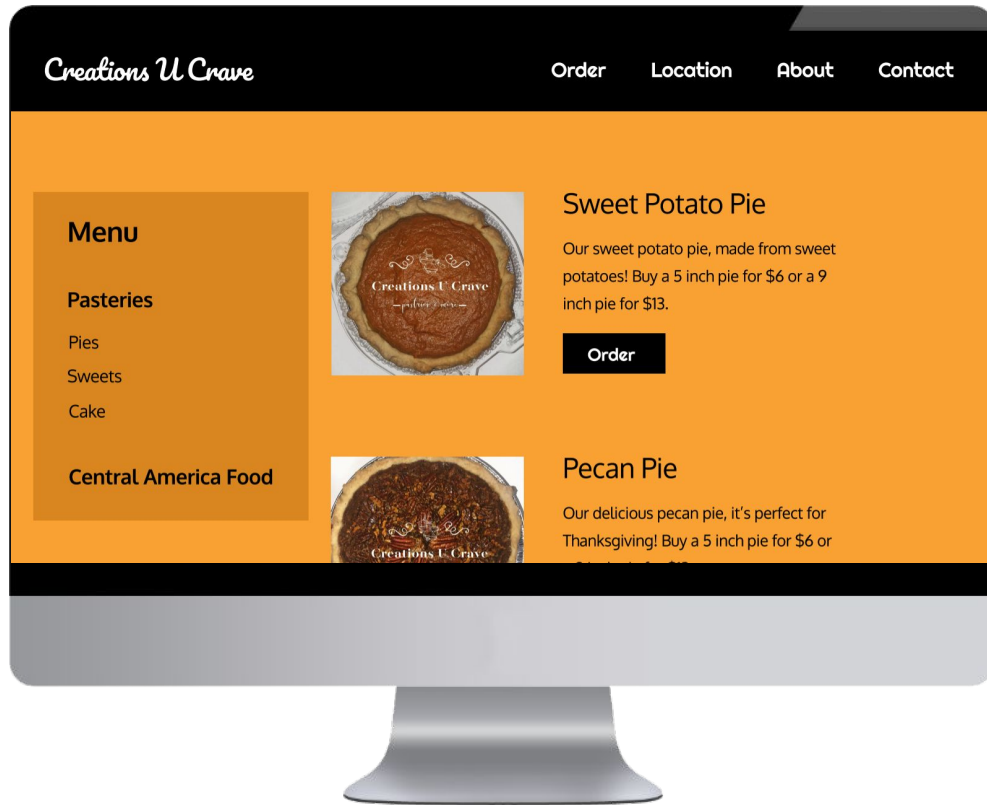


Wireframe

Three pages of wireframe



On air



Enjoys Delicious baked food Cnetral America Food.

