

PROJECT 3: Design brief

Name of Business / Client / Community Group:

Lucky Florist

Primary Audience:

Oakland community in need of large and ornate floral arrangements, primarily for those who are grieving a death (funeral) or those celebrating an occasion (centerpieces, weddings, etc).

Secondary Audience:

Oakland organizations and institutions, such as hospitals and schools in the community who are in need of floral arrangements.

Pitch Statement: *What are you trying to provide with this website? (250 - 300 words)*

The client is looking to update and modernize their web presence emphasizing their family-business story and history in the Oakland community. We will be focusing on streamlining the navigation system to make the site more intuitive, as well as improving the photo gallery section for each page to showcase the images. There will be no point of purchase or email listed on the site, and as such, the design will be intended to drive users to call or visit the shop to place orders. This again ties to the old-school, family run nature of the business, which will be emphasized in the design. Google and Yelp reviews will be integrated into the site as well to highlight the excellent value the client provides. Graphics and color palette will be updated and simplified to be in line with the company identity.

Tone:

Friendly, family, old school, caring and connected to the community

Primary CTA *(call to action):*

Primary call to action is to drive users to call or visit the shop to place orders and learn more about the business.

Research: *Please include interviews* and any market research. This can be articles you've read, online research you've conducted, video or audio interviews on your phone, email exchanges, handwritten notes transcribed into a google doc. All of it counts.*

** For your interviews - you will have to create a series of questions for your subjects based on the business you choose.*