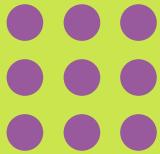


ASSIGNMENT 02

Web Based Project

August 10, 2023

Karla Beatriz Murillo Jordan





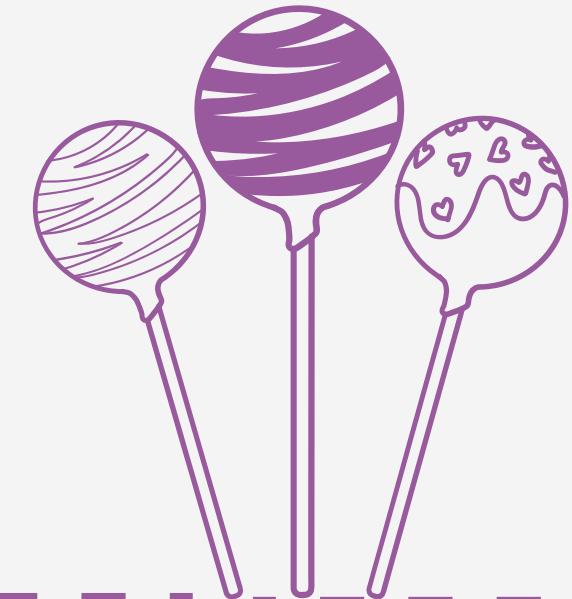
Creative Brief

Key Message

Cake Up Bakery is a little business, specialized in cake pops, which wants to be expanded and have the opportunity to create a store in front of Elgin Street. Its slogan is: Wake up every day with a flavor for every mood.

Current / Desired Perception

Cake Up Bakery is perceived as a provider for events, with good products and excellent quality. They also want to be perceived as a great company with marvelous services, where people can have a great special event with magnificent products based on flavors for every mood.



Strategic Focus



This business has grown from catering to friends and family to craft sales and community events. Through word of mouth. The main strategy is to have a place for local sales and being expanded. It is important to consider to create a digital website to be visible for more people, including advertisements, digital marketing, presence in social media, such as pictures, videos of events. It is also important to have business cards to let people know more about this new store. The business should have a digital menu, where people can choose different flavors for each event.

Tonne/ Manner

Cake Up Bakery has a strong personality, it is for funny, outgoing people, who wants to spend great time with marvelous products for each special occasion. Our values are very important for each client, such as responsibility, excellent costumer service, quality and the most important value: reliability.



Unique Selling Point

What makes us different from other bakeries is that Cake Up has different flavors for each event and each cake pop is named based on the mood and the context of the event. In this case each client can choose different flavors based on the event, such as baby showers, divorces, weddings. In addition Cake Up wants every client to be healthy, taking care of the quality and nutrition in each product.





Strategic Plan

The goal is to expand the business into a local store, to be able to be full time. This will be possible with new presence in website and social media, such as Facebook, Twitter and Instagram, making advertisements, social marketing, adding menus, flavors, prices and let clients know more about us and what make us unique.

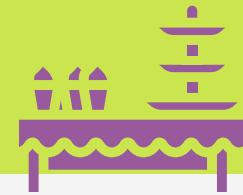
It is also necessary to have business cards to have more people interested in our services and products.

Creative considerations

Not everyone likes the sweet flavor, and almost all the events are just planned by/ for women. The purpose of the business is to expand it for more people including men, having different flavors, such as bacon icing.



Creative Brief



Start Date
Nov 15

Objective

Our objective is to develop an identity for this business, where people will be able to know the branch and the products and services that it offers.

We will achieve this goal, making advertisements and creating a new logo and a website, where people can check flavors, prices and book appointments for the events.

We will create business cards, and different printed products, such as menus, advertisements and flyers, to expand the branch.

Emotional Benefits

Each Client has different necessities for each event. Our purpose is to satisfy each necessity, what provokes happiness, excitement, surprise, and satisfaction in each event that we participate.



Project Mandates

Nov 25

Moodboard to approve colors for the branch, including logo and website

Dec 01

Logo proposals to be approved for the client.

Dec 03

Starting the website, that includes services, products, prices, flavors.

Dec 09

Printed materials will be done

Deadline 1

Deadline 2

Deadline 3

Deadline 4





Lizzette Huichapa

Persona 1

"I love chocolate and cake, I could eat them all day".

Age

21 Years old

Marital Status

Single

Occupation

Teacher

Location

Ottawa

Character

Artist, calm.

Keywords

Calm, funny, likes party, likes games.

Brand Influence

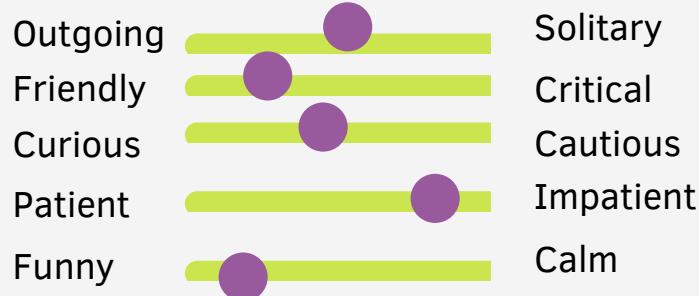


Sharpie
Office DEPOT

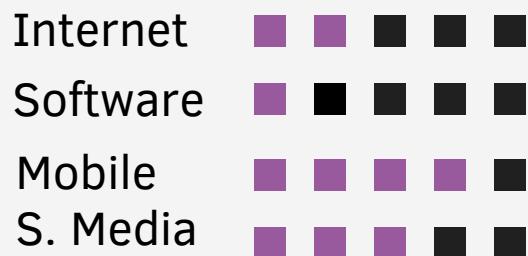
Motivation



Personality



Technology



Bio

Lizzete loves kids and social events. She is teacher for children between 2-5 years old. She is the event planner in her school.

Needs

Loves chocolate and cake. Time to plan her project and events for her job.

Frustrations

Want to have everything under control.

She cannot stop eating sugar. Time to exercise and planning her diet.

Accessibility Requirements

ADHD



Rasna Arora

Persona 2

"I love social events and planning them is my passion".

Age

40 Years old

Marital Status

Married

Occupation

Lawyer

Location

Ottawa

Character

Outgoing, loves her job

Keywords

Outgoing, funny, likes party, loves events.

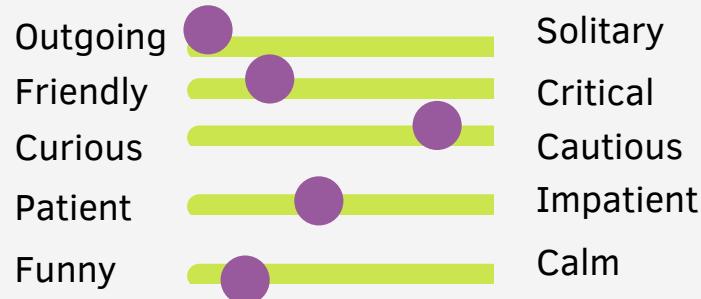
Brand Influence



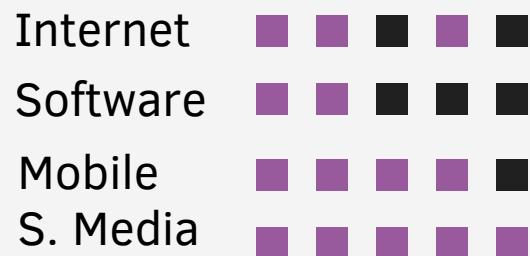
Motivation



Personality



Technology



Bio

Rasna is an excellent lawyer, who loves being in social events.

She is always meeting new people and organizing social events for different companies.

Needs

Time to work and plan events for her job.

Frustrations

Want to have everything under control.

Always wants to have the best quality in products and services.

Accessibility Requirements

Diabetic



Ingrid Betancourt

Persona 3

"I love to exercise and healthy life".

Age

30 Years old

Marital Status

Single

Occupation

Gymnast

Location

Ottawa

Character

Outgoing, loves her job

Keywords

Outgoing, funny, likes party, loves events.

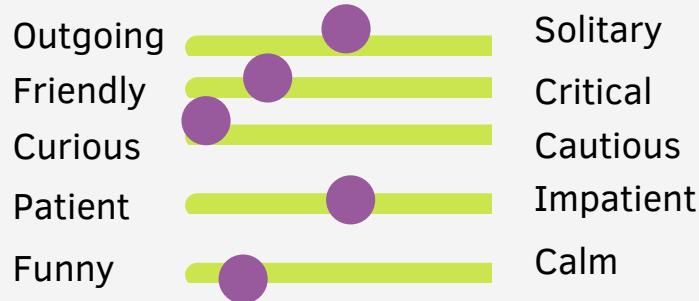
Brand Influence



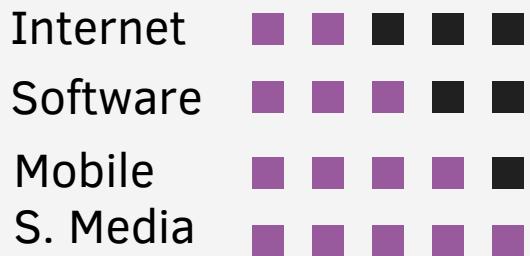
Motivation



Personality



Technology



Bio

Ingrid loves exercise and all kind of sports. She is a gymnast and also teaches gymnastics. She needs different stuff for the events that she has for the kids that she teaches.

Needs

Loves chocolate and healthy food.

Time to exercise and someone who helps planning events for her job.

Frustrations

Do not know how to get healthy food for events.

Accessibility

Requirements

Special diet (Gluten Free)

Moodboard: Website Design

SAMPLE ILLUSTRATIONS



SAMPLE TYPOGRAPHY

Style Guide

Logo

Arial Rounded MT Bold
68Pt
Pastella Autograph
40pt

Heading 1

Arial Rounded MT Bold
22pt

Heading 2

Arial Narrow
18pt

Paragraph

Arial Nova Light
12pt

Cake Up

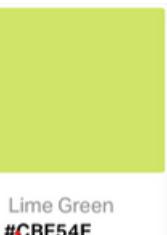
Bakery

[Home](#) [About Us](#) [Flavors](#)

[Prices](#) [Book an appointment](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

SAMPLE COLOUR PALLETE



Light Purple
#985A9D...

Lime Green
#CBE54E

Dark Purple
#500B28

SAMPLE TEXTURES



DESIGN NOTES

The fonts for the logo are San serif, they look professional and casual. The same font for the first heading, which is san serif. It is elegant and modern, this attracts the costumer's attention. Arial Narrow, for the second heading, conserving the same family font, but easier to read. Arial Nova Light font for the paragraph. A rounded font , which costumers can read easily. It is also formal and attractive.

BOTTONS



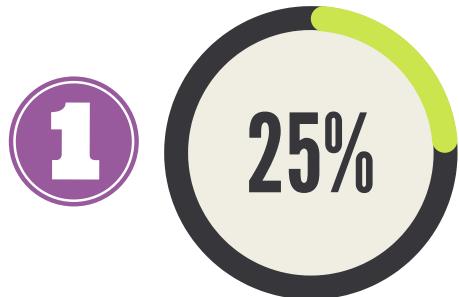
ORDER NOW 

BOOK NOW 

DESIGN NOTES

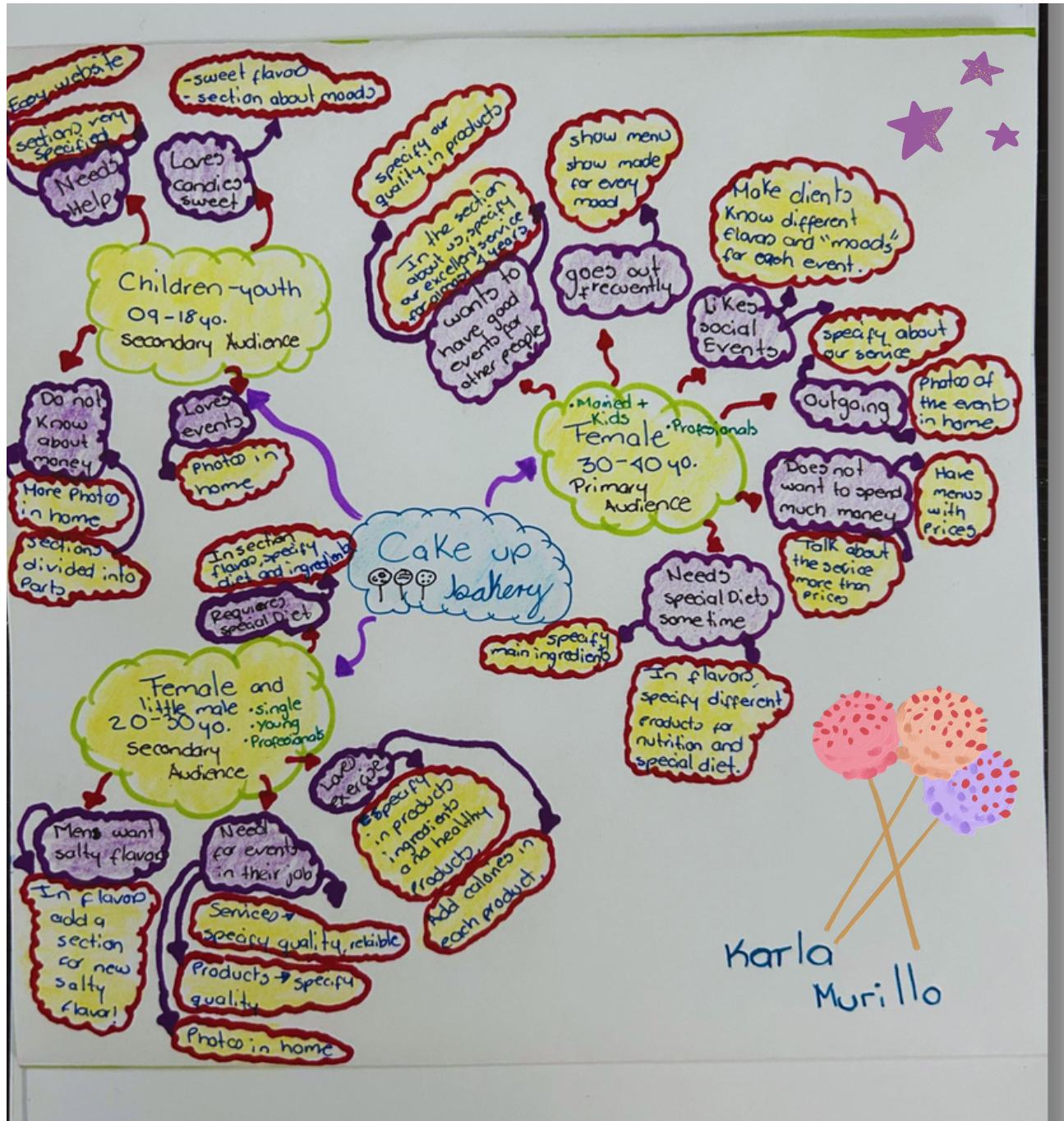
This design is intended to be professional. The main color is Light Purple with 50%, which represents stability, energy and creativity. The secondary colour is Lime Green with 30%. It complements the Light Purple, this represents vitality, health, balance, nutrition. The tertiary color is Dark Purple with 20%, which is used to emphasize elements in the website and for fonts.

Logo Iterations



According to the market research that was made to know different opinions from possible clients, the logo with most interactions was number 3.

Mind Map



The mind map is a collection of data from our target, showing our primary target (Female 30 - 40 years old and our secondary target (20 - 30 and 09 - 18 years old. The main part of the website decisions are based on the necessities of this audience.



Thumbnails



Home Page

About Us

Products

Services

The Thumbnails were made to take some of these ideas and the way that we will develop the website, including images, buttons and each content..



Low Fidelity Wireframes

Home Page



About Us

Products

Services



Photo

Photo

Photo

Video Events

User experience clients

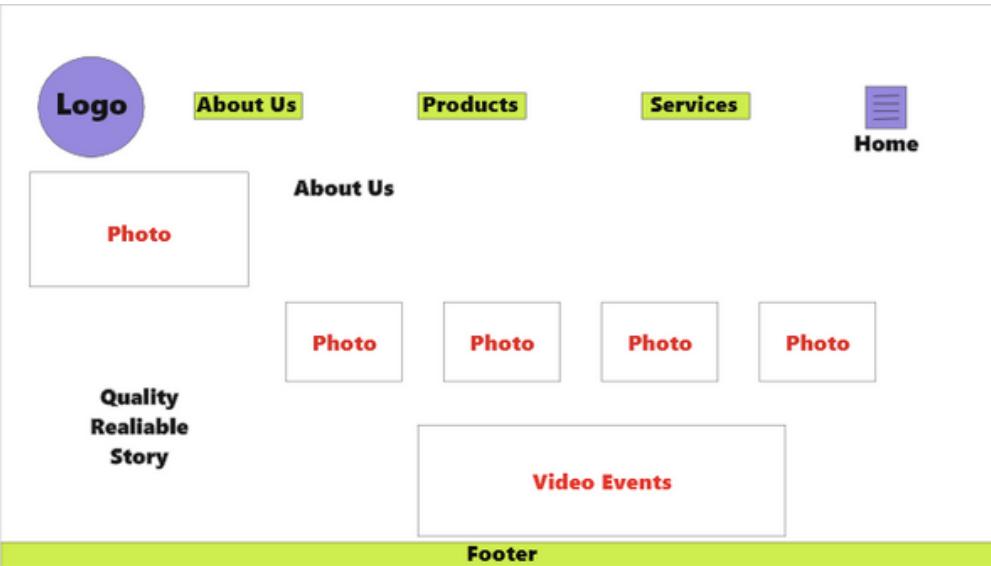
Order Here

Footer

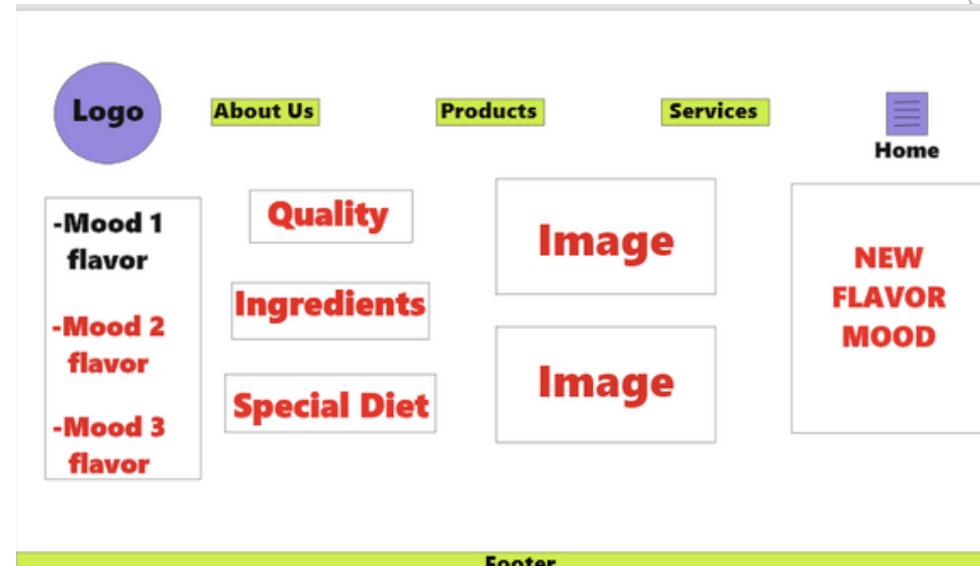
Low Fidelity Wireframes



About Us



Products

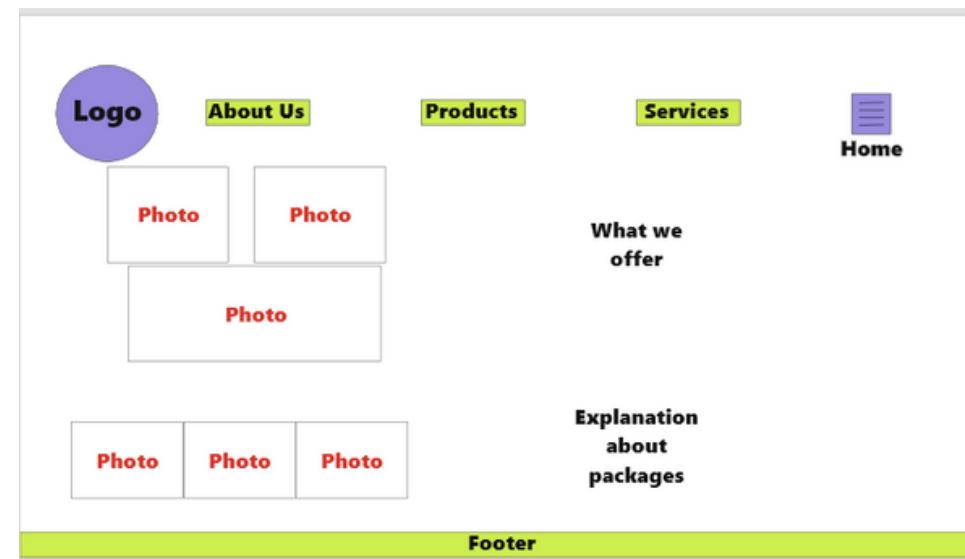


(Products open)

Flavors



Services



High Fidelity Mock-up

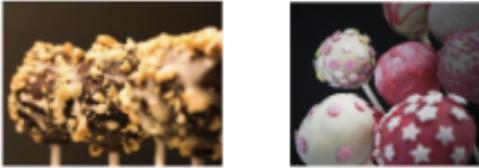


- About Us
- Products
- Services



Flavors for each special Event

Don't worry if it's a baby shower, wedding, party or divorce... We have different moods for your event...





Five Stars in Costumer Service

Williams Smith	★★★★★
Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor..	
Jane Doe	★★★★★
Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor..	
Ingrid Betancourt	★★★★★
Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor..	



ORDER NOW 



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