

WEB BASED PROJECT ASSIGNMENT

April 13 2023



WAVE

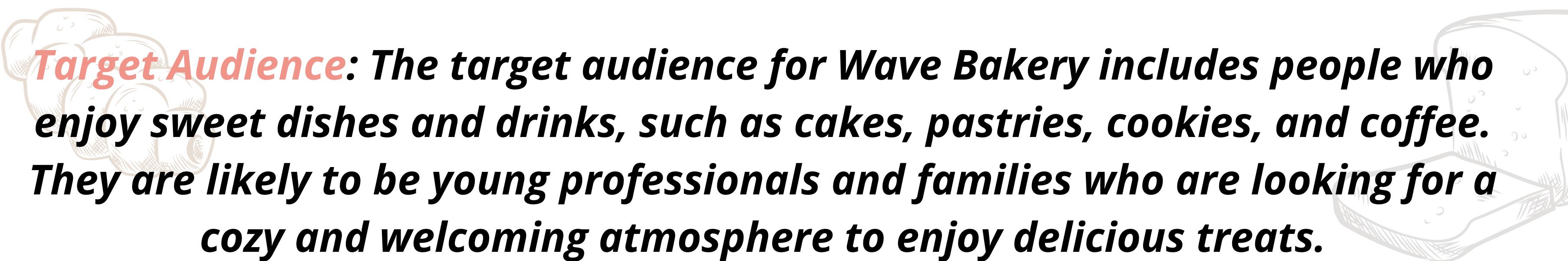
Bakery

"Freshly baked goodness,
every single day!"



Creative Brief

Objective: Create a creative brief that captures the essence of Wave Bakery, communicates its unique value proposition, and helps the bakery attract and retain customers.



Target Audience: The target audience for Wave Bakery includes people who enjoy sweet dishes and drinks, such as cakes, pastries, cookies, and coffee. They are likely to be young professionals and families who are looking for a cozy and welcoming atmosphere to enjoy delicious treats.

Key Message: Wave Bakery is the go-to destination for high-quality, handmade sweet dishes and drinks that are made with the freshest ingredients and served in a warm and welcoming environment.



Creative bref

Tone and Voice: Wave Bakery is a warm and friendly brand that aims to create a relaxing and enjoyable experience for its customers.

The tone and voice should reflect this by being approachable, welcoming, and inviting.

Visual Style: The visual style for Wave Bakery should be bright, colorful, and playful. The design should feature images of the bakery's products, such as cakes, pastries, and cookies, as well as its coffee and other drinks. The style should be clean and modern, with a focus on high-quality ingredients and handcrafted details.





Icon & Logo

WAVE



#602A0F



#F09388



#FFF7E7



#110000





Icon & Logo

**WAVE
WAVE**





"only when doing things I love makes me happy, then I will love what I do".

AGE: 27

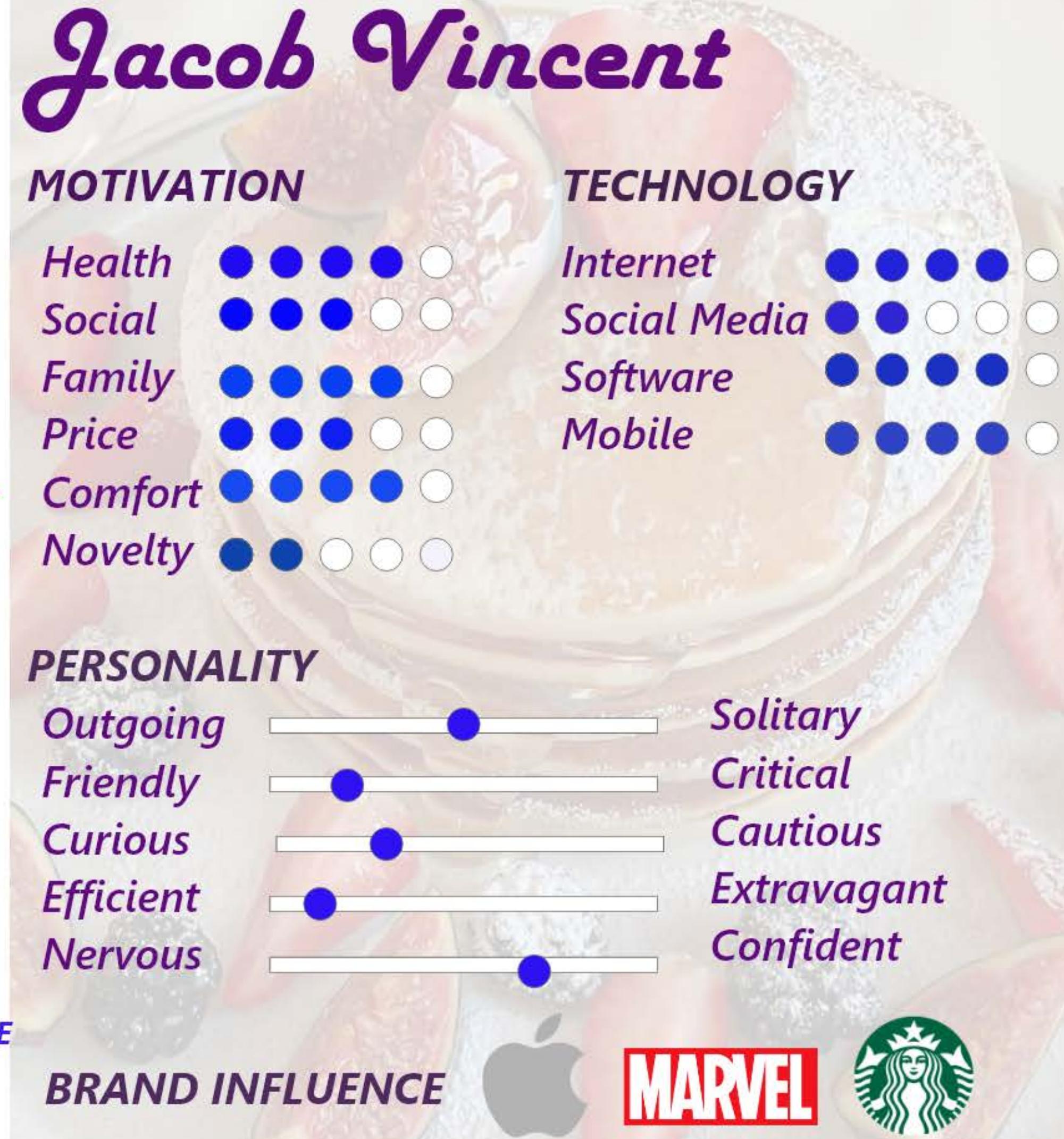
MARITAL STATUS: SINGLE

OCCUPATION: COMPUTER SYSTEM TECHNICIAN

CHARACTER: CHARMING,
LOVING AND
DEDICATED

LOCATION: OTTAWA

KEYWORDS: POLITE,
DISCIPLINED, GREAT CHOICE
FOR PASTRY



persona 01

BIO

Jacob is young guy who lives with two of his colleague, since he come's from Alberta. Likes to visit new places and get socialize with different culture. He also has a very good taste and interest in pastry, but he doesn't often have much.

NEEDS

- Tasty pastries made of organic diary products.
- More time for fitness.
- More friends

FRUSTRATIONS

- Stuck in a boring place.
- No good transportation
- Missing his hometown

ACCESSIBILITY REQUIREMENTS

Lonely



" life doesn't always go in a way we think, if it does then its not life. ".

AGE: 35

MARITAL STATUS: MARRIED

OCCUPATION: TEACHER

CHARACTER: FAMILY GUY,
RELIGIOUS,GOOD IN
TEACHING.

LOCATION: OTTAWA

KEYWORDS: DEDICATED
UNDERSTANDING, FRIENDLY

Alex hunt

MOTIVATION



TECHNOLOGY



PERSONALITY



BRAND INFLUENCE



persona 02

BIO

Alex is a matured High School teacher who is very friendly with everyone, he is also an active member of her community and volunteers her time to help those in need. He is dedicated to making a positive impact on the world through education

NEEDS

- Needs a supportive environment in which to teach.
- Needs access to workshops,other training opportunities in order to continue to grow as a teacher.
- Access to a variety of resources to create engaging, effective lessons

FRUSTRATIONS

- Student Behavior.
- Large Class Sizes
- Bad health conditions

ACCESSIBILITY REQUIREMENTS

Complete resources for education



"Just follow what your heart says."

AGE: 49

MARITAL STATUS: Married

OCCUPATION: lawyer

CHARACTER: Quite observing,
thinks before answering.

LOCATION: OTTAWA

KEYWORDS: Well educated
and fine experienced lawyer

Angel Ben

MOTIVATION



TECHNOLOGY



PERSONALITY



Solitary
Critical
Cautious
Extravagant
Confident

BRAND INFLUENCE



persona 03

BIO

Angel has been practicing law for over 10 years, with a focus on civil litigation. He has represented clients in a variety of cases, including personal injury, contract disputes, and employment law. John has successfully settled numerous cases out of court, and has also taken many cases to trial, winning favorable verdicts for his clients.

NEEDS

- Need to access to legal databases and other resources to research case law.
- Often have multiple cases to work on simultaneously and need tools
- need to stay up-to-date with changes in laws and regulations

FRUSTRATIONS

- Have a heavy workload..
- Difficult clients
- Challenging cases

ACCESSIBILITY REQUIREMENTS

Documents and materials are accessible to all clients

Moodboard

"Freshly baked goodness,
every single day!"

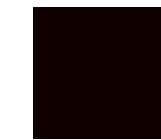
WAVE



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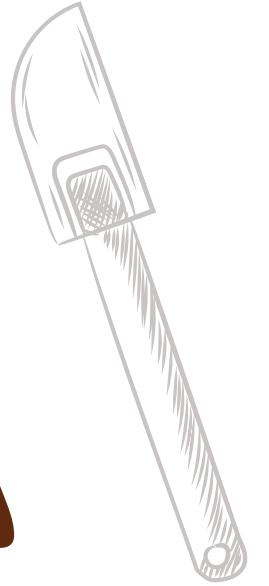
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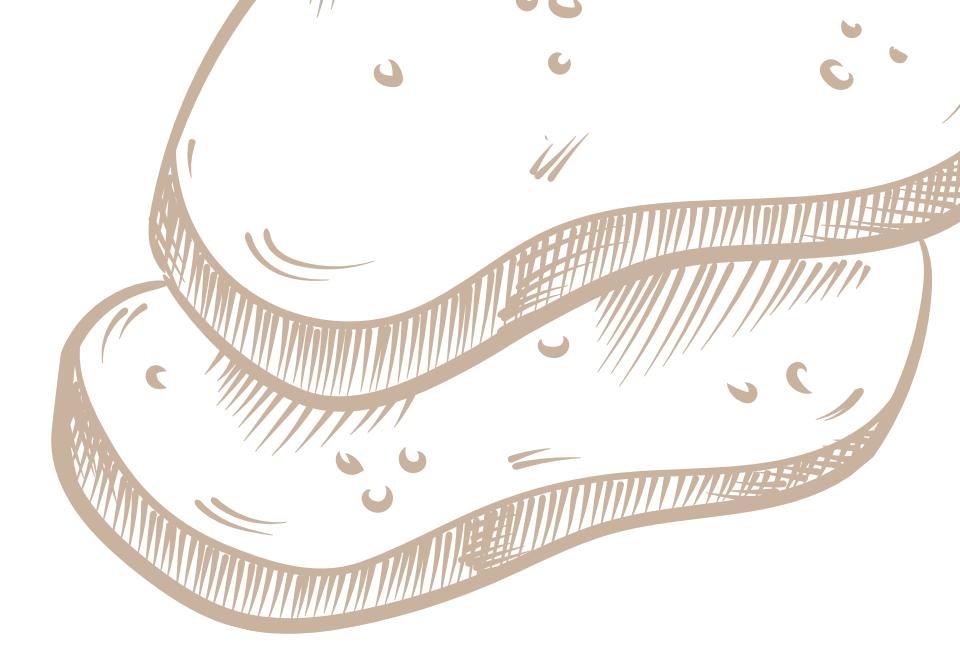
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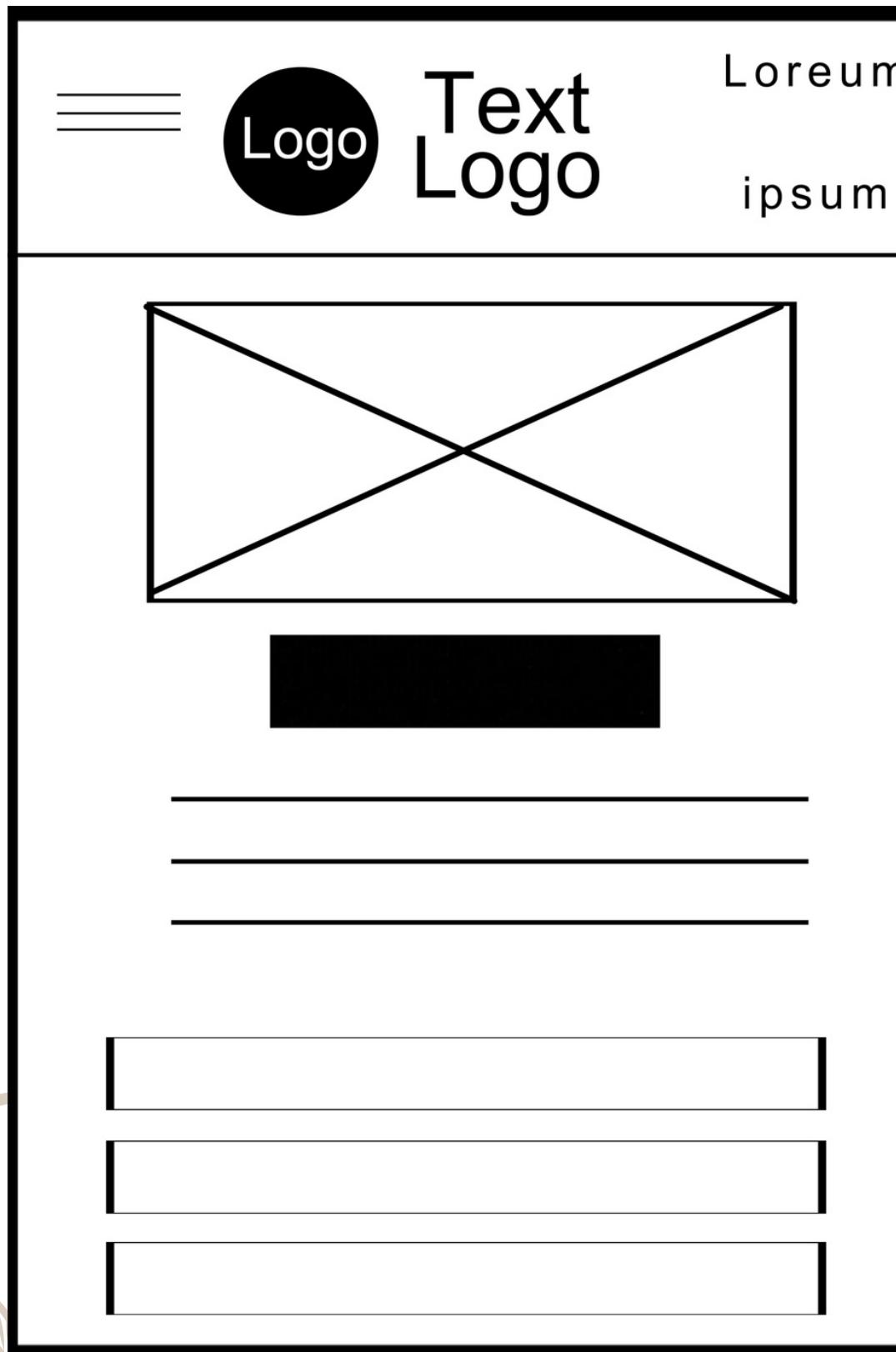


Mindmap



The target audience for Wave Bakery includes people who enjoy sweet dishes and drinks, such as cakes, pastries, cookies, and coffee. They are likely to be young professionals and families who are looking for a cozy and welcoming atmosphere to enjoy delicious treats. This audience may also be interested in eco-friendly packaging and products made with high-quality, fresh ingredients.

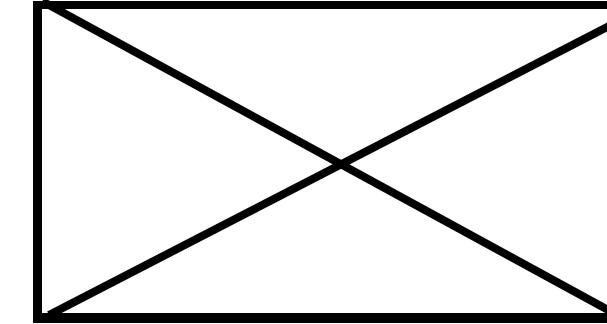
Low-fidelity Wireframe Prototypes



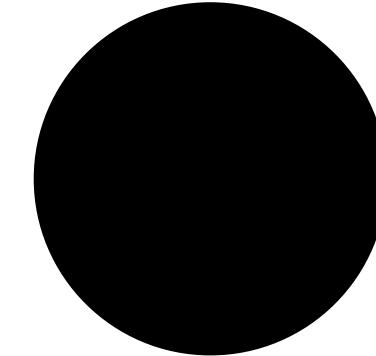
Button



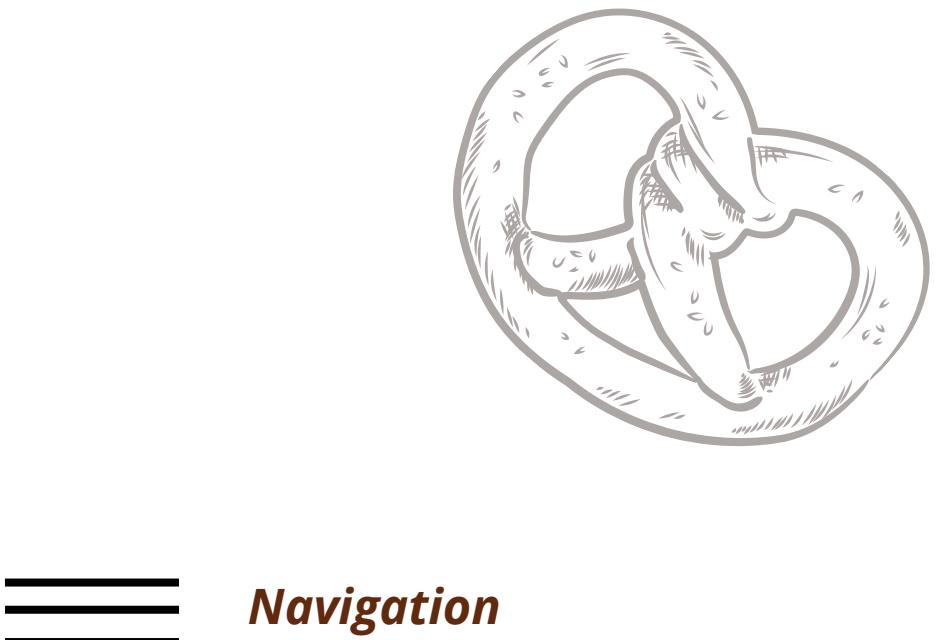
Wide image



Cover image



Logo



High-fidelity Home page I



≡  WAVE Contact
Shop

"Freshly baked goodness, every single day!"

SHOP



High-fidelity Home page II

The website features a dark brown header with a white navigation bar containing a menu icon, a cupcake icon, the word 'WAVE' in large white letters, and 'Contact' and 'Shop' links. Below the header is a photograph of a rustic interior with a wooden table, a lantern, and a window. A large central button with the word 'SHOP' in white is overlaid on the image. Below this button is a block of text: "Freshly baked goodness, every single day!" At the bottom of the page are three smaller images showing various baked goods: croissants, macarons, and a close-up of bread.

WAVE

Contact
Shop

SHOP

"Freshly baked goodness,
every single day!"

