

ASSIGNMENT 2



WEEK 6
ARIADNE SPONTONE



GOALS

BUSINESS

The company's main objective is to provide quality service that reflects reality and love in capturing images. Thereby increasing profitability and making the enterprise sustainable in every way.

USERS

Having your images recorded in detail, and can portray a moment to be relived. All this at a fair price and reliable service.

“PHOTOGRAPHY IS THE POETRY OF IMMOBILITY: IT IS THROUGH PHOTOGRAPHY THAT MOMENTS CAN BE SEEN AS THEY ARE”
(PETER URKENYI)





CREATIVE BRIEF - I

1. CLIENT CONTACT INFORMATION:

ARIADNE SPONTONE
343 - 9887443
ASPONTONE@GMAIL.COM

2. PRIMARY CONTACT INFORMATION:

ARIADNE
ASPONTONE@GMAIL.COM

3. PROJECT TITLE

WEBSITE DESIGN

4. DESIGNER NAME

ARIADNE SPONTONE

5. START DATE

2022/02/16

6. PROJECT DEADLINE

2022/03/16

7. PROJECT OBJECTIVES

RESPONSIVE SELF-
PROMOTING WEBSITE
DESIGN

8. COMPANY INSIGHTS



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CREATIVE BRIEF - II

9. DELIVERABLES

SELF-PROMOTING WEBSITE
IN 3 STATES
(DESKTOP, TABLET
AND MOBILE)

10. CUSTOMER BENEFITS:

PERSONALIZED
SERVICE WITH
QUALITY RECORDS OF
YOUR MOST SPECIAL
MOMENTS

11. COMPETITION

NATHAN LEVIERE
STACY KENOPIC
GILLIAN MCCOLL
TAMMY BOUCHARD

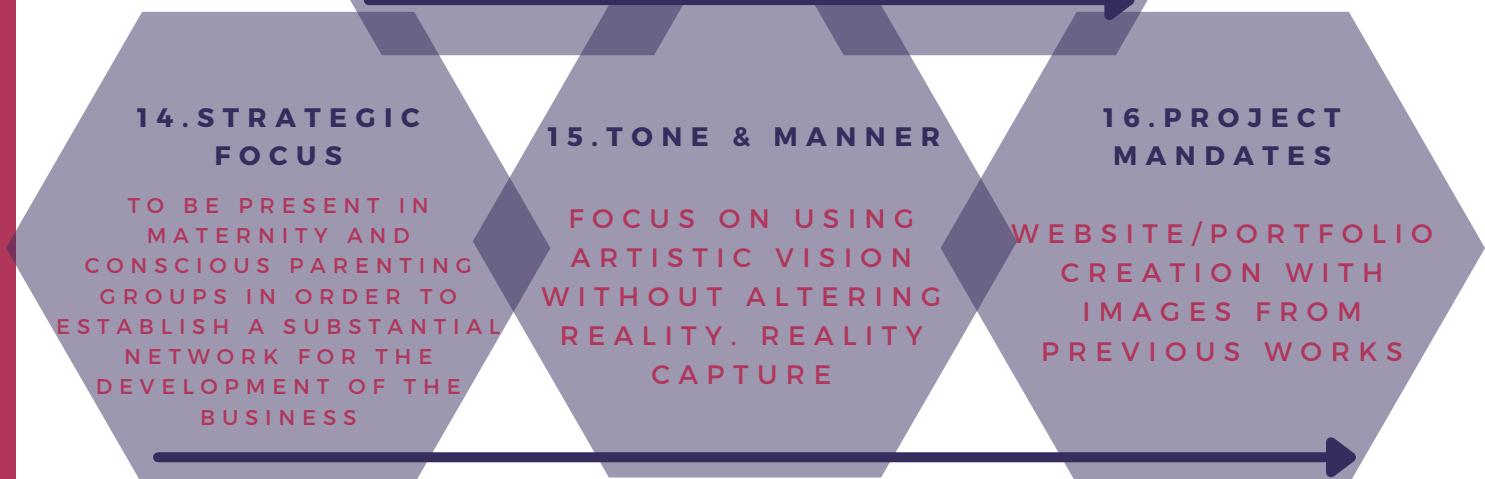


12. KEY MESSAGE

MOMENTS TO BE
RELIVED

13. DESIRED PERCEPTION

QUALITY PHOTOGRAPHIC
RECORDS WITH A
WEALTH OF DETAIL
CAPTURING THE
ESSENCE OF EACH
MOMENT.



14. STRATEGIC FOCUS

TO BE PRESENT IN
MATERNITY AND
CONSCIOUS PARENTING
GROUPS IN ORDER TO
ESTABLISH A SUBSTANTIAL
NETWORK FOR THE
DEVELOPMENT OF THE
BUSINESS

15. TONE & MANNER

FOCUS ON USING
ARTISTIC VISION
WITHOUT ALTERING
REALITY. REALITY
CAPTURE

16. PROJECT MANDATES

WEBSITE/PORTFOLIO
CREATION WITH
IMAGES FROM
PREVIOUS WORKS



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CREATIVE BRIEF- III & OBJECTIVE

17. UNIQUE SELLING POINT

INDIVIDUAL ARTISTIC VISION, CONSIDERATION OF COMPOSITION, AND FAMILY HISTORY.

18. EMOTIONAL BENEFIT

FAITHFUL RECORDS OF UNIQUE MOMENTS IN LIFE

19. CREATIVE CONSIDERATIONS

- TIME AVAILABLE FOR PORTFOLIO CREATION
- IGNORANCE OF THE LOCAL CULTURE.

20. STRATEGIC PLAN

ESTABLISH A LOYAL CLIENTELE, WHICH RECORDS THE IMPORTANT MOMENTS THROUGHOUT THE YEAR

21. OBJECTIVE

CREATE THE GATEWAY BETWEEN THE COMPANY AND THE CUSTOMER THROUGH THE ONLINE PRESENCE





TARGET MARKET RESEARCH

Demographic:

- Families
- Age between 30 and 55 years
- All gender
- Income above 50 thousand per year
- Complete graduation

Psychographics:

- People with a zest for art
- People who recognize the real value of good photography
- People looking for quality and reliable services
- People who have the family as a central engine of life

Geographic:

- Ottawa
- Kanata
- Manotick
- and region



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PERSONAS

PERSONAS

Bernadete Silvanet

Age: 45
Gender: female
Status: Married
Income: \$110.000,00
Occupation: Counselor
Education Level: Post-Graduated



Bio
Bernadete focused on her professional life for a long time. He currently has a stable career and a high salary. As a result, she only had a child recently, she wants to register each new achievement of her little one.

Location: Manotick

"In every choice you risk leaving behind the life you could have."
Carla Toscano

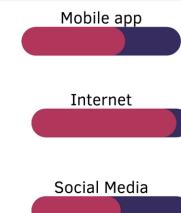
Personality



Motivation



Technology



Frustration

Have waited so long to get pregnant. Feel old for activities with a child.

Needs

Regular services with some flexibility.

Brands



Concerned

Social

Accessibility requirements

appointments with the possibility of adjusting later hours

Flexible

Lively

Emma Smith

Age: 32
Gender: female
Status: Married
Income: \$82.000,00
Occupation: Developer
Education Level: Graduated



Bio

Married with two children. Emma values an organized life with a defined routine. She works as a developer at a large technology company. It aims to raise your children in a safe and welcoming environment.

Location: Kanata

"The phrase working mother is redundant"
Jane Sellman

Personality



Motivation



Technology



Frustration

Having more time to record the moments of growth of the children

Needs

Regular registration service with guarantee and quality

Brands



Objective

Shamy

Curious

Serious

Accessibility requirements

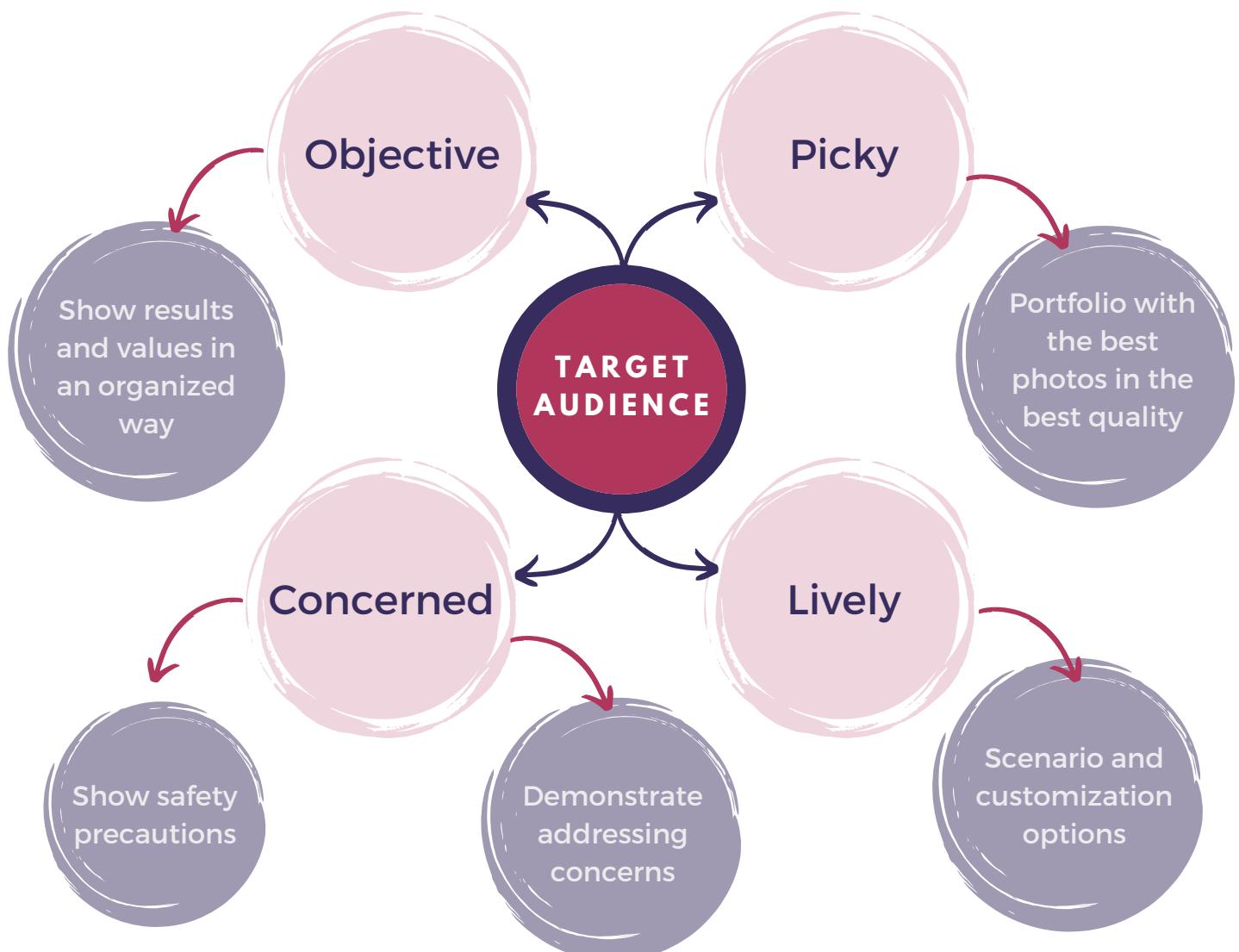
prior appointment with guaranteed service



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MIND MAP

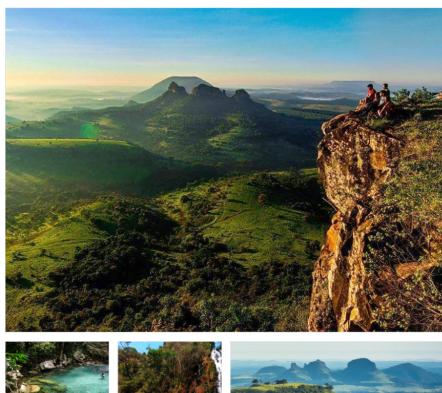




MOOD BOARD

Imagery

Add a description here...



Texture

Add a description here...



Quote

Add a description here...

*Serving without love becomes an empty, mechanized act devoid of content. Pure hypocrisy, therefore, just va...

Colors

Add a description here...



colors

Typography

Add a description here...

Aa Zz

BodoniOT.ttf

Aa Zz

Leg Hug.otf

Aa Zz

ASENINE_.ttf



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