

Assignment 02

Web Based Project

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Creative Brief

Fantasy Land

Key message

Fantasy Land is a baking business, which designs new products based on popular movies, games and festivals constantly, besides the classical flavor and style. Their slogan is "keep fresh everyday".

Strategic Focus

Compared to the word of mouth in the past, the best method of marketing is through the social network such as the application, short videos and website. Then, creating some activities in the real store to attract more customers. Meanwhile, membership is a great way to get close with your customers.



Current/Desired perceptions

The client is a middle-scale individual business that accepts dessert table design for weddings or other ceremonies. The client wants to be seen as an advanced bakery, but also suits for daily consumption. Moreover, it wants to offer more choices for dietary restrictions.

Emotional Benefit

When the customers find something with a popular theme, they will feel excited, new, interesting and happiness. And there will be a desire to try something along with their curiosity.



Tone/manner

Fantasy Land commits to creating fresh and interesting products, as well as personalized product customization. The brand is fashion; therefore, it wants to create a premium ambiance and likes to mix and match styles, especially minimalist interiors with retro soft finishes.

Unique Selling Point

Its uniqueness lies in the fact that the product and the current popular theme are based on different festivals.

Creative Considerations

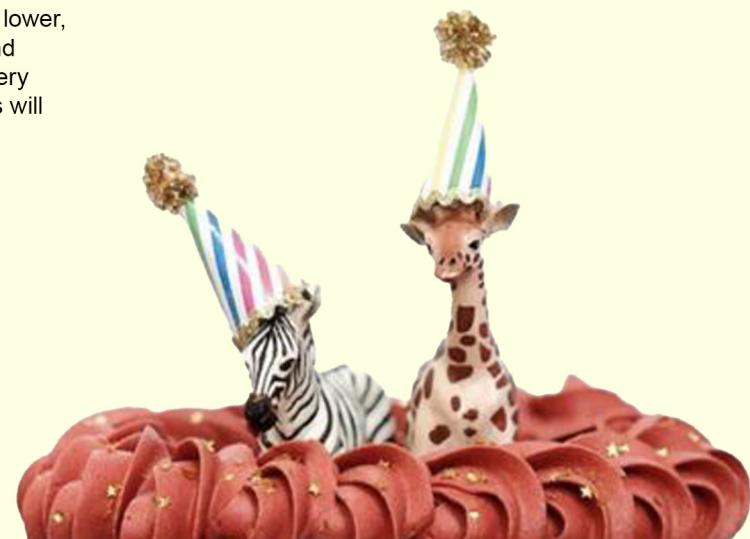
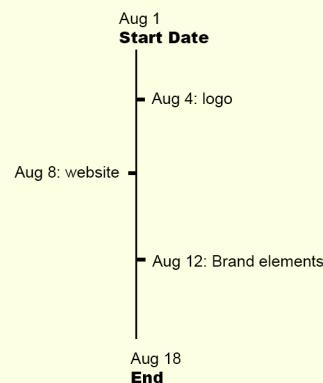
Considering that more and more people's demand for sugar is getting lower and lower, so the ingredients will be low-sugar and low-fat. However, for lovers who are very fond of sweets, jams and other sweets will be provided.

Objective

Based on the above information, I will design the logo and website based on the analysis of the target population and the requirements of the bakery.

Strategic Plan

The goal is to expand the consumer base and upgrade the brand including the menu and web design. Moreover, create an own mini program to increase purchase channels.



Persona 1

John Kent



AGE	32
GENDER	Male
OCCUPATION	Boss
STATUS	Married
LOCATION	Ottawa, CA
ARCHETYPE	The Iron Man

"I often need to choose desserts for annual meetings, but it's hard to find unique flavors."

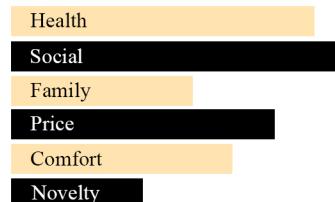
GOALS / NEEDS

- Needs unique flavor desserts
- Needs hosting events to ensure having fun
- Needs something fun

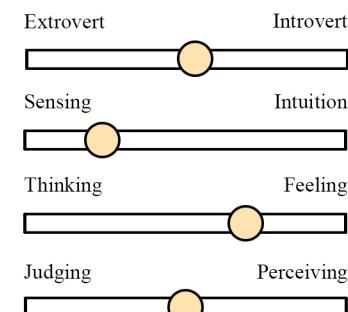
FRUSTRATIONS

- Hard to find desserts for special needs
- keeping a sense of fresh (keeping interested)
- Busy schedule

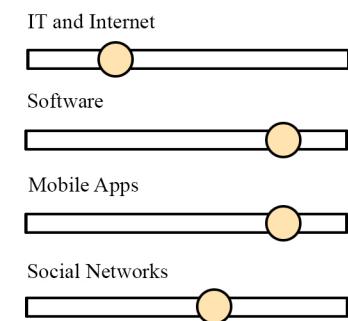
MOTIVATION



PERSONALITY



TECHNOLOGY



BRAND INFLUENCE



PERSONA BIO

Worked as an owner in his restaurant that is extremely popular in Ottawa for two years. He has been married for 5 years and has a little daughter. Because of his work, he has more responsibility to his staff and is busy everyday.

Persona 2

Sarah Lee



AGE 24

GENDER Female

OCCUPATION

STATUS

LOCATION Montreal, CA

ARCHETYPE The Master

*“ I really like to eat desserts , but it is hard
for me to keep fit because its have too much sugar. ”*

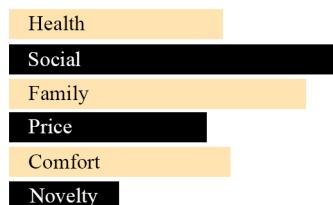
GOALS / NEEDS

- Needs a healthy food
 - Needs a space or time to recharge herself
 - Needs unique desserts table for friends' party

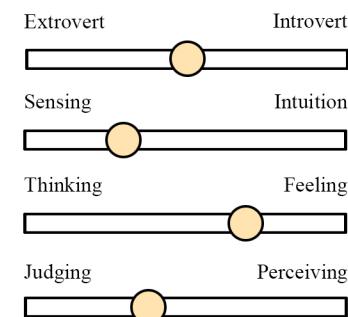
FRUSTRATIONS

- Hard to find an good design for the cake
 - Desserts are too sweet
 - Keeping fit

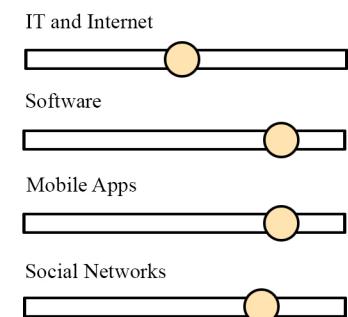
MOTIVATION



PERSONALITY



TECHNOLOGY



BRAND INFLUENCE



PERSONA BIO

Is an international student in Architect Design program, and has a part-time job in a restaurant. She prefer to explore new shops or restaurants and share real feeling after she experence on App or website.

Persona 3

Clovis Judy



AGE	8
GENDER	Female
OCCUPATION	Boss
STATUS	Primary school student
LOCATION	Vancouver, CA
ARCHETYPE	The Supergirl

*"I want to eat desserts after meals often,
if my parents would let me."*

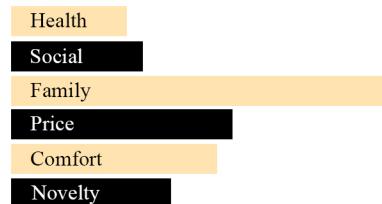
GOALS / NEEDS

- Needs to control the sugar intake
- Needs desserts with special ingredients
- Needs to stay curious

FRUSTRATIONS

- Addicted to sugar
- Allergic to gluten
- Few points of interest

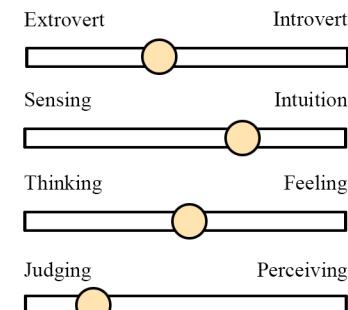
MOTIVATION



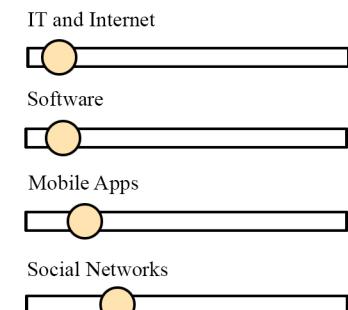
PERSONA BIO

Clovis is a very bright little girl who lives with his parents. However, because of the high IQ, there will be mild autism. She loves desserts but is allergic to gluten. Her parents are always on the lookout for desserts that suit her, and hope creative desserts will satisfy her curiosity.

PERSONALITY



TECHNOLOGY



BRAND INFLUENCE



Mood Board



Logo iterations

1. 16%



2. 55%



3. 11%

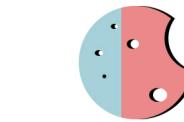


4. 18%

Fantasy Land

Notes:

According to the analysis of the target audience of the market research, the most popular logo is selected. At the same time, the design also follows the Creative Brief.



FANTASY LAND
fresh cake



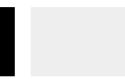
#a6d0d9



#ea8989



#000000



#ffffff



#ffa04c



FANTASY LAND

Bodoni 72 Smallcaps Book

Heading

Impact Regular

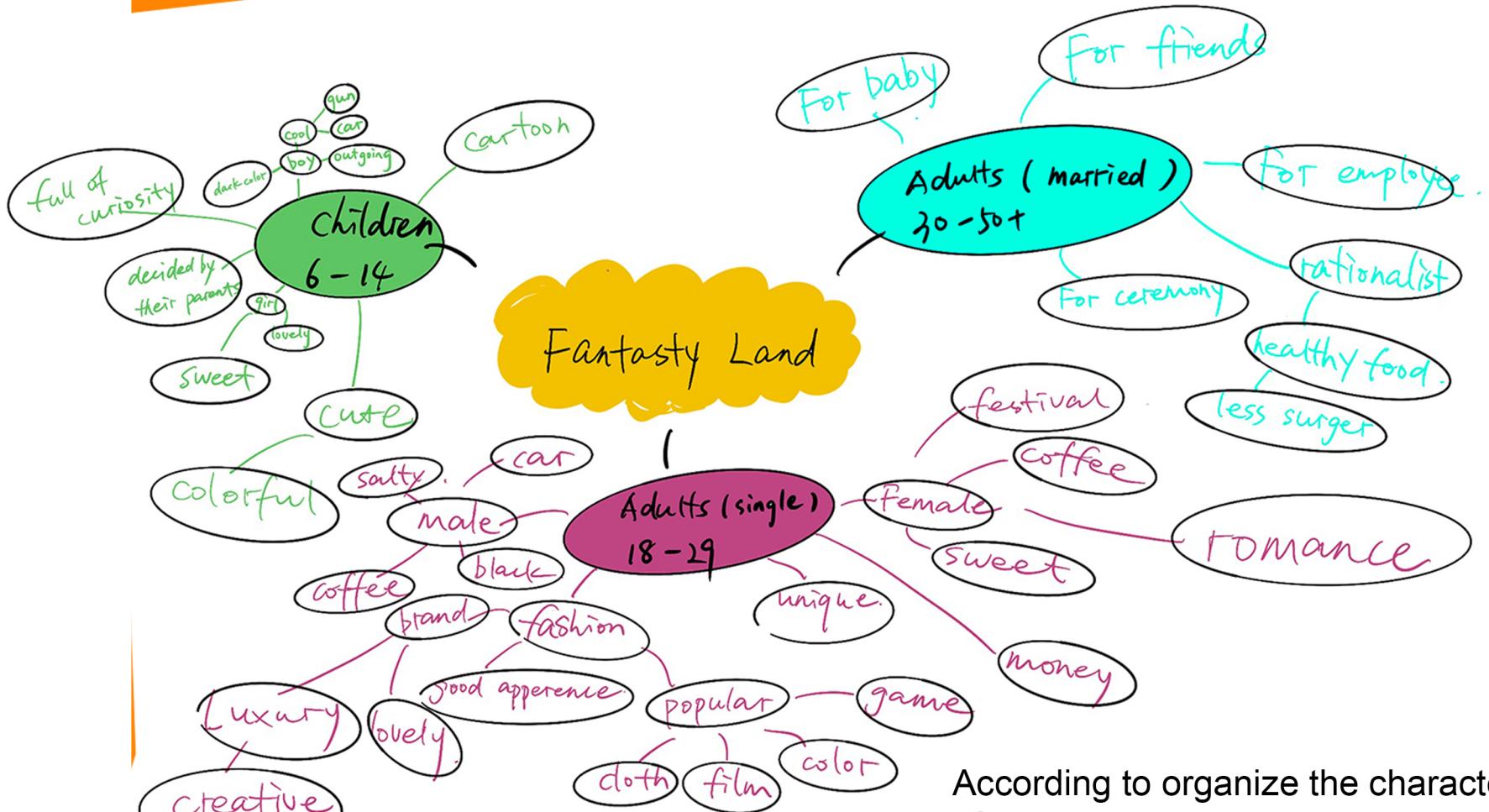
Paragraph

Arial Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

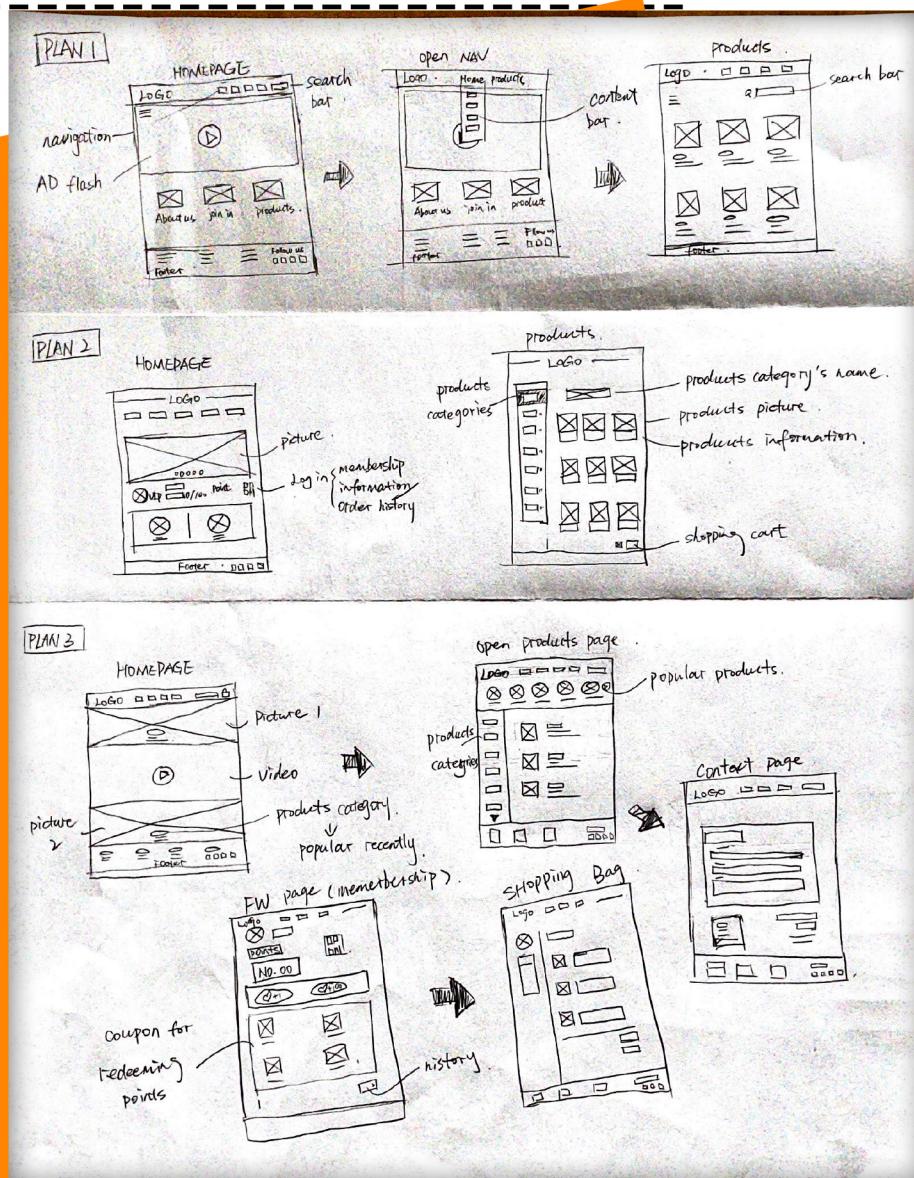


Mind Map



According to organize the characteristics of the target population, the later website will be designed following the statistics of the data.

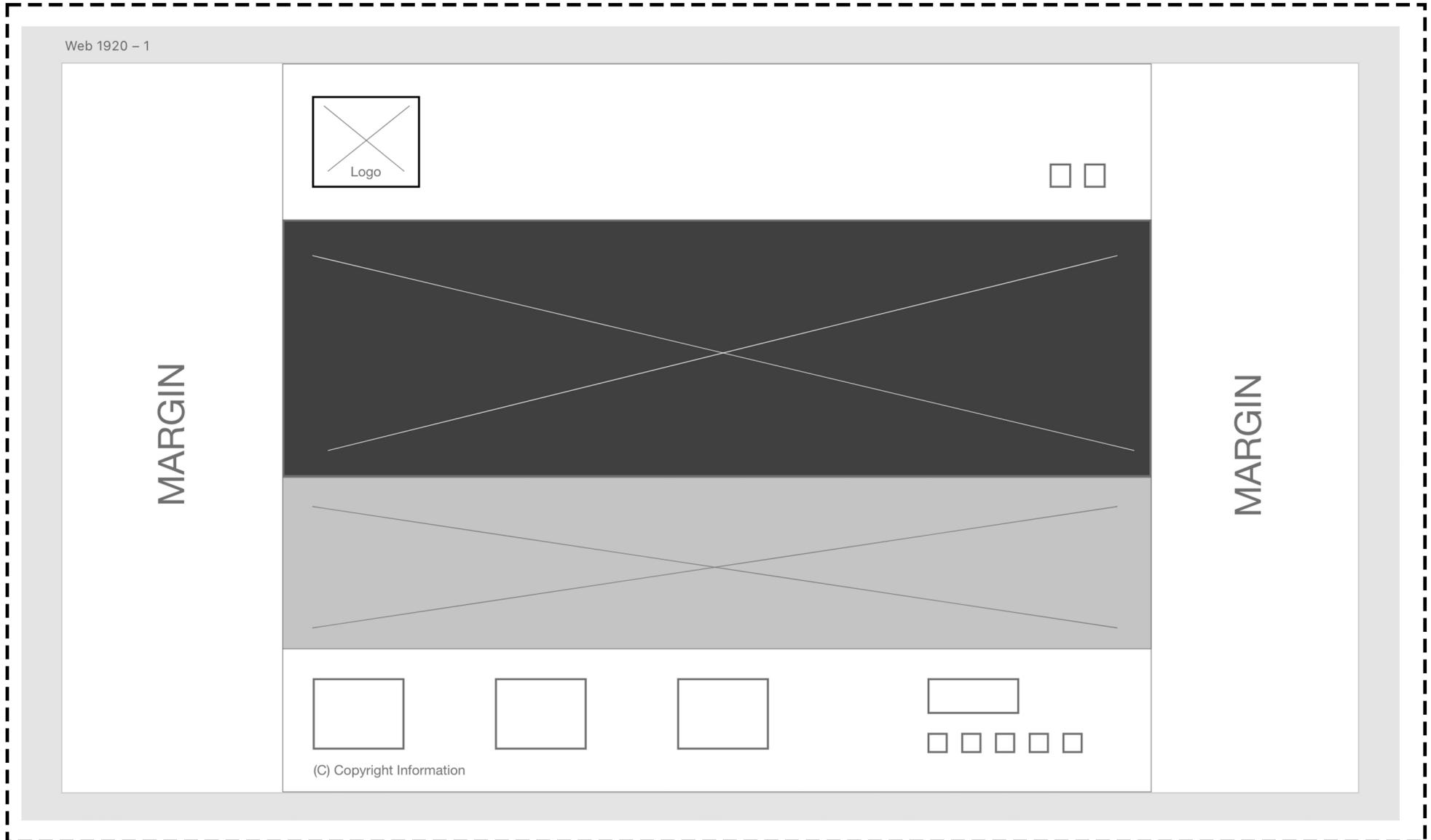
Thumbnails



The step is to show that how the initial idea is generated, and the rough visual effect will be shown in the form of sketches.

Low-Fidelity Prototype

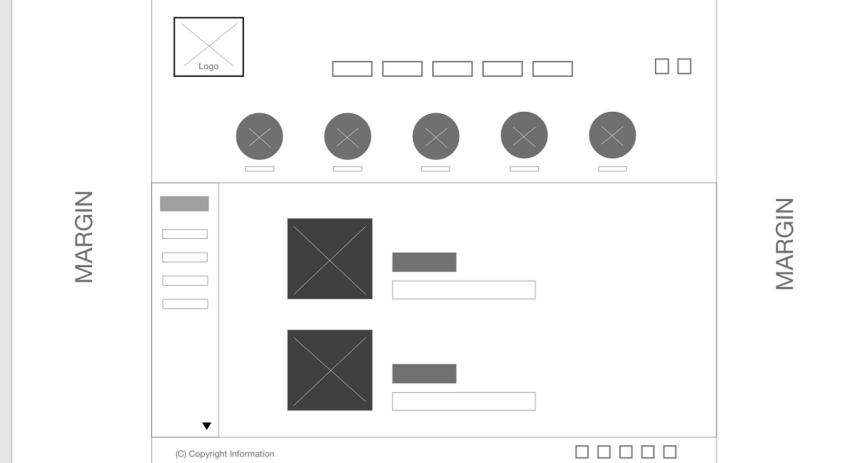
Homepage



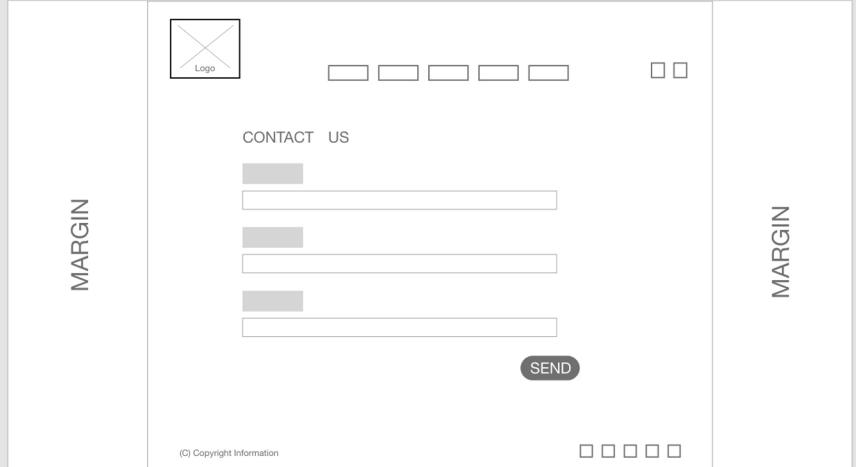
Low-Fidelity Prototype

Web content

Web 1920 – 2

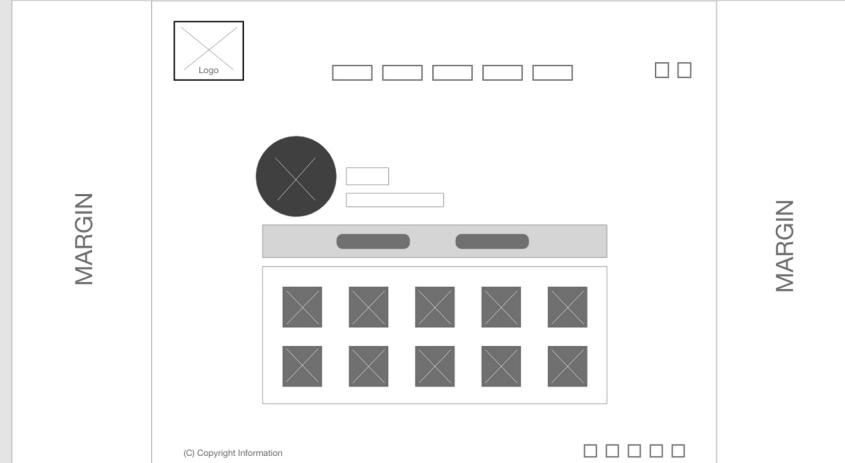


Web 1920 – 3



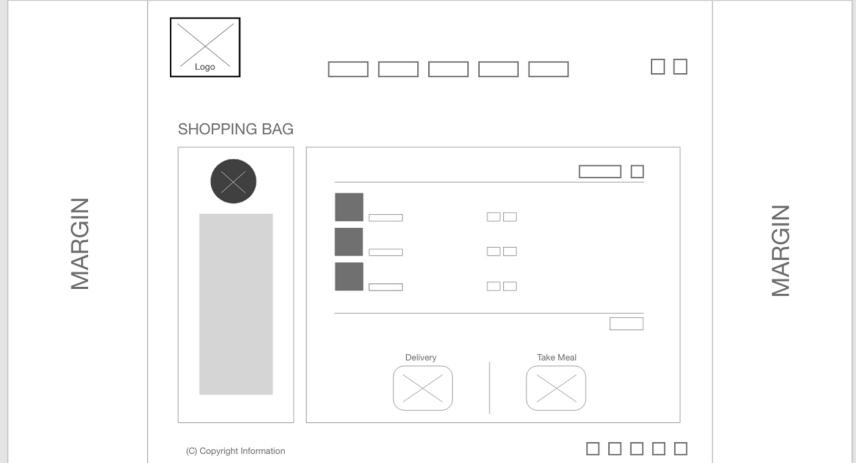
Products page

Web 1920 – 4



Me page

Web 1920 – 5



Shopping Bag page

High-fidelity prototype

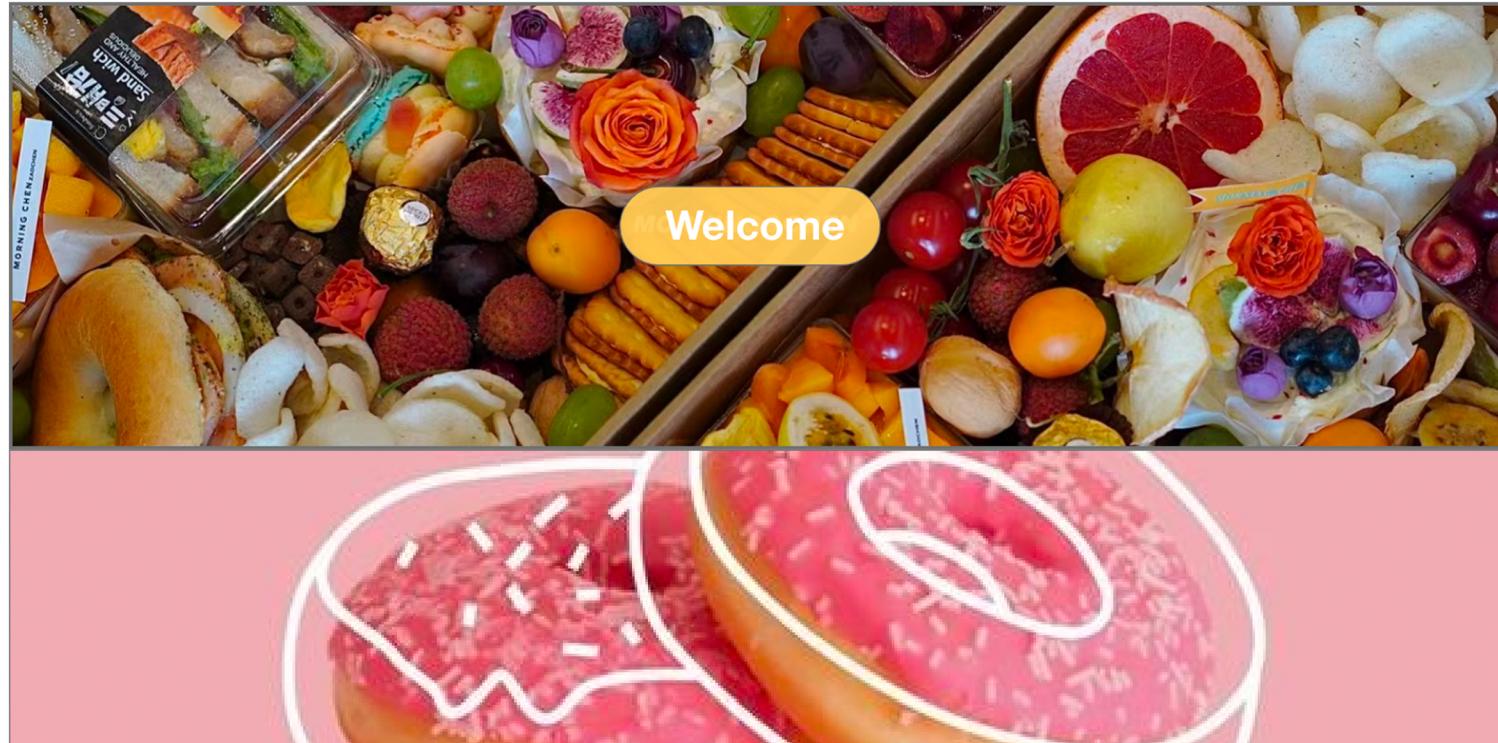
Homepage



FANTASY LAND
fresh cake



Log in



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