

PROTOTYPE

Assignment 02 / Fadia Zunboor

Due date: April 14, 2021



CREATIVE BRIEF

SCOOP OF HAPPINESS Ice cream shop

Scoop of Happiness Ice cream Shop

Sandra Charleston

30 West St.

sandra@scoopofhappiness.ca

Project Mandates: April 14, 2021

Objectives:

Build a responsive website to introduce the products as well as the available services to make the customer satisfied.

Current/ Desired Perception:

Healthy Choices of dairy and dairy- free products which make the ice cream consuming more desirable from all the community spectrums.

Tone and Manners:

tasty source of protein, keto-friendly, family-friendly, colorful packaging that provide a good motivation for consuming healthy ice cream by the children.

Key Massage:

Delicious choices of frozen products that makes the healthy food more acceptable.

Unique Selling Point (USP):

Scoop of happiness provides not only tasty ice cream, but also put inconsideration the verity of the consumers health limitations.

Emotional Benefit:

Cheerful meals that acceptable by all the family.

Creative Considerations:

Two branches in Ottawa. Products are available for local costumers only.

Strategic Plan:

Looking forward creating a mobile application that provides more purchasing facilities.

Strategic Focus:

Adding alternating ice cream menu for people with diabetes, nuts allergy and lactose allergy.



Linda Hanks



"My family is my life"

Age: 65

Work: retired teacher

Location: Ottawa

Character: Good cooker

BIO

A loving grandmother of three grandchildren. Lives in south of Ottawa in a quiet neighbourhood.

When it comes to food, she is adapting healthy habit to keep herself from any risk.

At the same time, she wants to enjoy every moment that she would spend with her grandchildren. Linda biggest pleasure is when joining the kids in a fun activity.

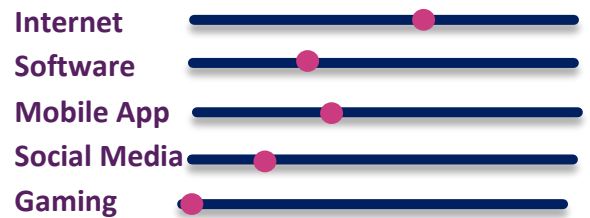
Motivation



Personality



Technology



Loyal

Practical

Friendly

Wise

Accessibility: Have a diabetes.

Needs:

- Healthy sweets for diabetic people.
- Refreshments for all her family.

Frustrations:

- wishing to make her grandchildren enjoying their treats during the visits to her house
- Be able to share the pleasure of having the cold refreshments with no worries about the unhealthy sugar.

Brands:



SoftMoc™



ck
Calvin Klein

Sandra Antony



*"Oneday I will be
A Scientist"*

Age: 11

Work: Student

Location: Ottawa

Character: A Science Girl

BIO

She is the oldest sister of two other girls. Sally is a hard worker and always got the highest grades in school. However, she's enjoying spending the leisure time with her friends and sisters. Her biggest ambition is to participate in the science contest of the school board.

Social

Kind

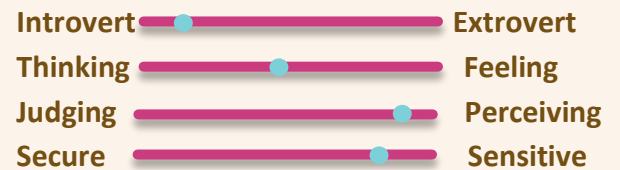
Smart

Ambitious

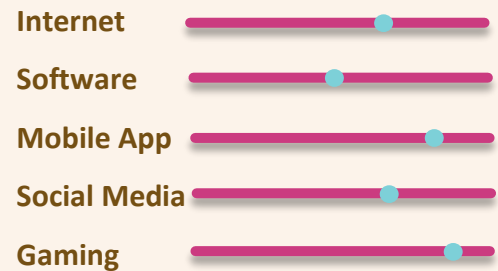
Motivation



Personality



Technology



Needs:

- Healthy Snacks that her mother would approve to take.
- Affordable products that suite her pocket money.

Frustrations:

- Wishing if the neighbourhood has nearby ice cream stores to buy her favourite treats.
- She is kind of picky eater that only accept specific flavours.



Hani Salim



"Act like a Champ!!"

Age: 20
Work: University Student
Location: Ottawa, ON
Character: Soccer Player

BIO

Hani likes to stay in a good shape and practice his favourite sport (soccer) every day. He is a university student and has a part time job. Still living with his parents in a townhouse in center of Ottawa. He has a girlfriend studies with him in the same university.

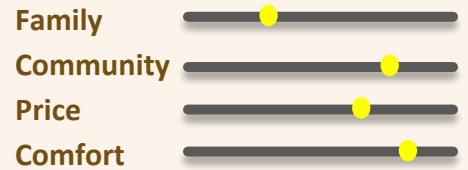
Social

Motivational

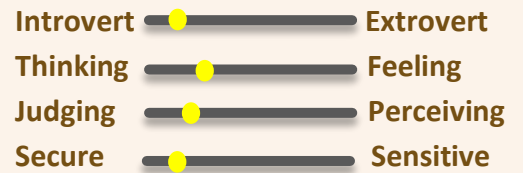
Optimistic

Dependable

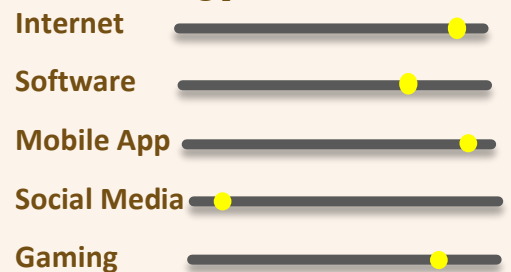
Motivation



Personality



Technology



fitbit

Needs:

- Keep his healthy lifestyle.
- Choosing only low carb products to commit to his diet.



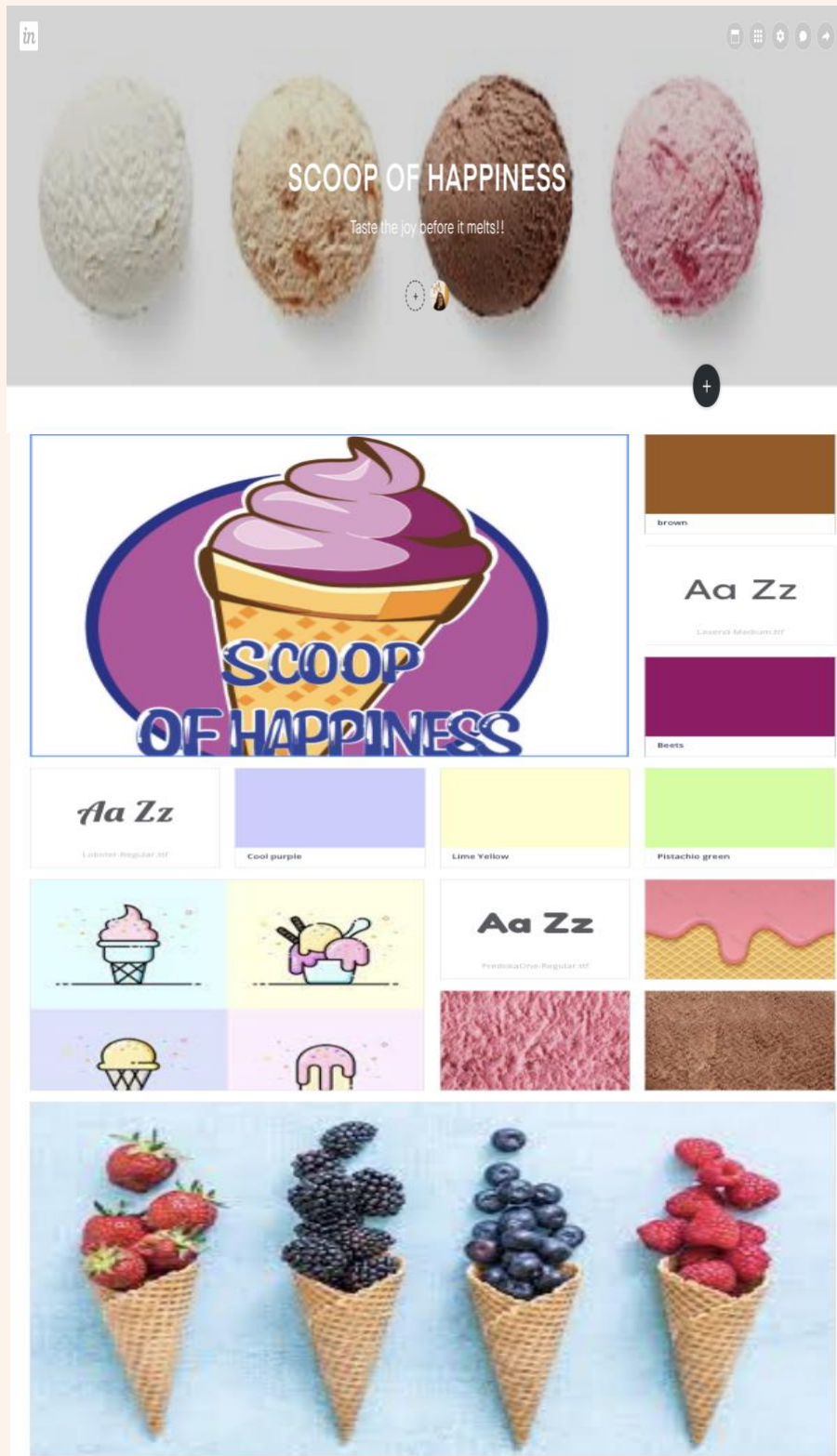
SPORTCHEK

SPORTCHEK.CA

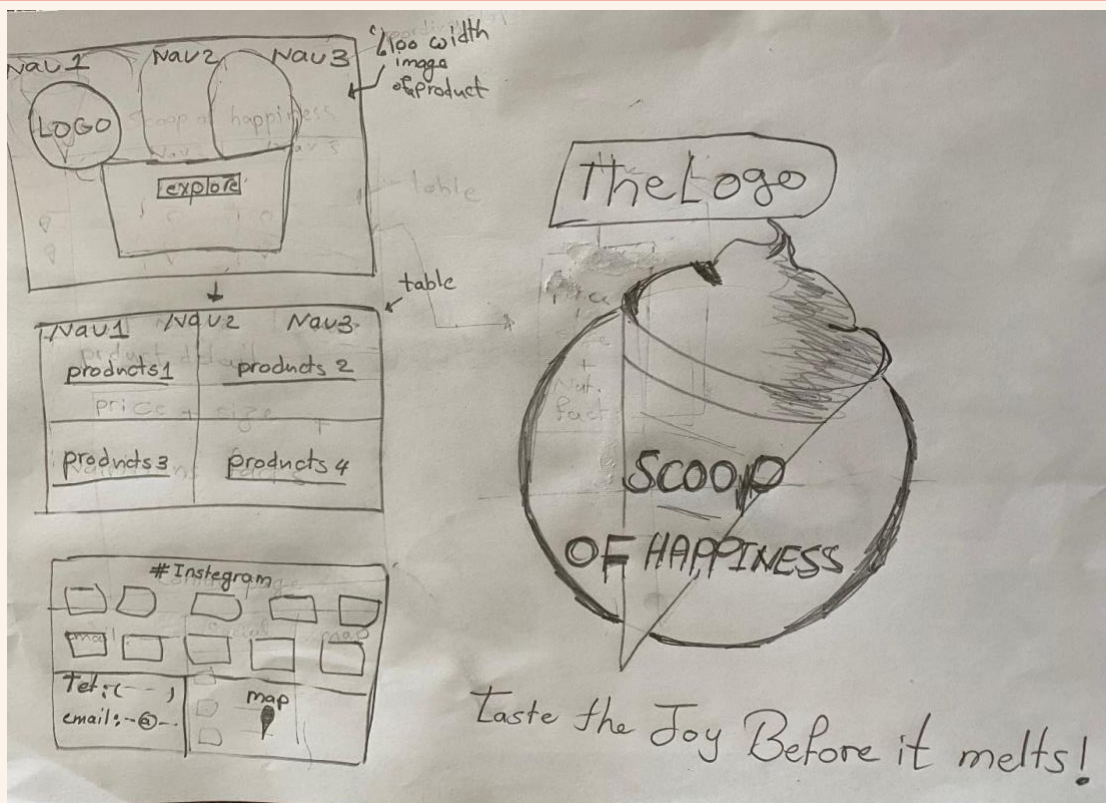
Frustrations:

- Wishing if he can enjoy the leisure time with his girlfriend with no fear of the unhealthy eating habits.
- His budget doesn't allow him to purchase fancy healthy snacks.

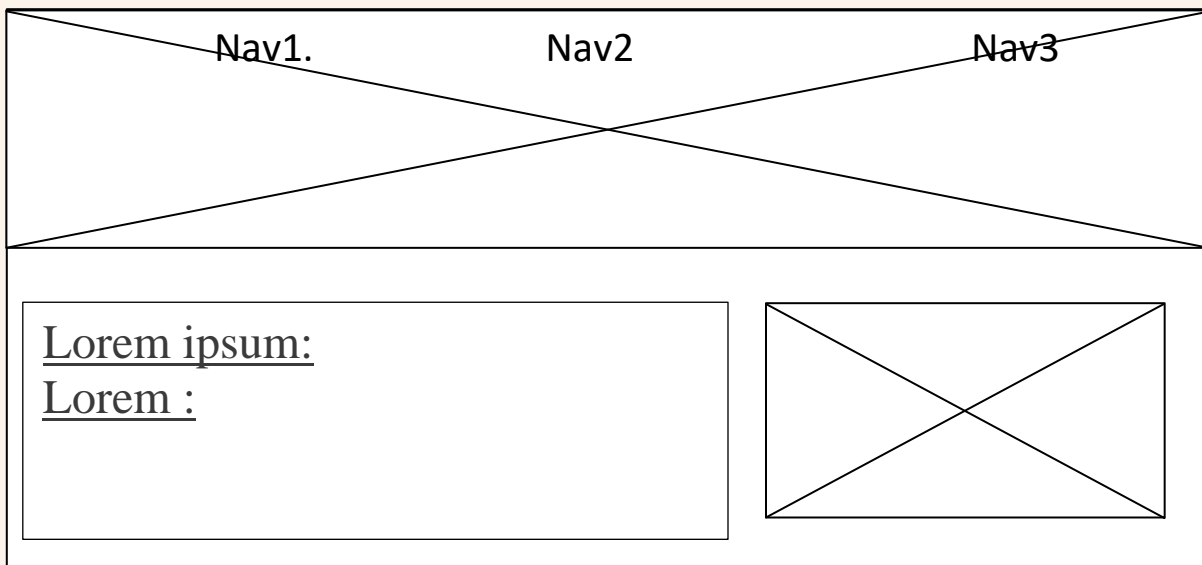
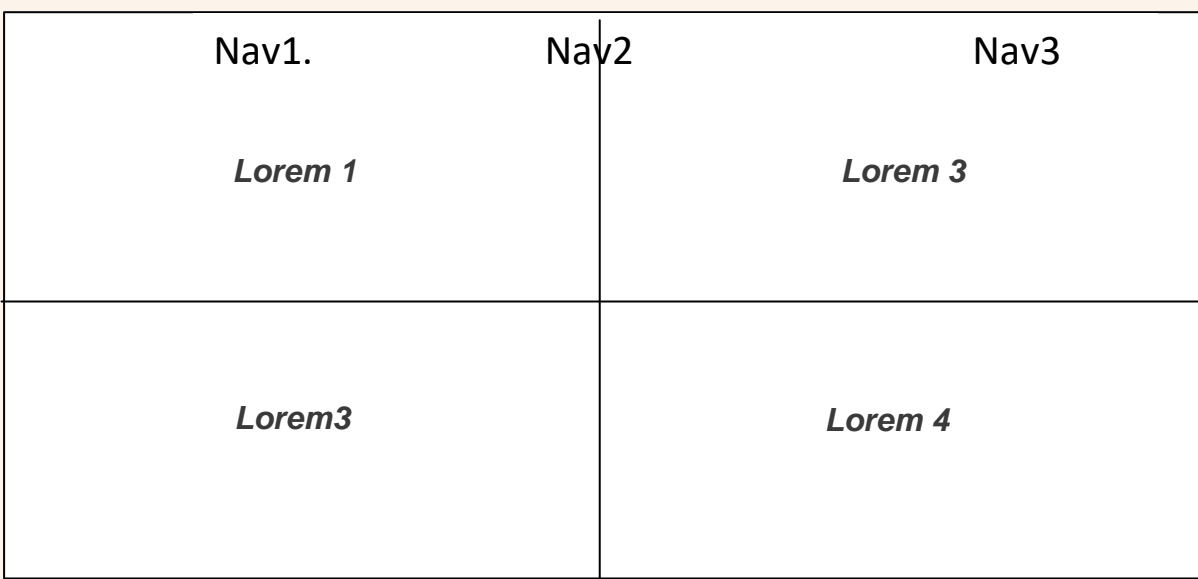
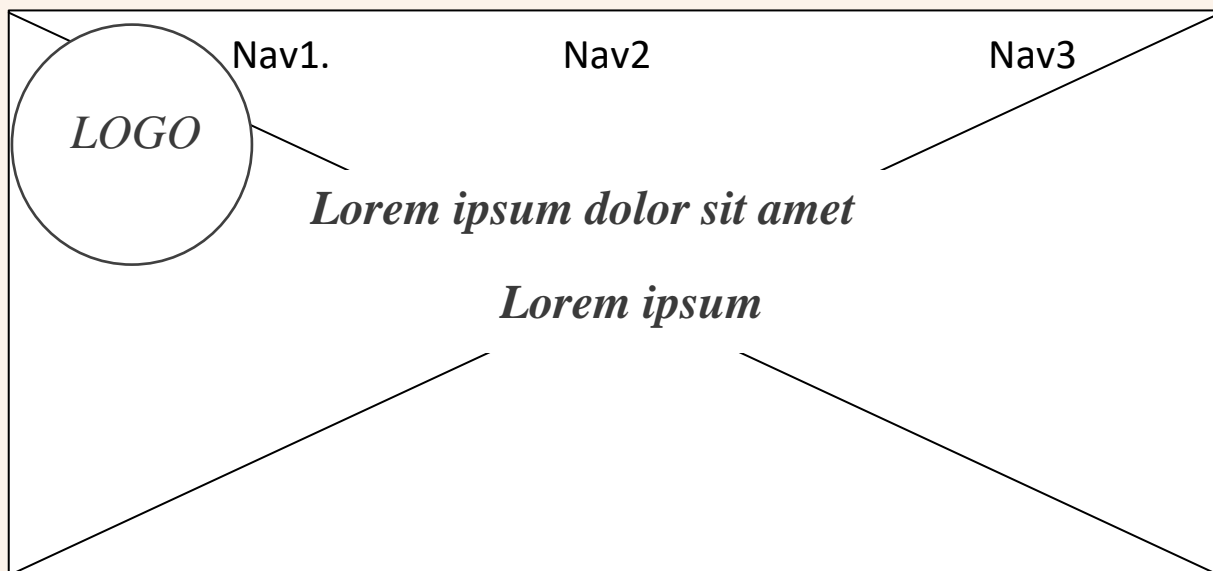
Moodboard



Prototype Sketches Thumbnails



Low- Fidelity Wireframe Prototype





HOME

OUR PRODUCTS

CONTACT US

SCOOP OF HAPINESS

Taste The Joy before it melts!

Explore