

Antwon Herron

Professor Thomas

Web Design 3: 2880

1 April 2016

Full Design Project

Interviewed: Eva Smith

1. What does your business actually do?

Bread bakery--sweet and savory selections

2. What do you want your site to accomplish?

A visual of the homemade deliciousness. A marketing tool.

3. Do you have a website already?

Unfortunately, no.

4. What makes your company remarkable?

Excellent customer service and top notch fresh-baked goods.

5. Who are your competitors?

Breadsmith, Panera, Cornwall Bakery

6. What websites do you like and why?

<http://www.avalonbreads.net/welcome/>

7. Who exactly are your customers and what are their pains?

Young couples with children, middle class, old customers wanting nostalgia, as well as Celebrations. Limited store hours, availability.

8. What features do you want your website to have?

Order Form, Consultation, Modal, Image Gallery, Blog

9. How will you record your results?

New inquiries, sales

10. Do you have a style guide or any existing collateral?


No

11. What separates you guys from the competition?

Delivery of larger orders.

PERSONAS

<p>AMANDA</p> 	<p>Works as sales consultant at a top tier marketing firm.</p> <p>Is 25 years old and has a soft spot for baked goods.</p> <p>Loves to grab a bite to eat before heading into work.</p> <p>Is always pressed for time.</p>	<p>Dislikes eating foods that been sitting arounds for days on end.</p> <p>Backerei makes their baked goods fresh daily.</p> <p>Wants to be able to enjoy fresh baked goods at a moment's notice.</p>
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<p>BRUCE</p> 	<p>A elementary student that enjoys play time.</p> <p>Is 8 years old and loves to eat bagels for breakfast.</p> <p>A busy body that burns fuel every hour on the hour.</p> <p>Eats more than 4 times in a day.</p>	<p>Despises eating stale foods, especially since his teeth is fragile.</p> <p>Backerei's baked delicious goods are fresh and soft.</p> <p>Would love to be able to eat as many baked goods as he wants without fear of breaking his teeth.</p>
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Topic Discovery

Julia Child once said, “How can a nation be great if its bread tastes like Kleenex?”

Backerei offers fresh baked goods daily, which separates Backerei from the competition. For the past three years the public has been positively receptive to the Backerei approach. You may say, “how has Backerei’s approach have impacted the public.” Well, since 2013 Backerei has lead the state of Michigan in sales and the brick and mortar shops has vastly expanded across the state. I will revealing why Backerei is hands down the best bakery not just in the entire state, but in the entire country.

Media Implemented:

Videos & Modals (Gallery)

Presenting:

I will keep my topic geared toward the reason why Backerei is the best bakery and what makes Backerei unique. I will refrain from going into defaming the competition. I want to give the people the meat for their nutrition, not where it comes from.

There’s many bakeries out there, but Backerei is different from the competition. So blending in won’t be a concern for Backerei.

References/Links

DYNAMIC PLUGINS

<http://codepen.io/GusRuss89/pen/bVwNrE>

<http://codepen.io/shadesofgraywpg/pen/EapERq>

FONTS

<http://codepen.io/zitrusfrisch/pen/vymGI>

INFORMATION

<http://www.entrepreneur.com/article/241488>

http://www.nytimes.com/interactive/2013/02/14/technology/personaltech/20120214-toolkit-interactive.html?_r=0

GRAPHICS

<http://bootsnipp.com/>

<http://mazwai.com/#/videos/192>

<http://jycme.com/visuals/>

<http://www.coverr.co/>

<http://activetheory.net/home>

BACKEREI

Motto: Homemade deliciousness served daily

Unique Value: Baked offers savory baked goods, that's made fresh every morning.

Feature List

<u>Feature</u>	<u>Source</u>	<u>Phase</u>
E-commerce	Drupal Commerce	Phase #1
Blog	Squarespace	Phase #2
Order Form	JotForm	Phase #1
Appointment Scheduling	Acuity Scheduling	Phase #2

Content List

Testimonials		
FAQs	Accordion	Phase #1
Image Gallery	Modal	Phase #1
Social Media	Links	Phase #1

Topic User Analysis Worksheet

➤ **USER ANALYSIS FOCUS** -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

➤ **USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

From your Topic Survey determine:

User Outcomes	Website Features
List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.)	Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.
Why Choose Backerei?	cards/modals
Our Selection	cards/modals
Testimonials	cards/modals

Topic User Analysis Worksheet

➤ **USER CHARACTERISTICS**

- 1) What are the motivations and behaviors of your Users?
- 2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

User Motivation	Website Approach
List user motivations	Match how this would influence your content design.
Keeping up with current technology	Feature this new wave in web, called veros
Becoming a well rounded web designer	Showing a way to use web video as a marketing tool
How to use content across media types	A cutting edge way to show content in video format

FROM THE USER PROFILES DETERMINE:

User Behaviors	Website Approach
List user behaviors	Match how this would influence your content design.
Going to websites, to see the latest trends	Showcasing the new trend of web videos
Obtaining information through the quickest route	Videos allow information to be gained quick and easy
Learning through video format	Having a video that teaches how to use video to market

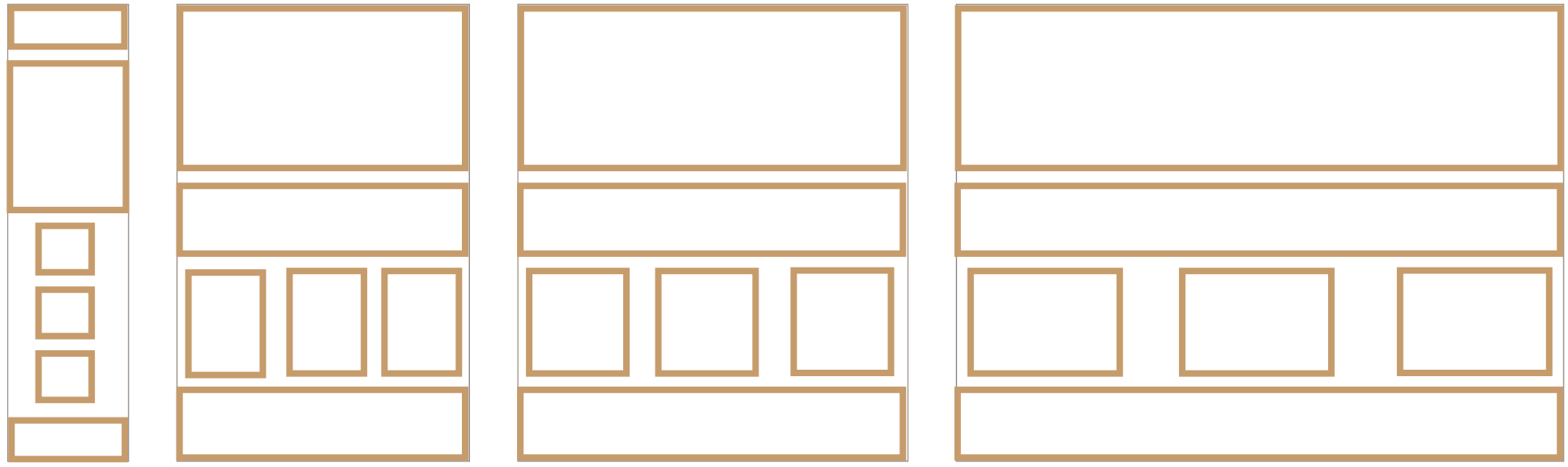
➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From The Worksheet Tables – place the information into your Content Plan

topic	Using Web Video as a Marketing Tool
User goals	Learn why videos are necessary for websites
User characteristics	Short attention span, Bored often, Detailed oriented

Topic User Analysis Worksheet

website goals	Convey why web designers need to implement videos into their website(s).
website message	Web videos are here to stay and will impact the value of companies once implemented.



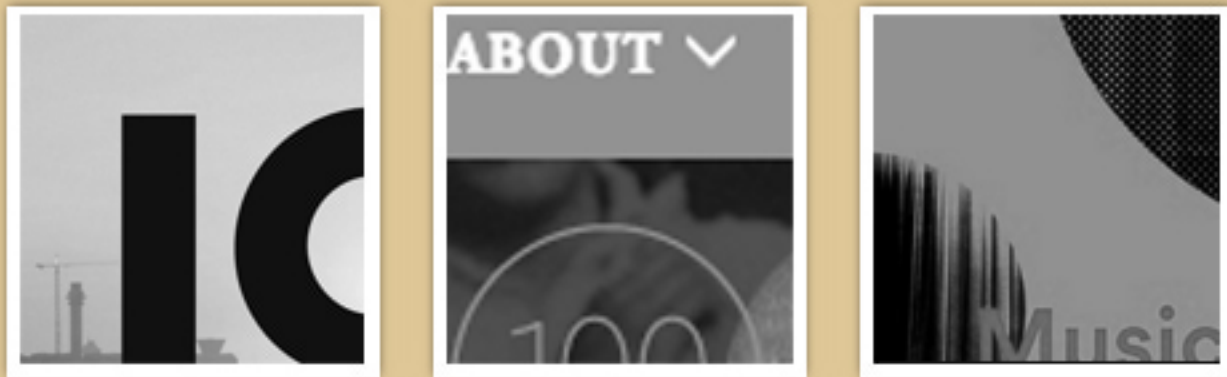
PROJECT NOTES

Style Tile
version:1

Possible Colors



Textures



X CLOSE

Backerei: Baked Fresh Daily

Why Backerei is the best bakery for delicious baked good.

Backerei: Bakery

Julia Child once said, "How can a nation be great if its bread tastes like Kleenex?" Backerei offers fresh baked goods daily, which separates Backerei from the competition. For the past three years the public has been positively receptive to the Backerei approach. You may say, "how has Backerei's approach have impacted the public." Well, since 2013 Backerei has lead the state of Michigan in sales and the brick and mortar shops has vastly expanded across the state. I will revealing why Backerei is hands down the best bakery not just in the entire state, but in the entire country.



Why Choose Backerei



Unique Selection

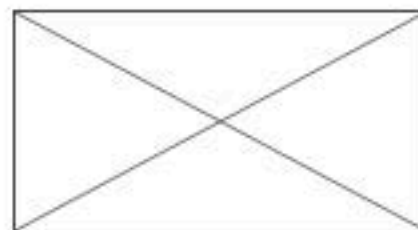
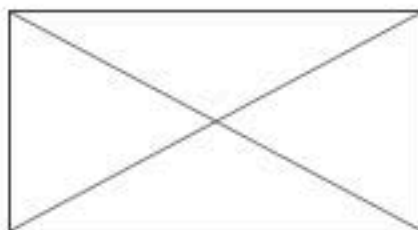
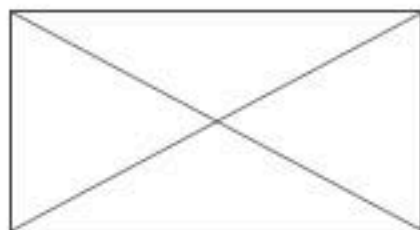


Testimonials

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BACKEREI: HISTORY

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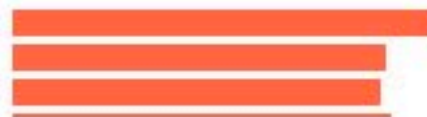
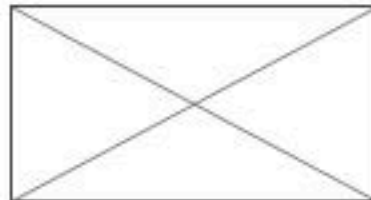
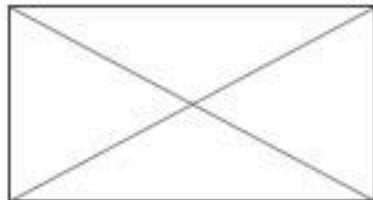
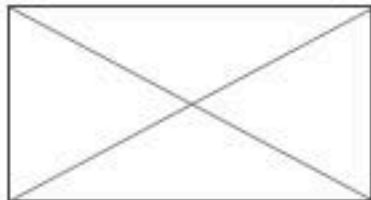
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BACKEREI

WHY BAKEREI ASSORTMENTS
TESTIMONIALS



BACKEREI: HISTORY

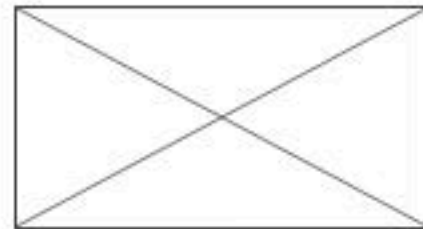
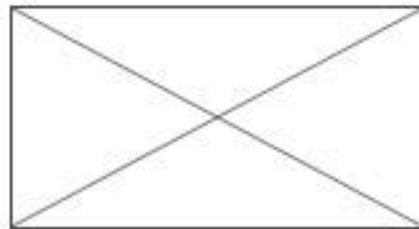
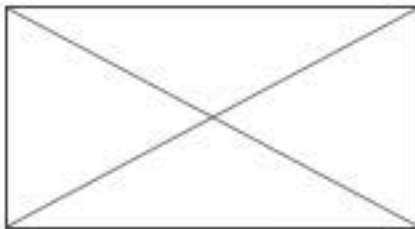


BACKEREI
INC.

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BACKEREI: HISTORY

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Herron Client Brief (Mobile)

7 Screens



Antwon
A.



Browse through our
diverse selection of delicious
baked goods.

Next

Home

Sign Up

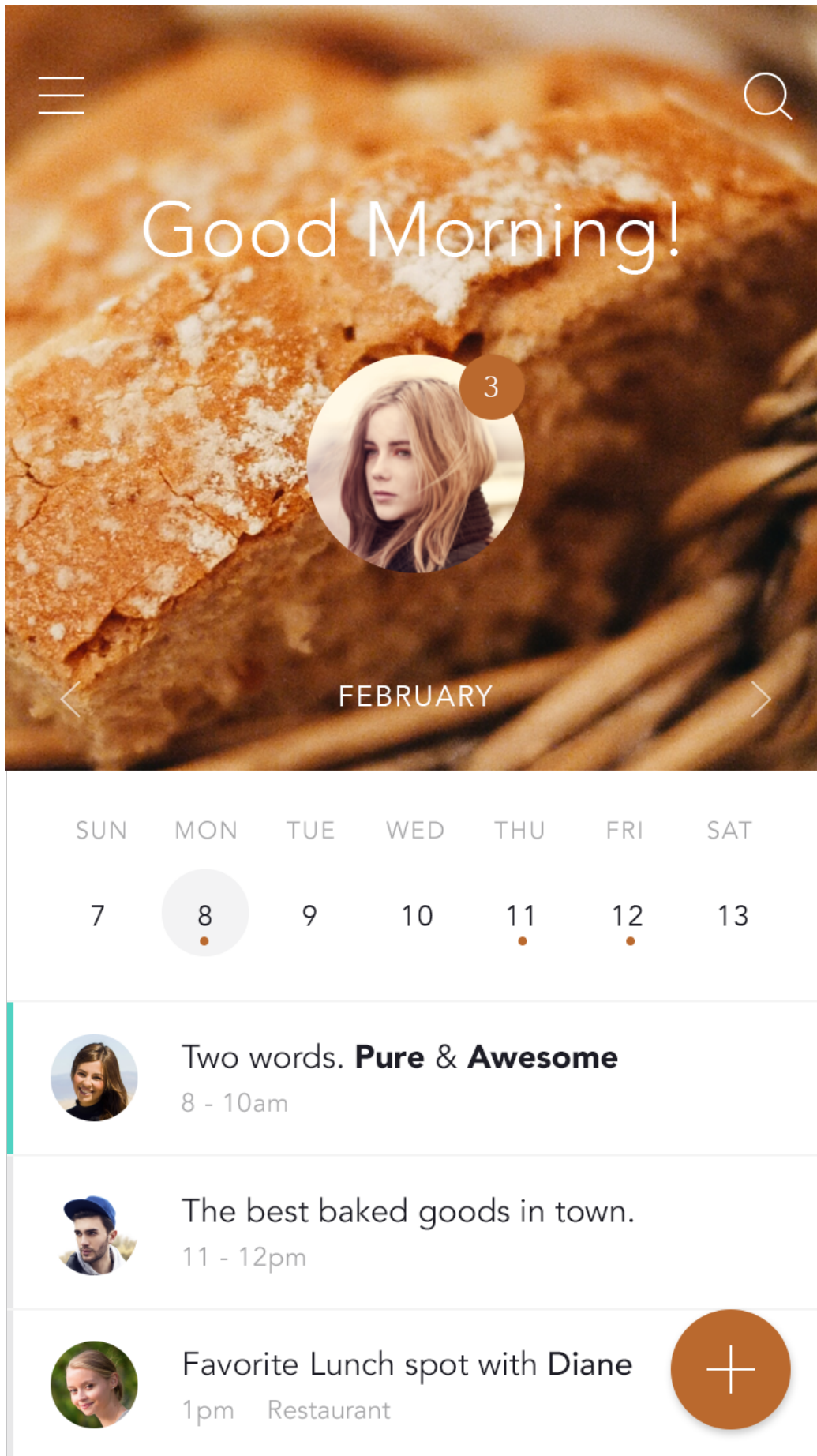
Gallery

Testimonials

Appointments

Order Form


X





February 2016

DAY WEEK MONTH

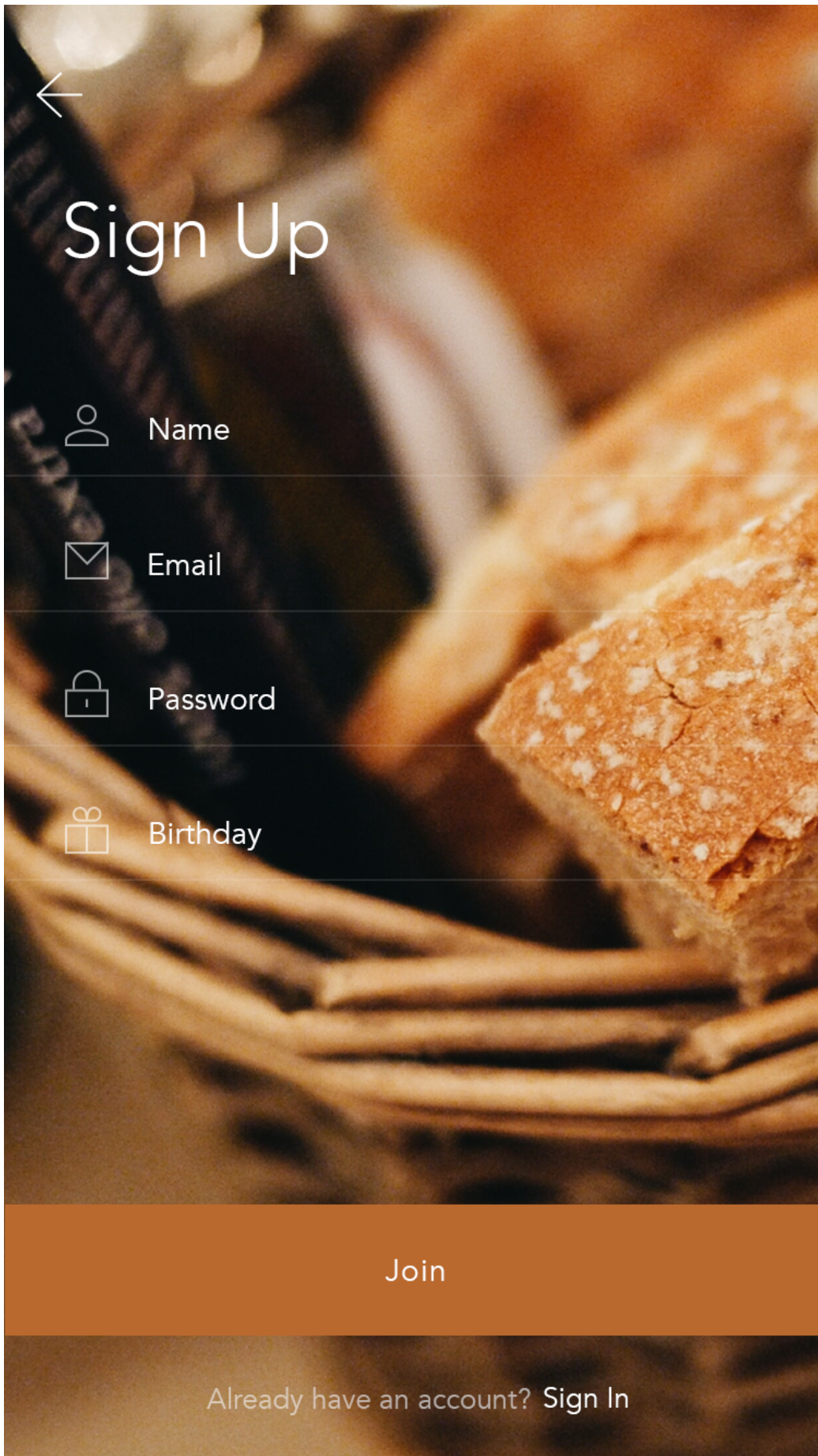
SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

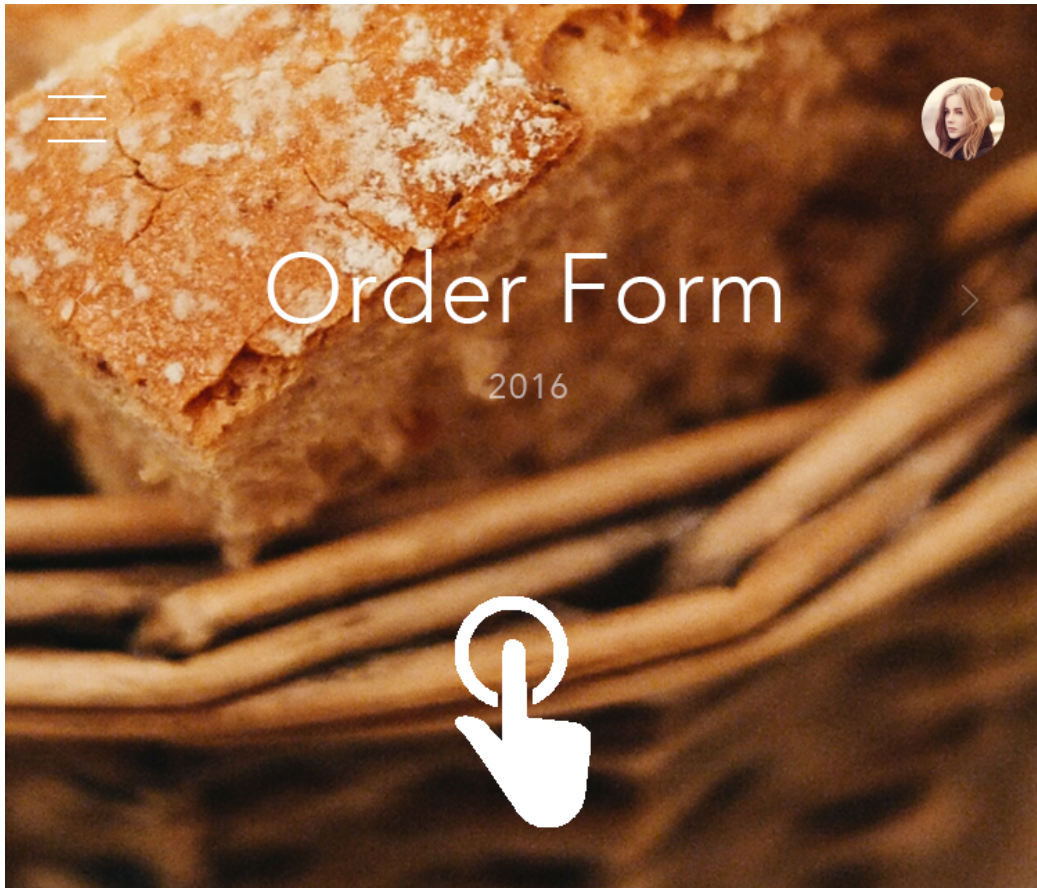
 **Birthday for Janet**
8 - 10am

 **Business meeting with Tom**
11 - 12pm Hangouts









Full Name

First Name Middle Name Last Name

E-mail

Contact Number

-

Area Code Phone Number

Billing Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Please Select ▾

Country

Next