



always unique

# Client Brief

## **About The Company**

Always Unique is a family owned business that creates a fun and safe environment for families with members diagnosed with Autism.

## **Target Audience**

Families with members diagnosed with Autism.

## **Objectives & Activities**

- Inform users about our facility.
- Showcase restaurant, movie theater, play area, & clinic.
- Have newsletter sent out to people that are interested
- Host online community for individuals to come together for support, advice, and social.

## **Menu Structure**

- Home Page
- Restaurant
- Movie Theater
- Play Area
- Clinic
- Community
- Contact Us

## **Features**

- Gallery
- Videos
- Form
- Newsletter
- Map(Location)
- PDF(Menu)
- Online Community

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## Personas



Name: Ember

Age: 38

Occupation: Stay-at-home-mom

Motivations: Ember is looking for a family friendly place to take her daughter for a fun experience as well as help and tips on cutting her hair.

Frustrations: Websites that are very complicated, hard to quickly skim, and don't clearly show the businesses contact information.

Social Media Experience: 4/10

Mobile App Experience: 6/10



Name: James

Age: 27

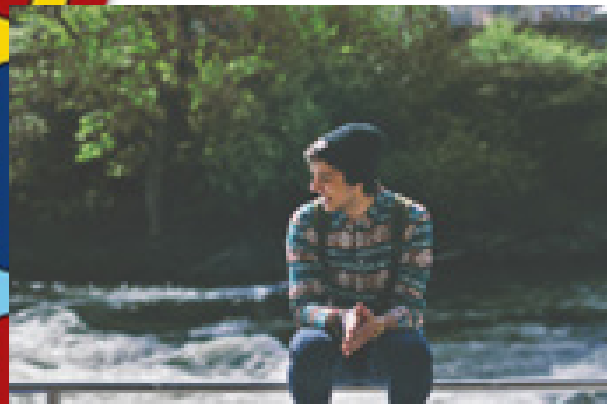
Occupation: Office Manager

Motivations: Looking for a group of people/community to join to receive tips/tricks/support in raising her daughter.

Frustrations: A website lacking an FAQ, and live chat to ask questions quick and effectively.

Social Media Experience: 8/10

Mobile App Experience: 8/10



Name: Draven

Age: 15

Occupation: Student

Motivations: Draven wants to make some friends and have a place to hang out.

Frustrations: Confusing websites, bright colors, and too much text to read.

Social Media Experience: 6/10

Mobile App Experience: 8/10



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## Deliverables

Blog  
Forum  
Event Calendar  
Resturant Menu  
Newsletter  
Community  
Google Map  
Testimonials  
FAQ  
Hours of Operation  
Photos  
Videos  
Social Media Icons  
Movie Showtimes

## Content Plan

Topic: Always Unique  
User Goals: learn about the company, and what they offer.  
Characteristics: familys with autistic members.  
Goals: learn about our company, and what we offer.  
Message: You are not alone in this journey.

H1 Always Unique  
H2 Events  
H2 Join Our Community  
H2 Contact Us  
H2 Resturant  
H2 Movie Theater  
H2 Play Area  
H2 Clinical Services  
H3 Resturant Menu  
H3 Movie Showtimes  
H3 Photo/Video Gallery  
H3 Clinical Services Prices



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## Content Hierachy

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amenities

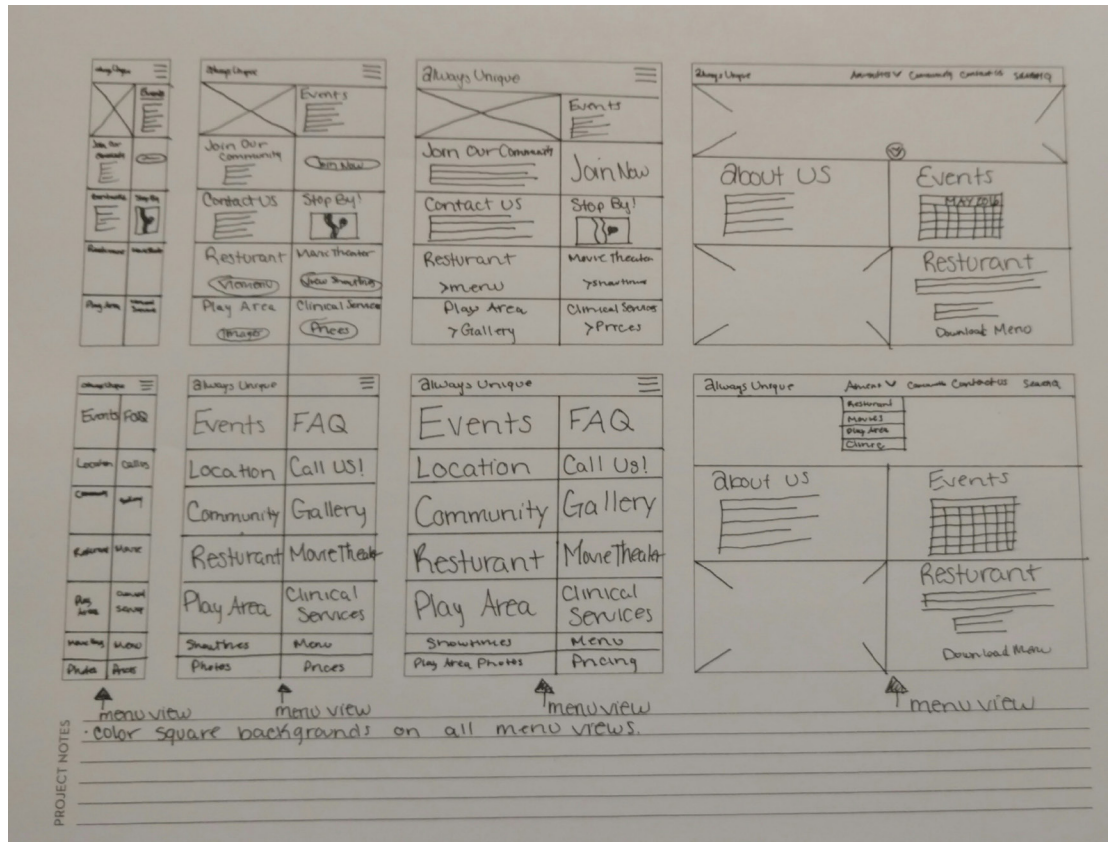
Resturant  
movie Theater  
Play area  
Clinic

community

comnact us

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# Wireframe



# Styletile



Possible Colors



Adjectives

Welcoming

Simple

Friendly

**This is an Example of a Header**

Font: Helvetica Bold #black

**This is an Example of a Sub Head**

Font: Helvetica Regular #black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Helvetica Light #black

*This is an example of a Text link ->*

Font: Helvetica Oblique #orange

This is an example of a Button

Submit Button Example Here