

Buns in the Questionnaire

Branding is how your business is seen and how it makes people feel. It's comprised of the name, logo, typefaces, colors, imagery, messaging, customer service, and client experience. The visual aspects of the branding should carry over to the website impart a sense of the brand. Getting to know the brand on a deep and personal level is necessary to design the site according to the specifications of the brand. Figuring out the brand's theme and message will allow the designer to design around those parameters and target the intended market. "What theme do I want to be known for?" It could be professional, casual, corporate, etc. The website has to elicit the thoughts and feelings that the brand wishes to convey. Talk to your target market like you know them.

What is the name of your company?

Buns in the Oven

What does the company do?

Baked goods with a maternity theme.

What market would your company help fill?

Market place for expectant mothers and party planners for things like baby showers, classes on nutrition, healthy baking for mom and baby Maternity*

How old is your company?

Three years.

Who are is your target demographic / customer?

New expectant mothers.

How are you unique?

Buns in the oven specializes in unique baked goods with a maternity theme in addition to normal bakery offerings. We also hold classes and parties in our events room.

How would you describe your company?

Brick and mortar. Events room where parties and classes are held. Take orders over internet and send baked goods for delivery to party within delivery area. Mom & Pop Shop. Local business.

How do you wish to be perceived?

As the pre-eminent source for baked goods with a maternity theme. Being a contributing member of the community. The unsold baked goods is donated to local food pantries.

What are the company colors?

Warm colors to feel the warmth of the bakery and of a baked good. White, wheat. Stands out from background—Pumpnickel for text, text itself wheat, flour dough color (uncooked) matching doughy look of logo. In logo, both colors.

What do you want your site to accomplish?

Telling people where they are located so they can be found, have people buy, and come get educated in the classes.

Who is your competition?

It's Niche. Tim Hortons, Krispy Kream, Dunkin Donuts, Big Apple Bagels, Sweetheart Bakery, Einstein Brothers Bagels.

Set Setup:

- Home Page
- About Page (Doubles as contact page with a google map; directions through google, contact through email, address and phone number.) FAQ Accordion
- Events Page (What's coming up in classes, parties, info on renting the space.)
- Store (Want people to come see goods and purchase online, coming in to pick up or delivered in the local address— 12345 Anystreet) 313-555-1919

Logo:

Pregnant looking B for the word bun and round cinnamon roll for dot in "IN". O in Oven could be stylized line art of a pregnant looking oven, sides are bowing around, see rectangular window. O looks like an oven. Outline and little door with window. Minimalistic so O is clear. Window on door can be round to look like inside of O. Open to other ideas.

Typography

Script for buns in the oven, flows like dough. Thin

Social Media

Facebook (get a hold of them thru it, or email, or phone.), Instagram, Pinterest

What tone or image do you want to portray?

Warm, inviting, include gold color like freshly baked loaf of bread. Wheat or corn.

Store Page

Gluten Free and Vegan menu available. Not marketing to them but is option.

Age Group

18 to 46 year old females. Wants maternity themed baked goods and learn about nutrition for mother and baby. And a place to party.

Website Already?

No; 3 years old and needs website to compete of market place. Word of mouth only travels so far.

What websites do you like and why?

Stores: Bestbuy has categories on the side, click category, grid of products. People can search entire product or category. Table or grid.

Features

FAQ Accordion, Store, google map, class scheduling

Events Page

Reservations for events and classes and parties. Baby showers, games to play. Other baby shower games— ask mothers in class. Gender reveal party— cake where you cut in and inside color reveals gender. Big Black balloon, open box, colors indicate whether boy or girl. General theme is the same, obscure event reveals baby sex.

Personas

18 year old college students, 36 year old mothers. Fictional person that represents real user.

Jenine Smith— 24 year old college student, newly married, first pregnancy looking for nutritional info for baby with recipes and baking ideas.

Lindsey Fitzpatrick— 36 year old mother with 3 kids and another on the way. Looking for place to hold baby shower.

Mission Statement

To provide a relaxing educational experience for new mothers and experienced mothers alike in a comfortable atmosphere.

Message to Audience

Whether a new mother or experienced mother let us help you celebrate the occasion.

<https://www.companywatch.com/blog/company-new-website/>

<http://www.webdesignerdepot.com/2009/05/9-tips-for-company-building-with-web-design/>

<https://www.tributemedia.com/blog/using-your-website-companying-tool>

<https://designschool.canva.com/blog/20-easy-tips-build-visual-company-identity/>

Buns In The Oven Full Design

Client Brief

Website message: Providing a digital counterpart to our brick and mortar location, and enabling people to purchase baked goods and read up on and register to our events.

Website Goals/Marketing: To sell baked goods to mainly expectant mothers, but also other baked good aficionados. Also, to provide the user with info about the location of the brick and mortar store and events. Buns in the oven markets mainly to expectant mothers and provides a place to host baby showers.

Audience: 18–46 year old females.

Content: Home Page | About Page (Doubles as contact page with a google map; directions through Google, contact through email, address and phone number.) FAQ Accordion | Events Page (What's coming up in classes, parties, info on renting the space.) | Store (Want people to come see goods and purchase online, coming in to pick up or delivered in the local address— 12345 Woodward) 313-555-1919

Styling Preferences: Coloring the site in bakery-esque colors; white, wheat, pumpernickel, flour, and gold.

Branding: The logo is TBD; somehow combining a B for the word Bun and a stylized oven, insinuating pregnancy. It will be a logotype with a script typeface, giving it a feminine look. See above for colors. We want to create a soothing, relaxing, happy atmosphere where expectant mothers can feel like they've found the perfect location to celebrate their occasion. A sans serif will complement the script typeface to contrast its whimsical nature.

User Personas



Jenine Smith | Twenty-four year old college student, newly married. She's looking for nutritional info for her baby, and is in need of recipes and baking ideas.

Profile: Seeking nutritional info
Gender: Female
Age: Twenty-four
Location: Detroit, MI
Occupation: Cashier at School Bookstore

Motivation

Jenine is having her first baby. It was an unexpected pregnancy and caught her off guard. She passed by Buns in the Oven and couldn't help but notice the baby-esque signage outside the location. She's excited that she finally found a place that can give her advice and guidance.

Goals

- Getting through the last four weeks of the semester
- Eating a better diet so the baby can grow healthy in utero
- Getting a crib and finding out the sex of the baby so she can make a room at home

Frustrations

- Feeling overwhelmed at the store looking at all the baby stuff
- Having to wait before the baby is born
- Not knowing any pregnant mothers personally



Lindsey Fitzpatrick | Thirty-six year old mother with three kids who has a sister with a baby on the way. She is looking for a baby shower location.

Profile: Needs baby shower location
Gender: Female
Age: Thirty-six
Location: Ferndale, MI
Occupation: Real Estate Broker

Motivation

Lindsey had an appointment booked with another company but it closed. Her friend referred her Buns in the Oven, as they sell baked goods for baby showers and hosts them as well. It is the perfect place to host the event and she's very excited.

Goals

- Scheduling the baby shower one month from now
- Hosting the baby shower with lots of treats in a warm, feminine atmosphere
- Revealing the sex of the baby in the cake

Frustrations

- Feeling overwhelmed with taking care of kids and finding time to take care of shower
- Dealing with places that are not helpful
- Containing her excitement to be an aunt

Content Strategy

Goals: The goals of bunsintheoven.com is to have people sign up for classes and events, and purchase baked goods from their online store. The pertinent sections of the website will contain calls to action prompting him/her to do opt for those features. The success of the calls to action will be measured by analytics and sales.

Audience's Pain Point: Baby showers and providing cake/baked goods are ordeals within themselves. Those planning the baby shower must take care of both those factors. Buns in the Oven is a place where they're both consolidated at one brick and mortar location. Baby shower planners can take care of arranging the occasion and providing for it here at Buns in the Oven. First time mothers may feel overwhelmed with providing nutritional needs for the baby so Buns in the Oven offers nutritional classes as well.

Content to be Created: Home Page | About Page | Events Page | Store Page

Home Page: Will provide brief info about the company, display brick and mortar location, baked goods, and baby shower room.

About Page: More detailed info about Buns in the Oven, a Google Map, and contact info consisting of the address, email, and phone number. A FAQ accordion will be present as well.

Events Page: Displays what's coming up in classes, parties, and info about renting the space.

Store: Where people can purchase baked goods, whether for baby showers or personal consumption.

Channels: This content will be distributed across desktops and mobile devices through Buns in the Oven's website.

Copywriting

What does the user expect to find and accomplish on this site?

Info about Buns in the Oven and their events and classes, and a place to purchase either maternity themed or normal baked goods.

What actions do we hope the user will take from here?

Signing up for classes, registering to host baby showers, visiting brick and mortar location, and purchasing baked goods.

Messaging priorities?

Empathizing with expectant mothers and those who plan their baby showers.

Presenting our offerings and providing an overview of Buns in the Oven as a business and information about classes, hosting baby showers, and baked goods.

Tone and Guidelines

We'll convey information in a warm, conversational tone. The site will have a feminine look and feel.

Web Feature List

Item	Detail	Source
Online Store	Purchase baked goods. Modal windows to preview image and price of product.	jQuery pre-built store
Accordion	For FAQs on the About page.	Bootstrap, semantic UI
Google Map	Display location of brick and mortar location	Google

User Analysis

User Outcomes	Content Module
FAQ	Accordion
Events	Tabs/Calendar
Store	Modal Gallery

Content Plan Findings

User needs and goals	Users need a location to host a baby shower and baked goods and cake to supplement shower or by themselves. They also need classes to teach nutrition so mothers can feed their baby in utero.
User characteristics	Present info in a way where users can expand a point they want to read about,

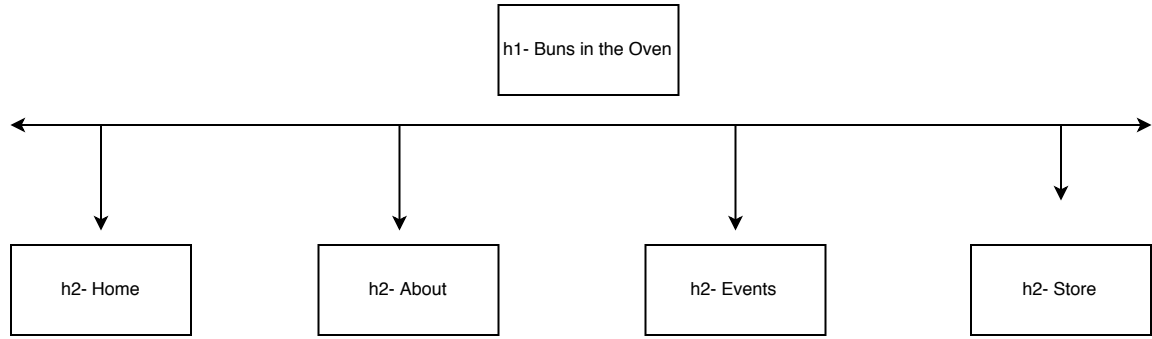
	such as an accordion providing info about FAQs.
Website goals	Prompting users to book a baby shower, purchase baked goods, and register for classes.
Website message	We'll help make celebrating the occasion convenient, easy, and memorable.

Hierarchy Chart

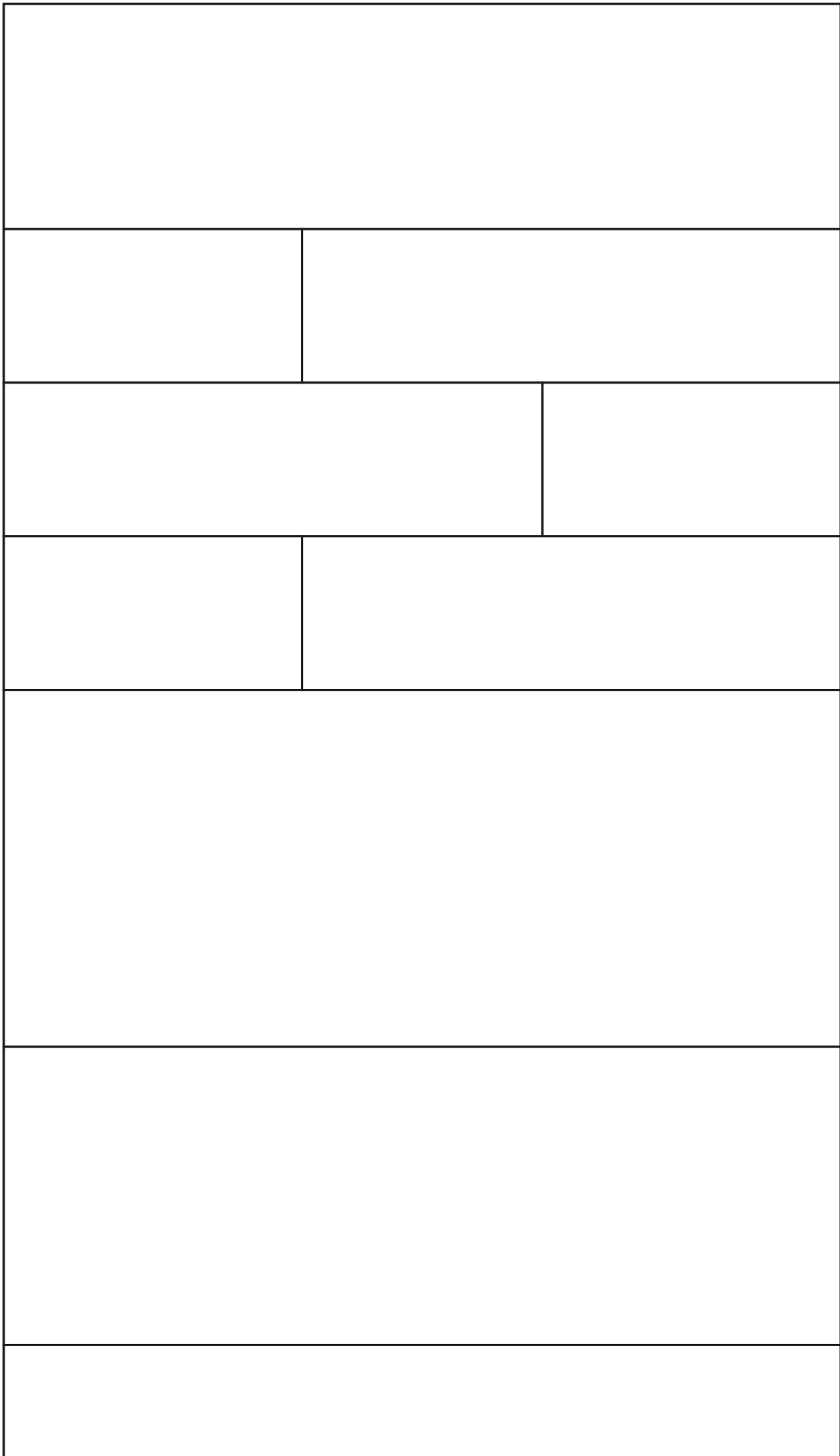
h1	Buns in the Oven	
h2	Home	
h2	About	FAQ- accordion
h2	Events	Calendar
h2	Store	Modal Windows

Deliverables

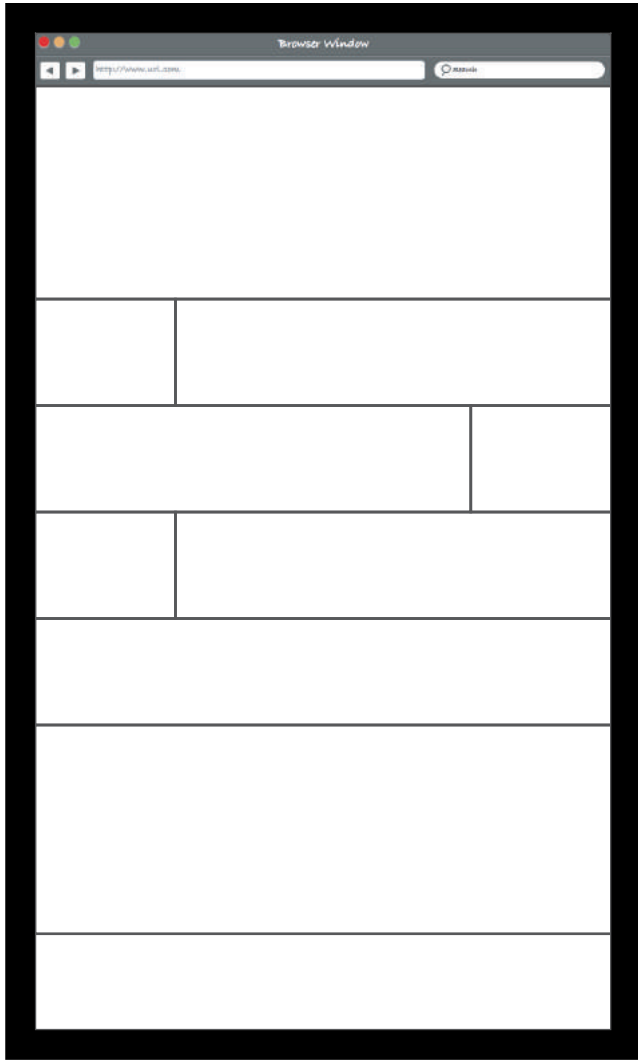
- Event calendar
- FAQ accordion
- Google Map/contact info
- Store



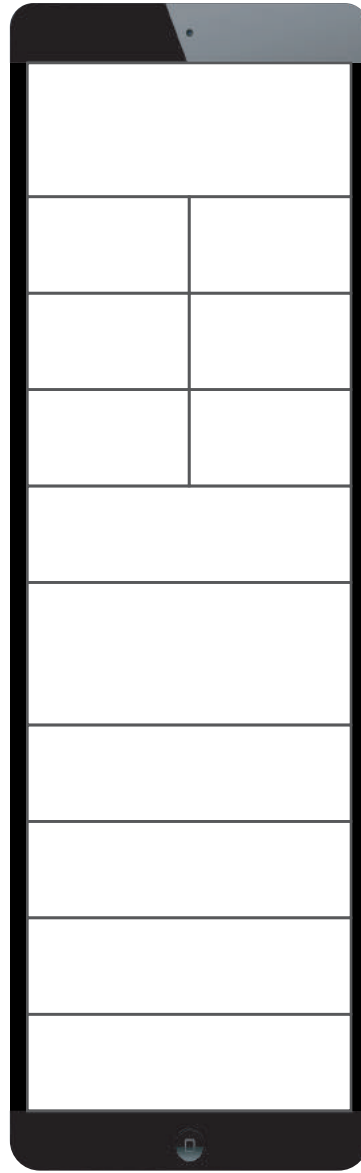
DESKTOP WIREFRAME



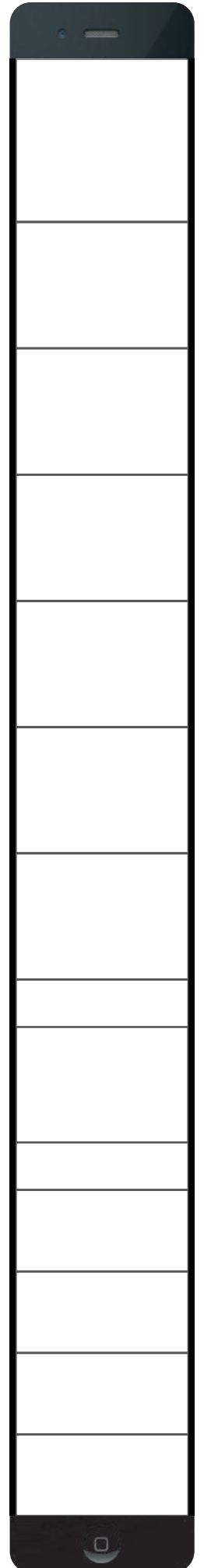
DESKTOP



TABLET

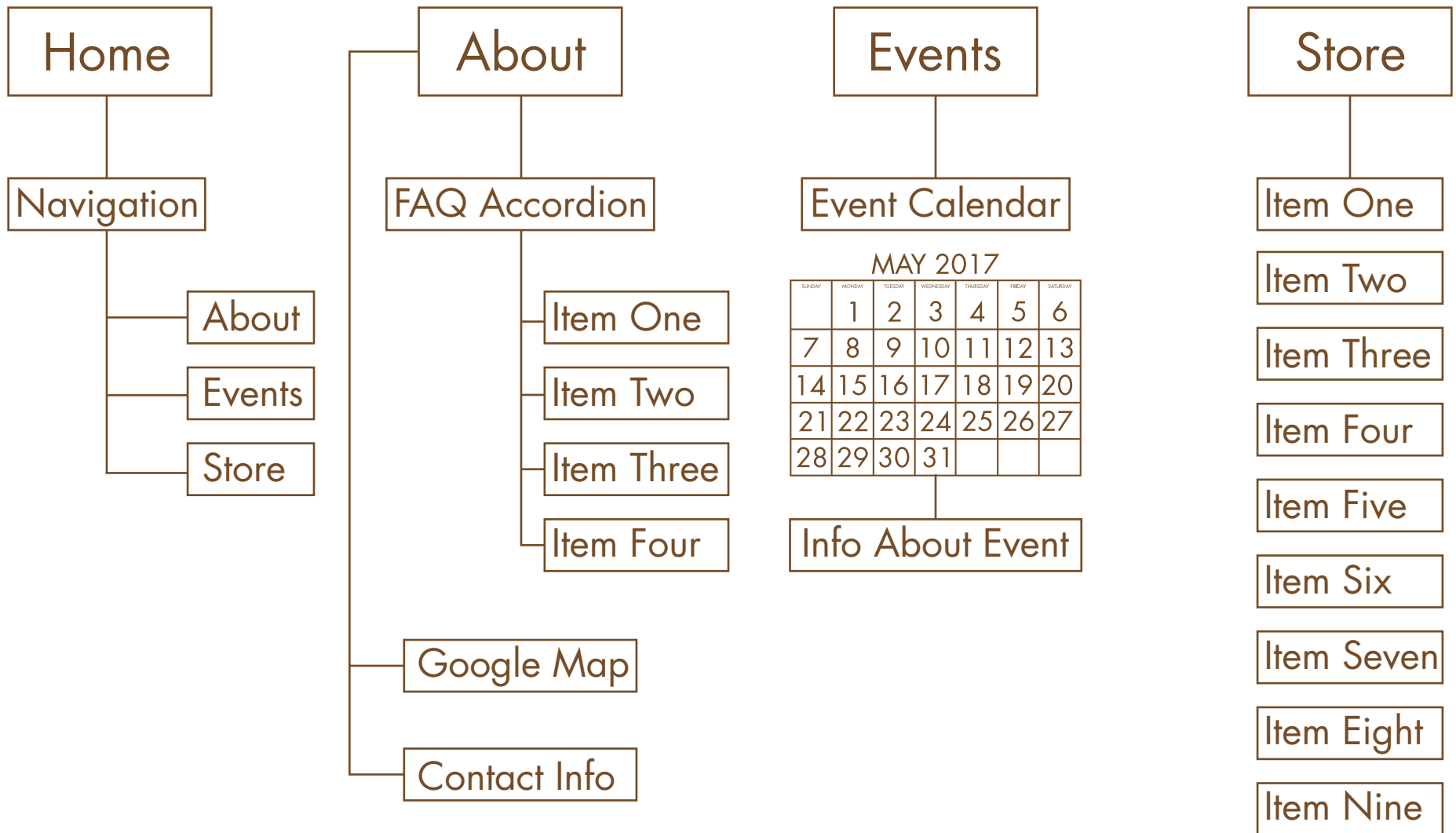


MOBLIE





Site Map





BUNS IN THE OVEN STYLE TILE

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THIS IS AN EXAMPLE OF A HEADER
this is an example of a subhead

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ORDER HERE

feminine homey
warm inviting
clean **fresh**

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