



Client Brief

Tanuki is a Japanese Anime Themed bakery.

It is unique in its presentation of business as it becons the younger crowd to gather for coffee, community, cakes and fun.

Many of the confections will be based upon authentic, family-originated recipes.

SPECIALIZING IN WIDE VARIETY of GLUTEN-FREE and ALLERGY-FREE.

Gaming will be one of the foundations of the fun at Tanuki. Also there will be cosplay and other contests for free in-house delights and surprises.

Owner wants a video stream inside pastry display case.

The owner wants to be sure that there is paying business coming thru the door especially!

Tanuki



Japanese Anime Bakery

Tagline:

Sweet Gaming & Gathering

Mission

Tanuki wants to bring lovers of the Japanese culture to the heart of a bakery. They want to showcase and sell their sweets in a happy, welcome, fun and creative environment.

Client Wants

Customers returning, new customers, paying customers

Online ordering

Daily specials, easy change menu for the client on front page

Events - Announcements

Web Elements

Call to action including incentives such as loyalty, coupons and specials.

Create a button in the NAV / front page for easy access to order

Will install special widget on front page with easy access

Will install special events calendar on the front page to influence community.



Branding Inventory

Brand tone and personality:

- * Fun
- * Creative
- * Friendly
- * Gentle

Character Scale:

- * Tradition
- * Casual
- * Natural
- * Economical

Website Message:

- * Japanese Culture is creative and fun.
- * Bringing Japanese sweets and anime to the USA.
- * A place to have people hang out and eat and watch anime.
- * Happy and welcoming.
- * We sell bakery goods, some Gluten Free.

Tanuki



Japanese Anime Bakery

Tagline:

Sweet Gaming & Gathering

Logo

The client is providing their 'Raccoon on a dumpling stick', and has given us the liberty of enhancing the image. We are looking to incorporate the word 'Tanuki' as seen to the left with 'bakery'.

Branding

Fun, Creative, Friendly and Gentle

Traditional, Casual, Natural, Economical

Japanese culture, sweets and anime, place to hang out, welcoming, gluten free

Web Elements

Use of anime in the website; happy imagery; Use of purples, blues and pinks as seen here.

Old world imagery combined with new world anime; Easy to read text such as futura; Soft imagery; coupons & daily deals.

Use of some Japanese text, photos of goods, daily menu, gluten free feature graphic.



User Summary

User Persona #1:

Stella, 18yr old college student, lives at home, has a very part time job, may possibly even work at the establishment. She is in Liberal Arts right now, but trying to decide between marketing and veterinary. Stella is single, HOWEVER, she just met a guy in biology.....

Characteristic:

Perhaps she is shy. Maybe she's an extrovert and enjoys the company of friends. Her generation is seeking alternative web apps. She wants to adopt habits unlike her parents to attain her independence.

User Persona #2:

Carol, 38yr. old married mother of 3 kids. She's pretty much a homemaker who just took leave from her fashion buyer position with Macy's after having her 3rd child. She's a soccer mom, and Carol is always on the go.

Characteristic:

Carol sells Avon, her big flat screen is on game shows while she cleans house, she used to go to the gym 3x a week, but now it's a pillates blue ray when the baby's napping.

Tanuki



**Japanese
Anime Bakery**

Tagline:

Sweet Gaming & Gathering

Pain Points

Stella: Nagging adults, pushy-pick up guys, pushy people, egos, tech fails, liars, divas. Spam.

Carol: Waiting - Wasting Time. Anything that makes her kids cry. Inconveniences.

User Characteristics and Motivations

Carol: Family member has a gluten allergy and she wants a place that serves gluten-free

Carol: Busy Mother loves a deal

Stella: Sense of community and a safe haven

Stella: Disposable income for hobbies and interests

Web Elements

Gluten Free Logo

Deal of the Day

Events Calendar

Merchandise



Tanuki



**Japanese
Anime Bakery**
Sweet Gaming & Gathering
User Persona ie.
Character Profile



User Persona #1: Stella, 18yr old college student, lives at home, has a very part time job, may possibly even work at the establishment. She is in Liberal Arts right now, but trying to decide between marketing and veterinary. Stella is single, **HOWEVER**, she just met a guy in biology.....

Behavior-motivation: seeking a place to go after school, to do homework, surf the web, meet with friends, stay out of the house- a 'getaway' from parents. She wants a home away from home, that second family as she becomes more independent. She wants a place where she can be herself and escape the expectations of women biased by the media, to just go somewhere without spending hours on makeup to impress the outside world. She wants her getaway to be a safe haven where the owners are personable, kind, accomodating people, not the average stoik business motif.

Characteristic: Stella has facets. Perhaps she is shy and would prefer a table alone to surf the web. Maybe she's an extrovert and enjoys the company of friends who like a place to meet and chill. Her generation is seeking alternative web platforms-apps. She wants to adopt habits unlike her parents in order to attain her independence. She will not join any app her parents populate. Then again, some will choose to populate an app with a alias. Though the Millenials have been notorious web zombies, Gen Z'ers will be looking for ways to unplug. Coincidentally, gaming is on the rise. She drives a compact car with emphasis on high fuel efficiency. She likes EDM and world music.

Pain Points: Nagging adults, pushy-pick up guys, pushy people, egos, tech fails, liars, divas. Spam.

User Persona #2: Carol, 38yr. old married mother of 3 kids, sells Avon. She's pretty much a homemaker who just took leave from her fashion buyer position with Macy's after having her 3rd child. She's a soccer mom, and her husband is an IT specialist for a corporation, always on the go.

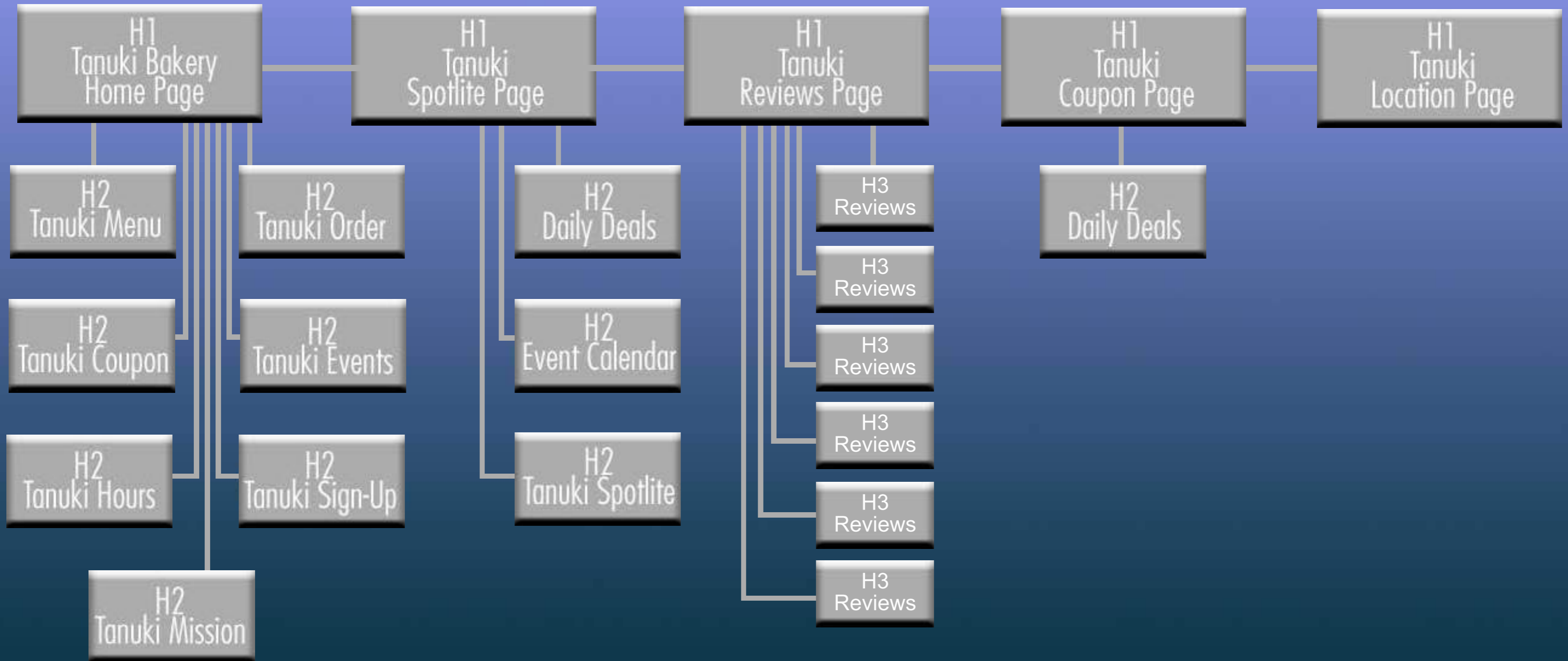
Behavior-Motivation: Mother seeking convenience, safe, cleanliness, and would be dropping their teen off here while they run errands. **ALSO:** Has a child with a food allergy seeking GLUTON-FREE goodies. Because Carol is always on the go for her family, she favors drive-thru, or easy in easy out pick up scenarios.

Characteristic: Carol sells Avon, looks for all the best family deals, coupons and freebies online. Her big flat screen is on game shows while she cleans house, she used to go to the gym 3x a week, but now it's a pillates blue ray when the baby's napping. She listens to what's on the radio or just the GPS direction voice. Sometimes she just leaves her ipod in the hybrid mini -van plugged in.

Pain Points: Waiting - Wasting Time. Anything that makes her kids cry. Inconveniences.



Hierarchy Chart

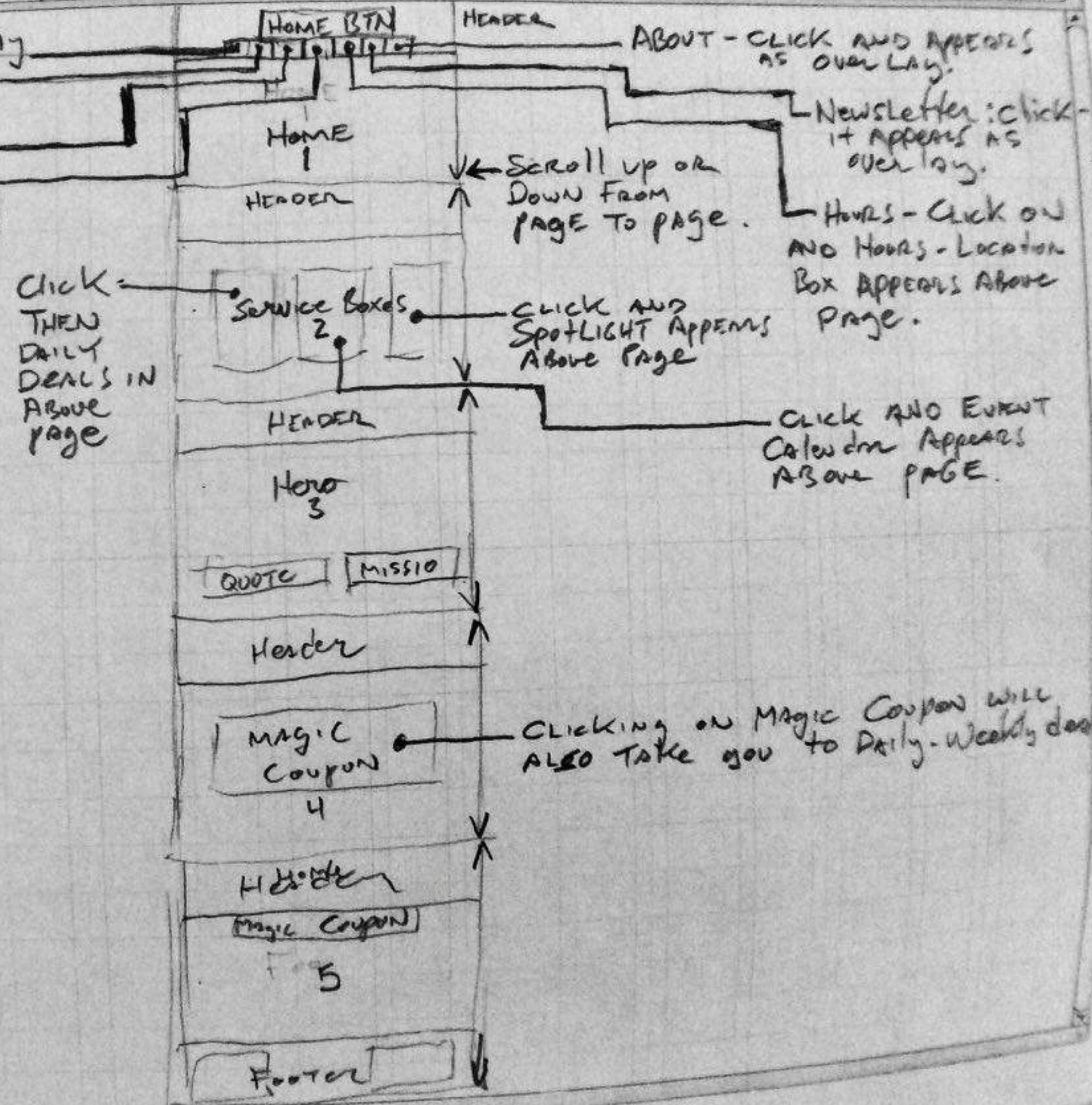


TANUKI Site MAP - ALL OF THE MOST IMPORTANT ABOVE the FOLD

- Ⓐ Menu - click and overlay
- Ⓑ Order - click for overlay to order food
- Ⓒ Coupon - click and appears

Ⓓ EVENT BOX APPEARS ABOVE the page WHEN you click

NOTE: ALL Header NAV IS AVAILABLE on every page.



Click THEN DAILY DEALS IN ABOVE PAGE

Scroll up or Down From PAGE TO PAGE

ABOUT - CLICK AND APPEARS AS OVER LAY

Newsletter: click - it appears as overlay

Hours - Click on AND Hours - Location Box APPEARS ABOVE Page

CLICK AND SPOTLIGHT APPEARS ABOVE PAGE

CLICK AND EVENT Calendar APPEARS ABOVE PAGE

CLICKING ON MAGIC Coupon WILL ALSO TAKE you to Daily-Weekly deal



Tanuki Japanese Bakery

Scriptina text

大其九山坊え



Possible Colors



大其九山坊え is an example of a Header

Font: Almost Japanese Comic and Futura Book Bold

This is an Example of a Sub Head

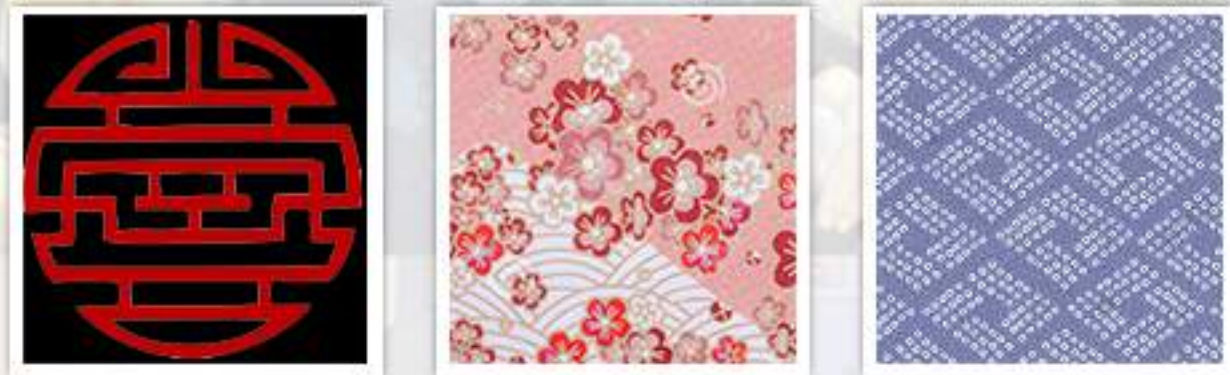
Font: Futura Book



大其九山坊え

Lorem ipsum dolor sit amet, this is Mark's exploration into style tile. This is the process where we double check on web page styling and if this facilitates the client's vision and where they want the items on the web page. These colors, etc., are arrived from the already client meeting, and the brief and user persona research.

Duis autem vel feugait nulla facilisi.



Font: Name Futura Book

This is an example of a Text link »



YES?

NO?

Button

Button

This page is an example of the web layout style

Fun Creative Gentle
Friendly Enchanting CASUAL

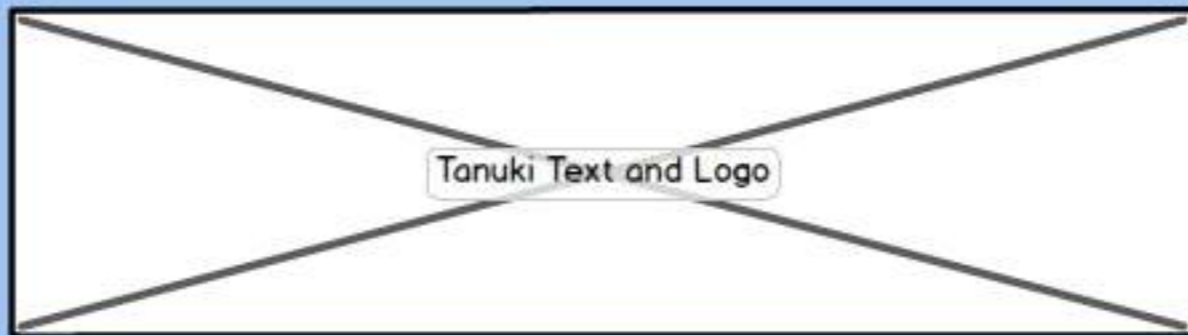


Tanuki

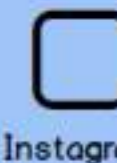




Traditional Japanese color texture BKG



Header Stays put while content scrolls under



FaceBook

Twitter

Instagram

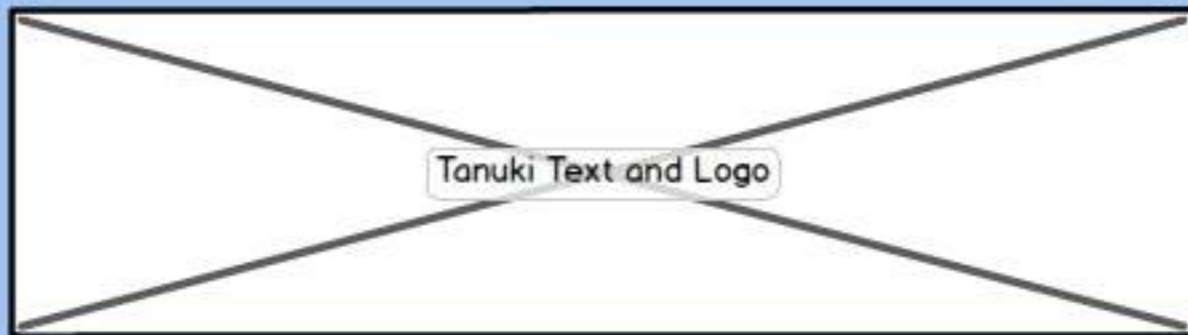
Twitch

- Menu
- Order
- Coupon
- Events
- Hours
- Newsletter
- About

Large images slow fade of location exterior, interior, people enjoying environment, gaming, bakery confections



Traditional Japanese color texture BKG



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- Menu
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Daily Deals

photo of bakery display?

Event Calendar

◀ FEB 2008 ▶

S	M	T	W	T	F	S
					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	29	

Tanuki Spotlight

Photo of gaming or cosplay winner?

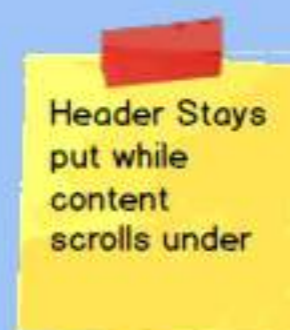
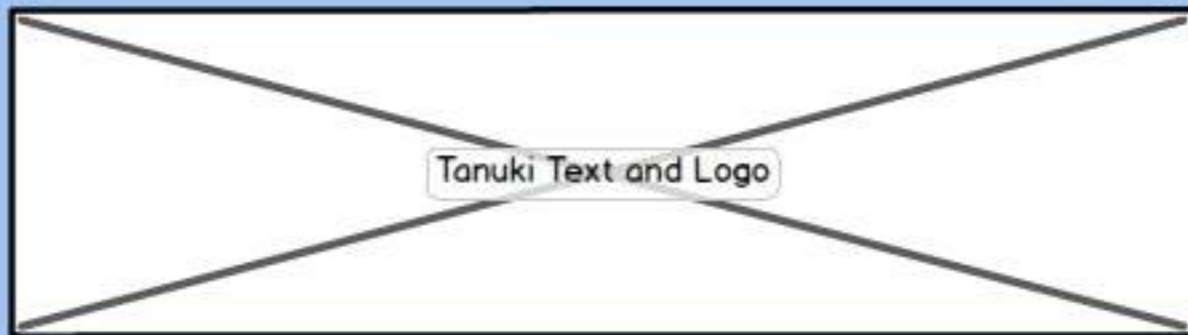
The background image is the transparent anime characters

Fly-in service boxes

Backgr

characters

Fly-in service boxes after first scroll-up



- Menu
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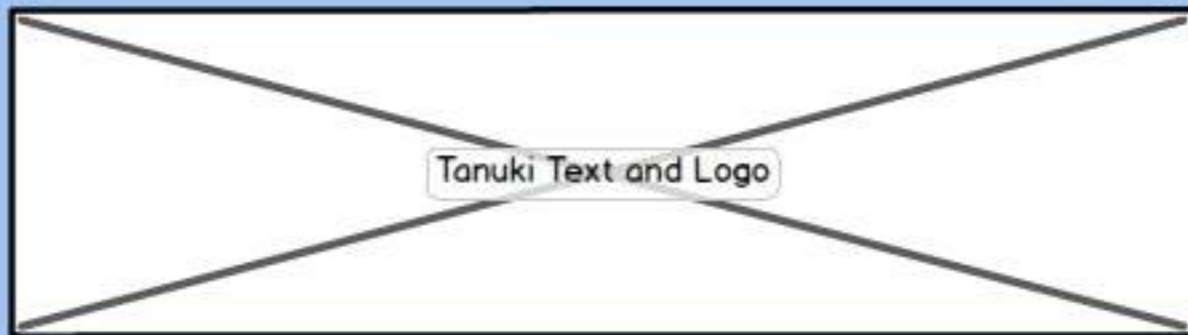
Background is bakery hero

This is a pop-in mission or review - feedback quote

This is a pop-in mission or review - feedback quote



Traditional Japanese color texture BKG



Header Stays put while content scrolls under



FaceBook

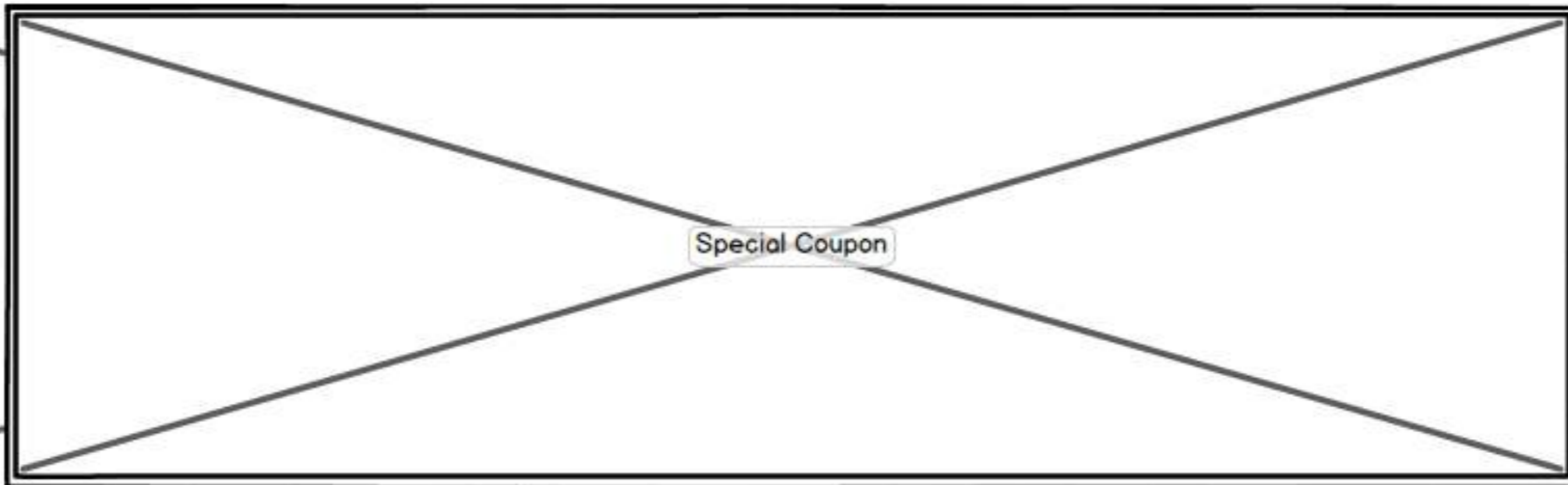
Twitter

Instagram

Twitch

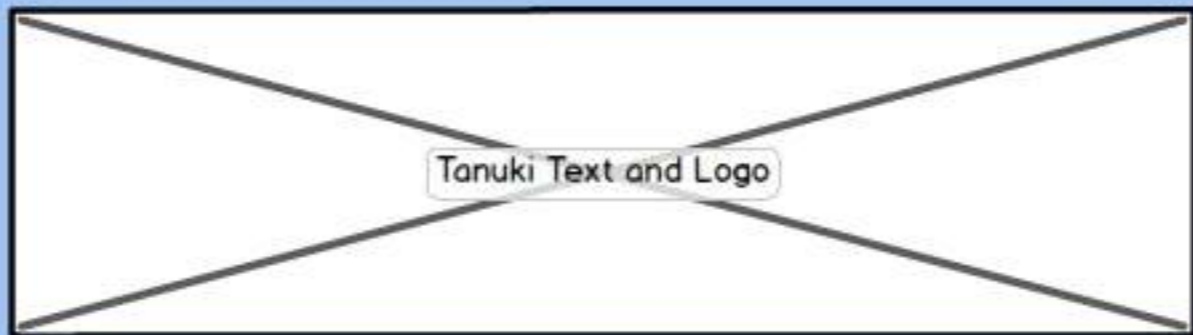
- Menu
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This background is the transparent anime character background





Traditional Japanese color texture BKG



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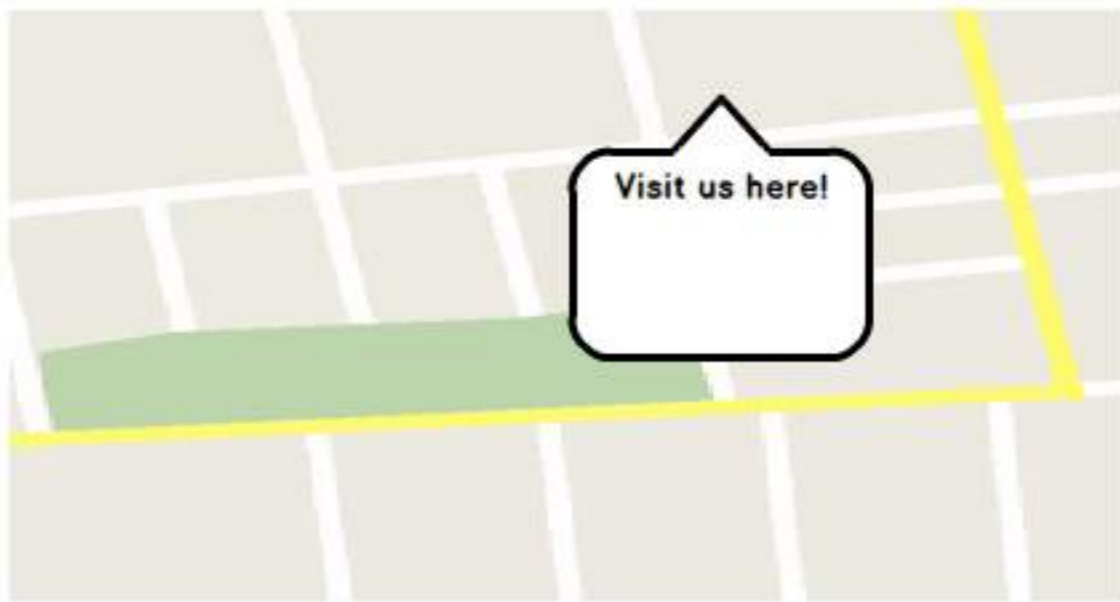


- Menu
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This background is the transparent anime character background

Sign up for newsletter here



LOCATION:

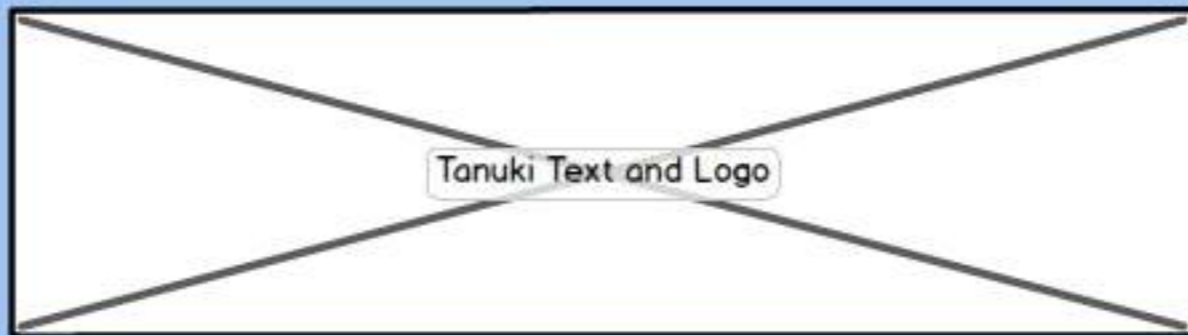
HOURS:

PHONE:

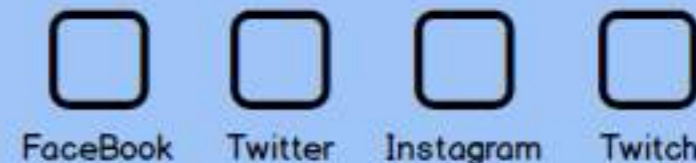
FOOTER



Traditional Japanese color texture BKG

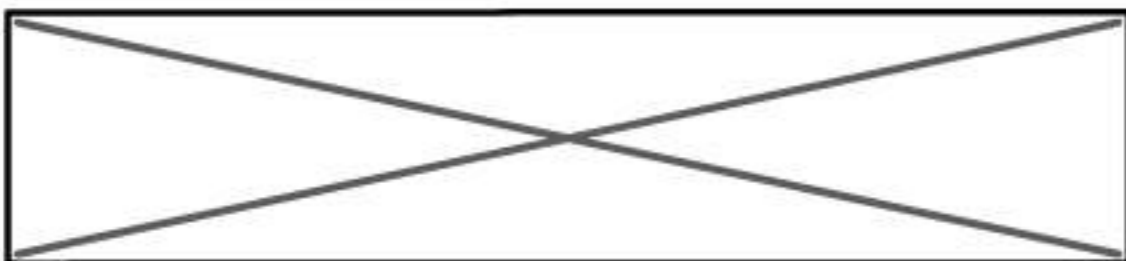


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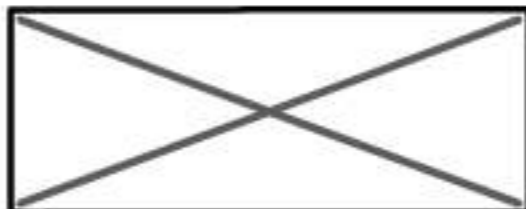
- Menu
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MENU



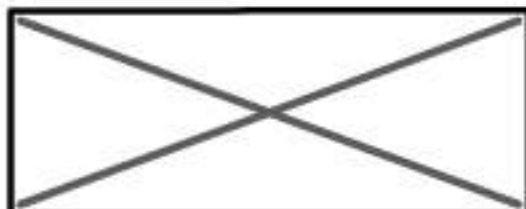
Item

Item description with price



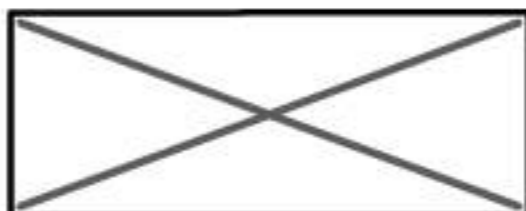
Item

Item description with price

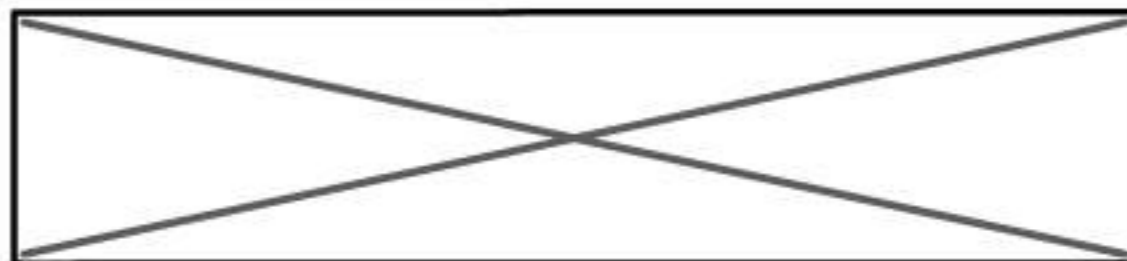


Item

Item description with price



MENU



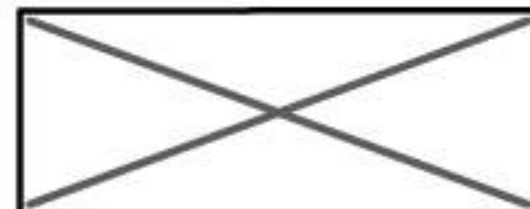
Item

Item description with price



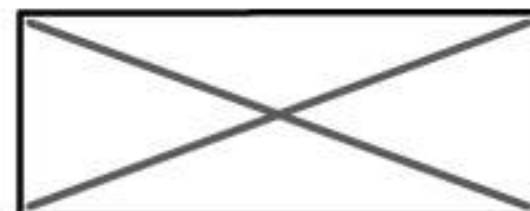
Item

Item description with price

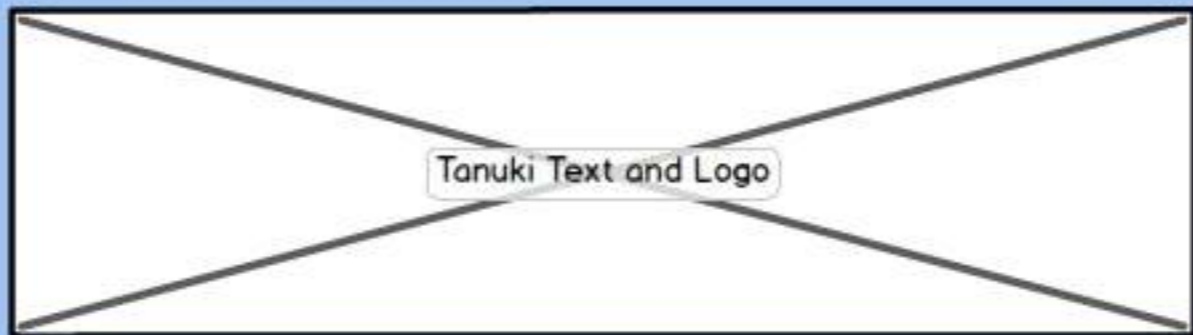


Item

Item description with price



background

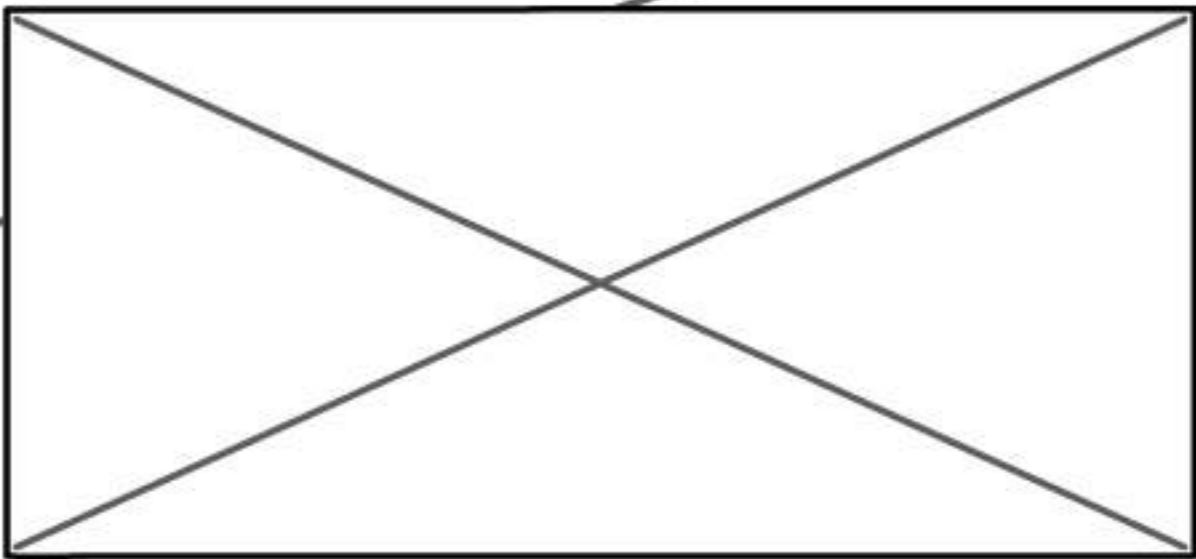


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EVENTS

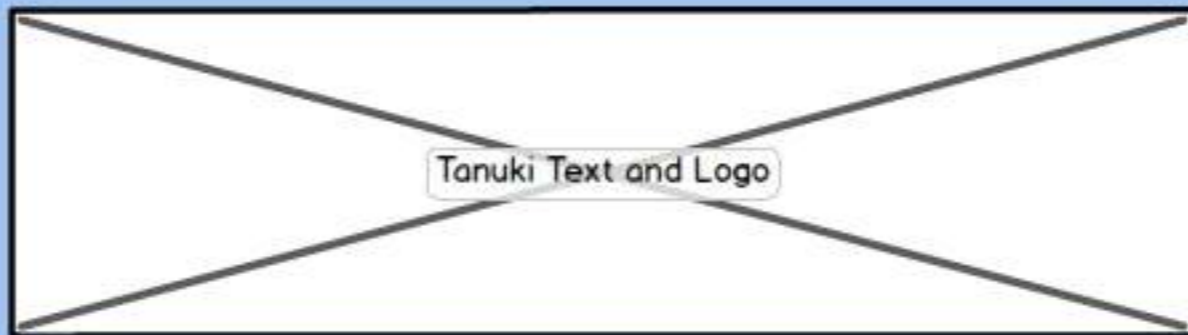
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Transparent background of anime characters





Traditional Japanese color texture BKG



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FaceBook

Twitter

Instagram

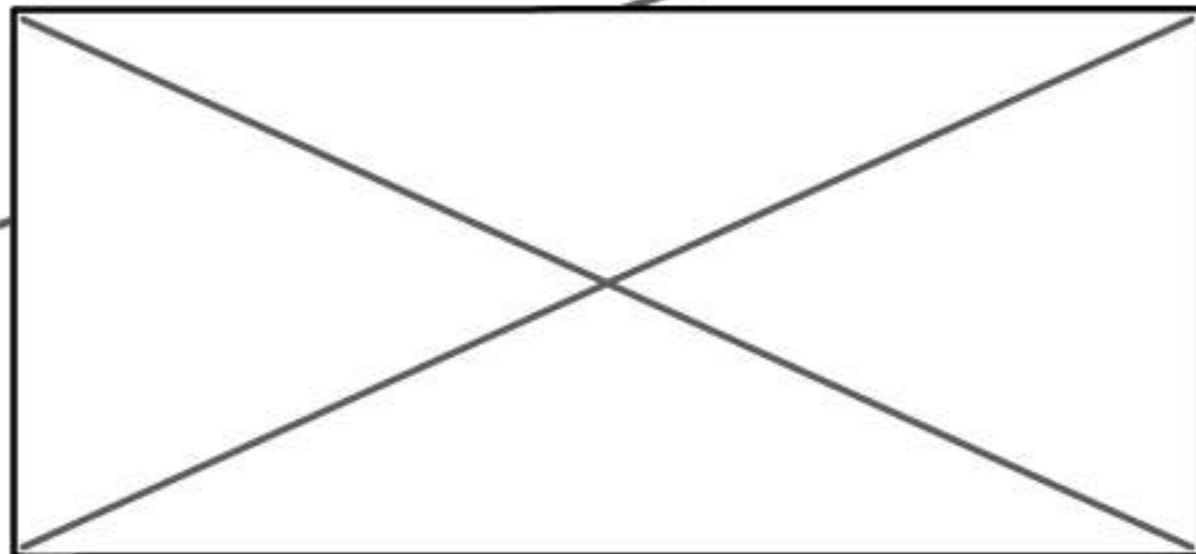
Twitch

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ABOUT

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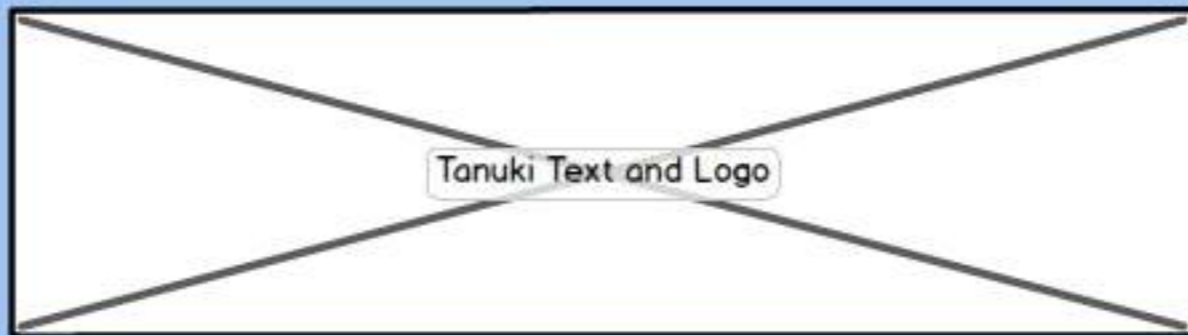
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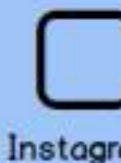




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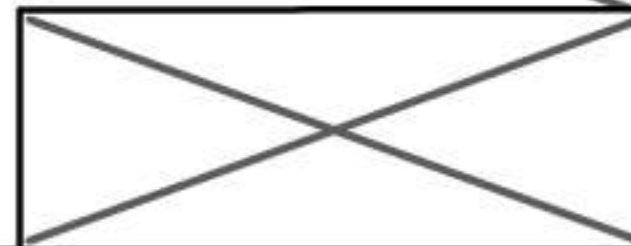
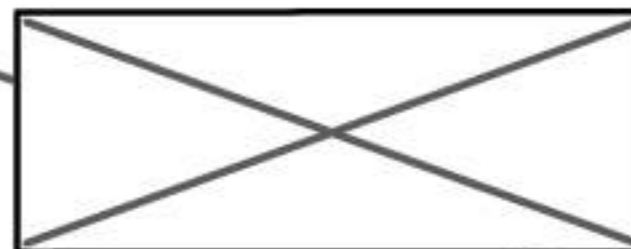
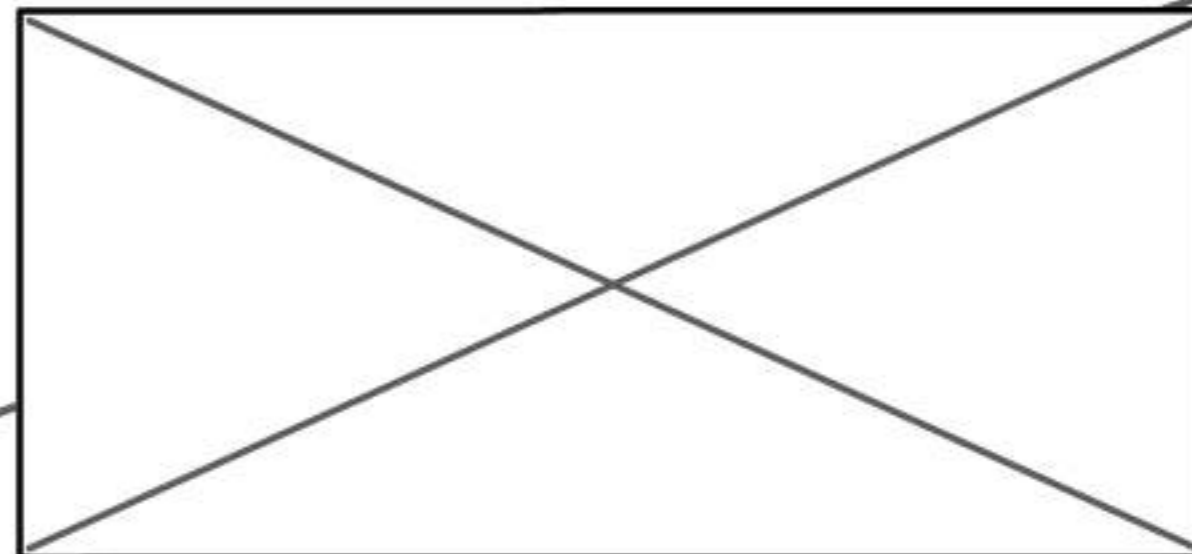
# Daily Deals

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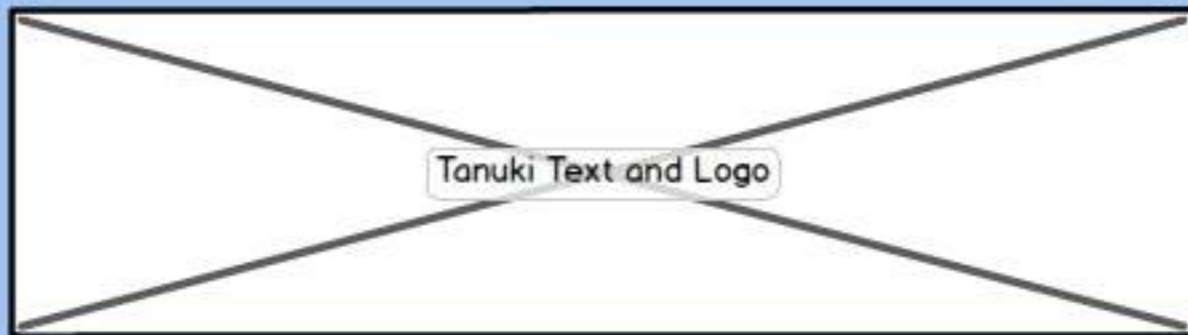
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Transparent background of anime characters





Traditional Japanese color texture BKG



Header Stays put while content scrolls under



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Events Calendar

Placeholder text for the events calendar content.

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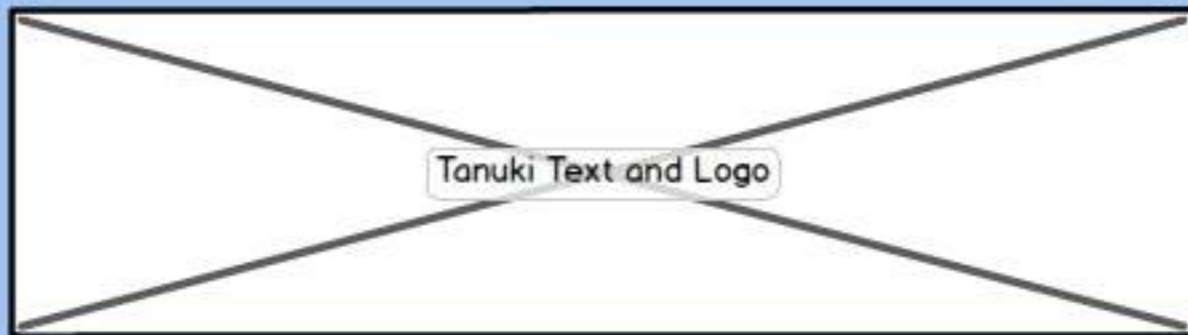
Placeholder text for the events calendar content.

Placeholder text for the events calendar content.

| ◀ FEB 2008 ▶ | | | | | | |
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Traditional Japanese color texture BKG



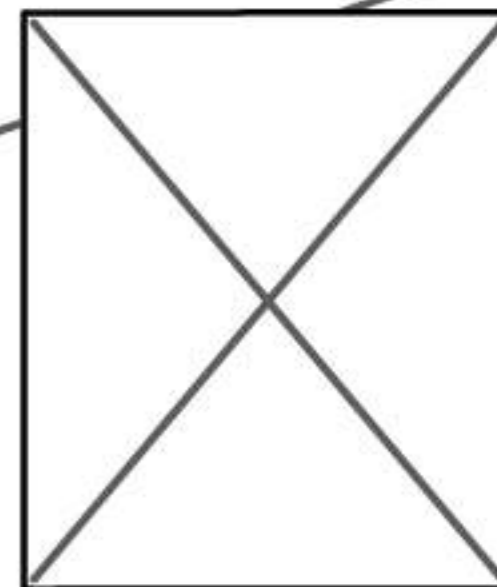
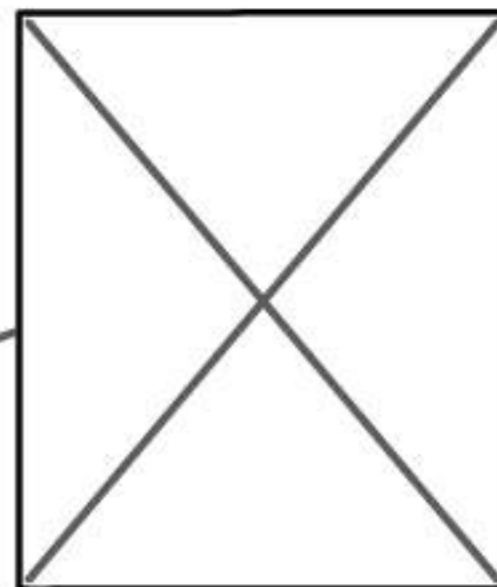
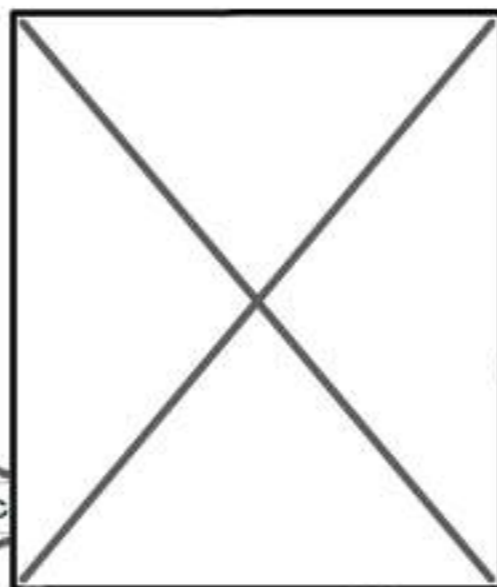
Header Stays put while content scrolls under



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Tanuki Spotlight

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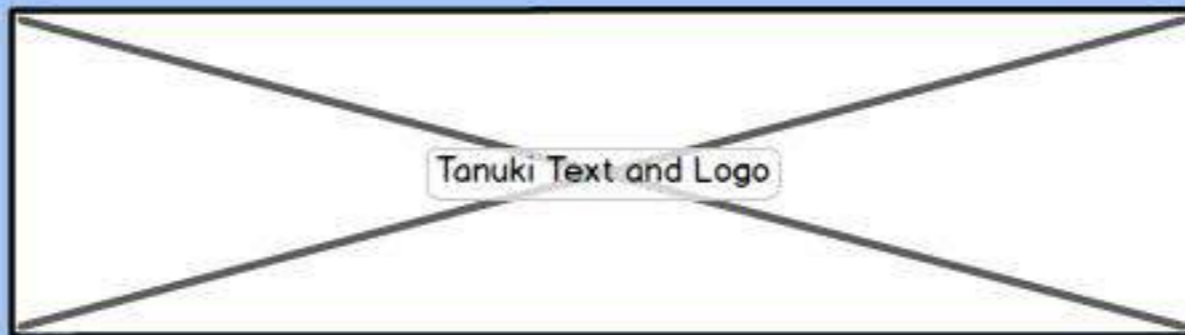
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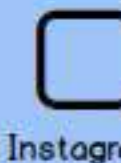




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DAILY DEAL :-)

Large images slow fade of location exterior, interior, people enjoying environment, gaming, bakery confections