

Baci Bakery

Designer:
Amber Coulson

Client:
Edit Baci

Baci Bakery

Client Brief Questions

1. Where are we now?

New established business in the area.

- What phase of life is our brand starting from? (New, Growing, Shrinking)
New

2. Where do you want to be?

- Business Objective: More Customers and be involved in the community.
- Behavioral Objective: Emphasis on quality of products and why we are different.

3. What are we doing to get there?

Strong website; lots of images, and why, and history; values of the family business.

4. What do we need to talk to?

All ages, focus on the community

5. How will we know when we have arrived?

More customer flow and feed back

6. Do we need to follow an exact timeline? Is any information revolved around a timely matter? (ex: A deal or coupon for a certain month)

Every day free samples. Featured product of this week.

7. What do you want in the website to achieve this design?

- What exists already? Lots of bakeries; Likes a European-like; items that emulate Italian European style.
- Colors? Design Preferences?
Red/ Black Warm Feel. Images. Easy navigation. Form to order cakes, pick up.
- Favorite type style/family?
Clean, simple, not overly done. Modern.

How do you want your business to present itself in the marketplace?

Intricate	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Simple
Traditional	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Leading-edge
Contemporary	▶▶	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Classic
Subdued	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Bold
Extravagance	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	◀◀	Necessity
Feminine	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Masculine
Exotic	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Average
B & W	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	◀◀	Colourful
Ballsy	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Reserved
Coarse	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Polished
Upscale	▶▶	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Economical
Natural	▶▶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Hi-Tech
Serious	▶▶	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Carefree
Casual	▶▶	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	◀◀	Formal

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Using the sample above for a reference, describe the main personality in one word and list other supporting traits.

Describe the brand's main personality in one word. (Tone)

Friendly

List other supporting traits in these 4 boxes.

Knowledgeable

Skilled

responsible

enthusiastic



Name **Brenna Murphy**

Age **19**

Occupation **Retail**

Education **College Freshman**

Motto

"All our dreams can come true, if we have the courage to pursue them"
-Walt Disney

Main activities

- Loves her family and her new nephew.
- Goes to college for teaching.
- Excellent student.
- Plays Softball.
- Was in band in high school.
- Loves helping the community.
- Participates in "Crowns against cancer".

Fears and concerns

- Has Celiac's disease.
- Food conscious, sensitive to cross-contamination.
- Fears of no nutrition info.
- Fears of no food she can eat.

Key priorities

- Somewhere that has tasty food she can eat with ease.
- Somewhere she can hang out in the community with friends and family.
- Loves family-centered places.
- Loves being apart of participation events and activities.

Ways to influence

- Easily influenced by fun-loving entertainment.
- Easily influenced when food is advertised with what she can eat!
- Easily influenced if brought up with family.



Name **James Edward**

Age **65**

Occupation **Retired**

Education **Masters Degree**

Motto

"If opportunity doesn't knock, build a door"
-Milton Berle

Main activities

- Loves his community!
- Spends most of his day fixing old video games.
- Enjoys going out to eat somewhere close to home.
- Has a wife, two children, and four grandchildren.

Fears and concerns

- Eating out takes too long.
- Food isn't fresh
- Wants reasonably priced items.
- Wants somewhere safe to bring his family of all ages.

Key priorities

- Close to home.
- Baked Fresh
- Clear easy to read and understand menu.
- Safe place for all ages.
- Great Prices!
- Loves to be with his family!!
- Loves how it revolves around family-first atmosphere.

Ways to influence

- Great promotions
- Advertise fresh-made.
- Easily influenced by the feel of a strong community.
- Loves a family-driven business.

Content
discovery

Categories
map content

Pages
sitemap

Pages
wireframe

Business: Baci Bakery

Strategy:

	What I learned in Discovery	What it means for content or design
Business Brief	New bakery to the community, Emphasis on quality of products and why we are different.	Strong website; lots of images, and why, and history; values of the family business.
Business' Unique value	Business is very community based. Emphasis on it being for everyone and age.	Likes a European-like; items that emulate Italian European style.
Website goals	More Customers to the bakery and being involved in the community.	Include community news and events.
User characteristics	Loves being able to stop by anytime and get delicious treats and snacks.	List hours and specials during that time for convenience.
User needs & goals	What's in it for me? What are the nutritional values? Is it dietary-special?	Made fresh products, list a nutritional information.
Branding Analysis	Clean, simple, not overly done. Modern.	Red/ Black Warm Feel. Images. Easy navigation.
Website message	Baked fresh for our community!	Located with the logo.

CONTENT STRATEGY LIST

1. Home
2. About Us
3. Our Baked Goods
4. Community
5. Gallery
6. Contests
7. Contact

SITEMAP

H1 Baci Bakery

H2 Home

H2 About Us

H3 Owners/Family

H2 Our Baked Goods

H3 Baked Fresh Daily

H2 Community

H3 Bake-Off/Newsletter

H2 Gallery

H2 Contests

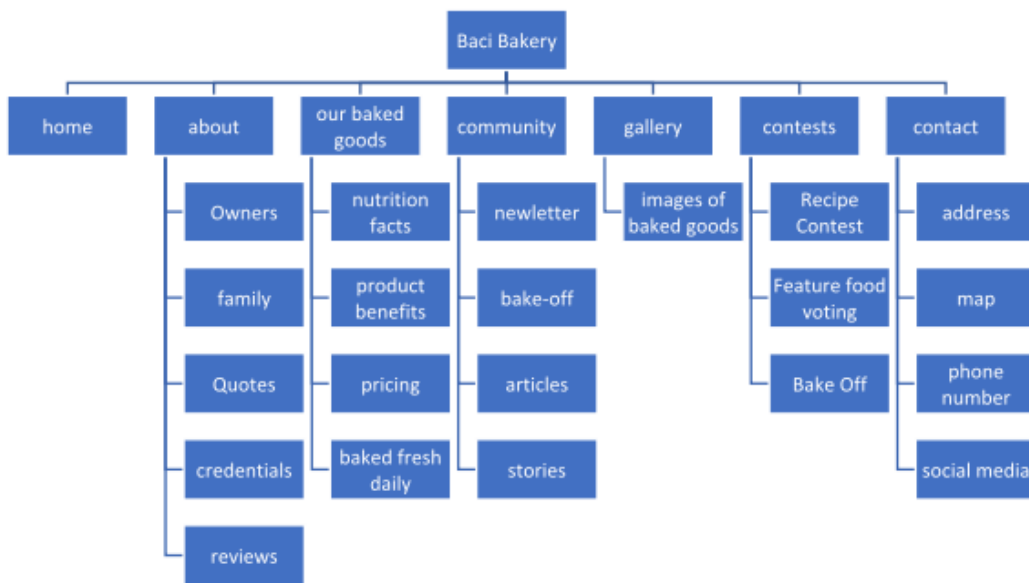
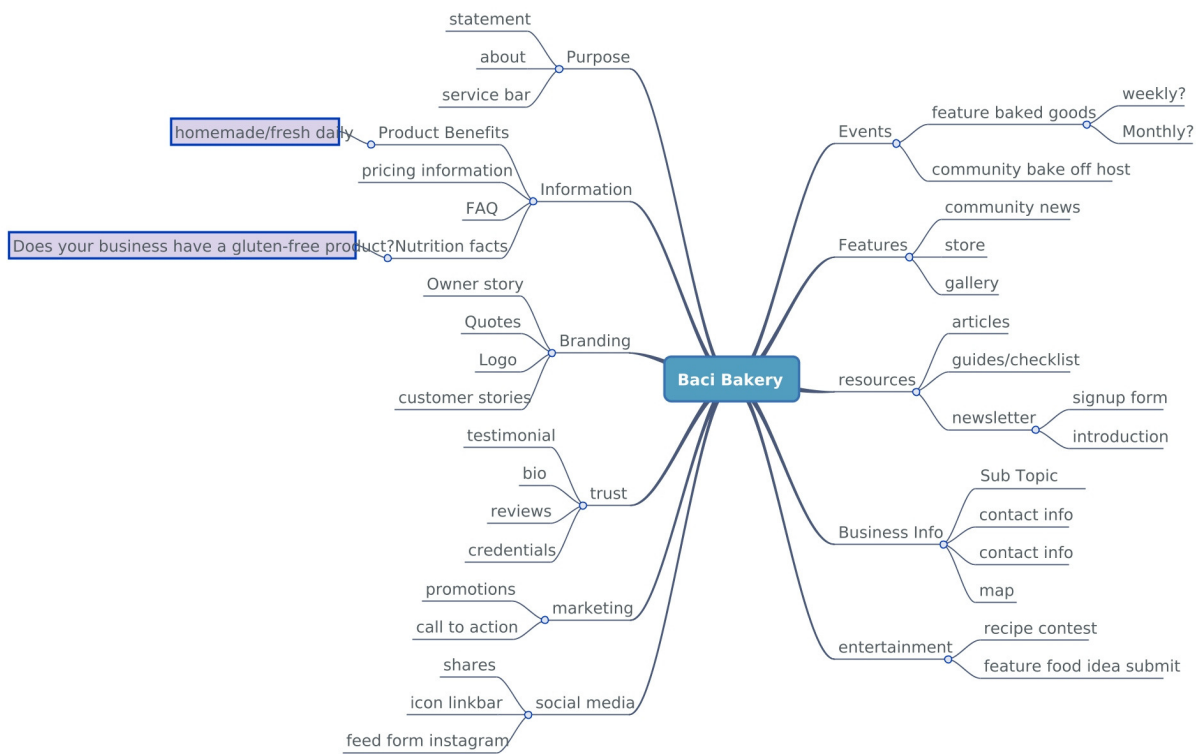
H3 Recipe Contest

H2 Contact Us

H3 Form/Social Media

DELIVERABLES

- | | |
|-------------------|-----------------------|
| 1. Logo | 6. Newsletter Signup |
| 2. Gallery | 7. Menu |
| 3. Baker Info | 8. Social Media Icons |
| 4. Bake-Off Signs | |
| 5. Calendar | |



Baci Bakery

Full Design Project

Style Tile
version:1

Possible Colors



Textures



This is an example of a Button

Submit Button Example Here

This is an Example of a Header

Font: Helvetica #000000

This is an Example of a Sub Head

Font: Helvetica #ffffff

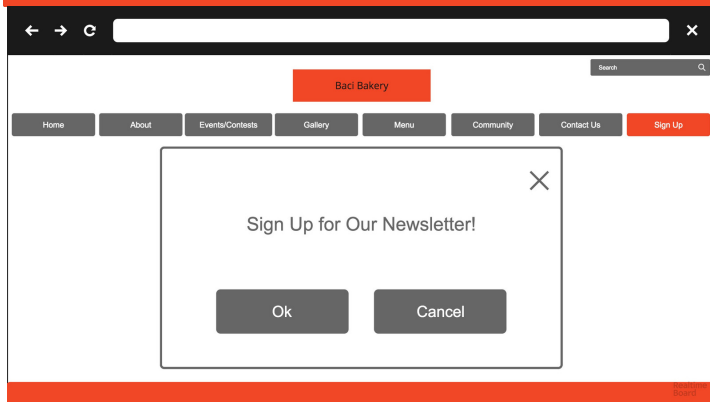
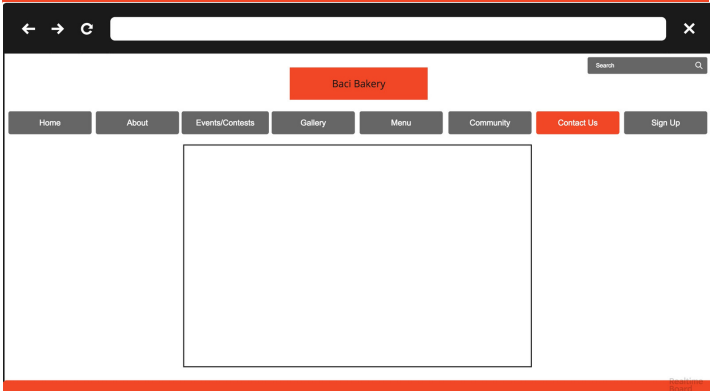
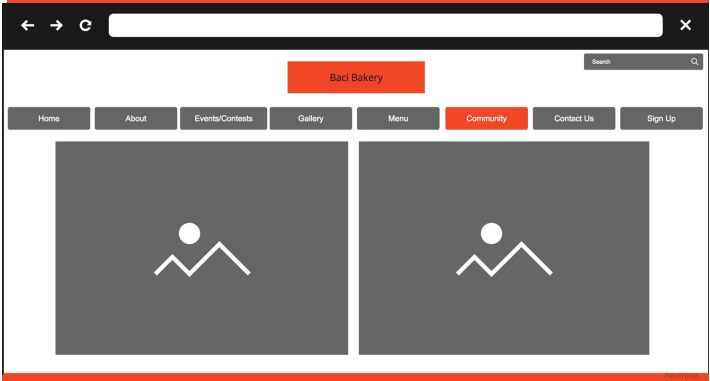
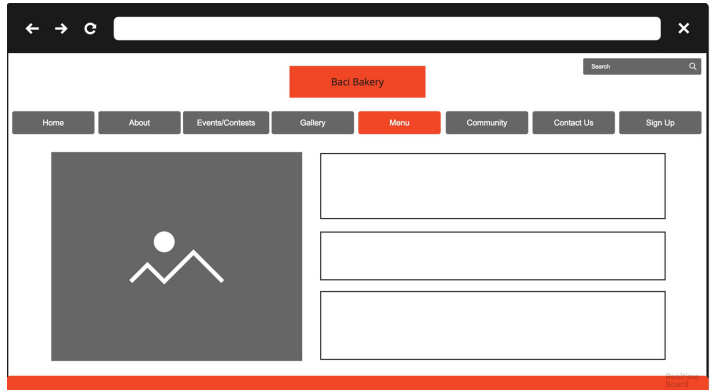
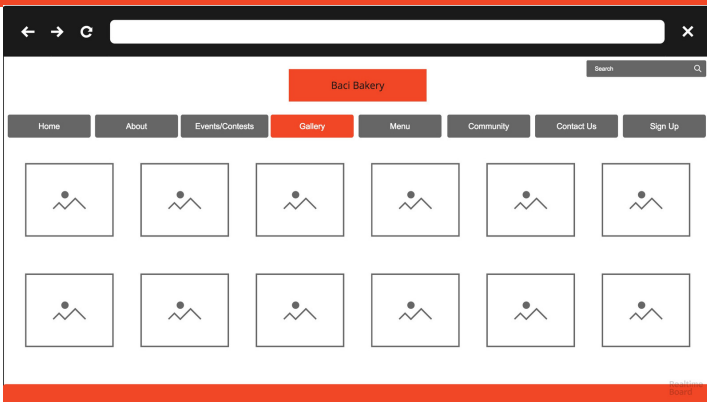
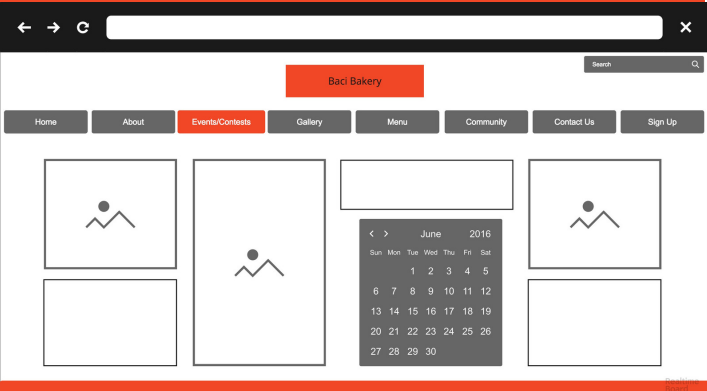
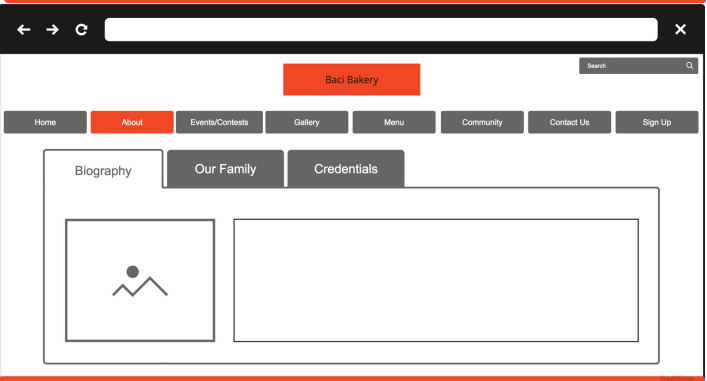
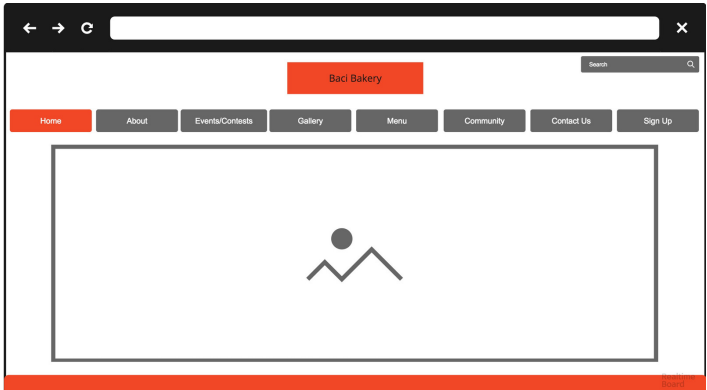
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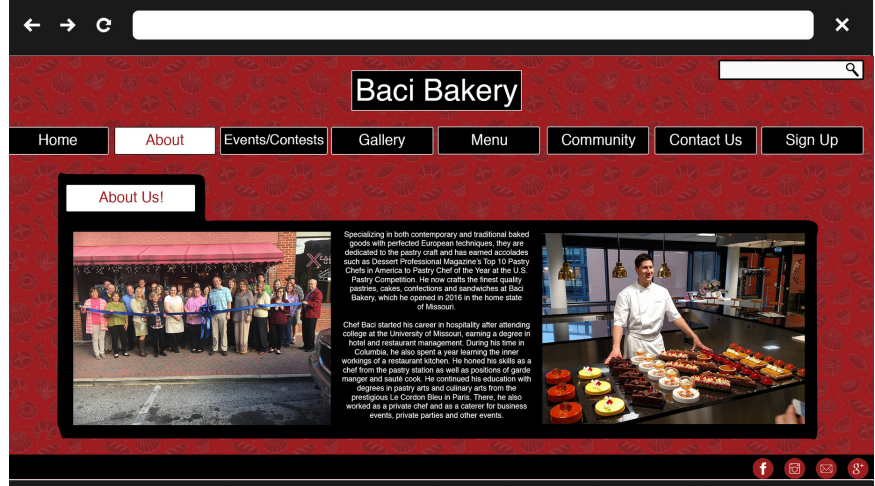
Adjectives

Warm Yummy Homemade
Family Community Inviting

<http://www.styletil.es>

Template by @Samanthatoy





EVALUATIONS

Client:

It was really fun yet interesting being a client for my classmate! I loved having a different perspective of the process in being a client! I never thought how hard would be to come up with everything from scratch and tell someone things you want and have them interpret it in their own way! I picked a candle shop as my business and I think she did an amazing job!!

Designer:

As a designer for one of my classmate's ideas was definitely interesting me! I loved seeing her ideas and how they differ from mine. The project I designed is for a bakery and it was very community based and I absolutely love that! With a bakery I wanted to include so many things but keep it delightful and attractive. The client wanted warm inviting colors like red and black, and most importantly delicious images of the products!