


<p style="text-align: center;"><u>Sketch and Name</u></p>  <p style="text-align: center;">Name: Shelby</p>	<p style="text-align: center;"><u>Behavioural Demographic information</u></p> <ul style="list-style-type: none"> • 4th year Student • Psychology major • Busy with school, extracurriculars etc. • Not very tech-savvy
<p style="text-align: center;"><u>Pain points and needs</u></p> <ul style="list-style-type: none"> • Cannot navigate for relevant content • Information overload/cognitive burden (too much text/unhelpful formatting 	<p style="text-align: center;"><u>Potential solutions</u></p> <ul style="list-style-type: none"> • Change information architecture so that relevant user content is easily accessible and navigable • Reduce information overload by separating and organizing information into further subsections

<p>Name:</p> <p>Male</p> <p>Age: 22 years</p>	<p>Behavioral Demographic Info:</p> <p>Eats out a lot</p> <p>On their phone a lot</p>
<p>Pain Points:</p> <p>Time</p> <p>Not mobile friendly site</p>	<p>Needs:</p> <p>Convenience</p> <p>Good deals</p> <p>mobile friendly</p>

User Persona Worksheet to collect information - You can transfer the information to a another structure

<p>Name: Female Age: 30 years</p>	<p>Behavioral Demographic Info: Eats out a lot Busy with children Needs a break</p>
<p>Pain Points : Has 2 kids Time</p>	<p>Needs: Convenience Quick service</p>

<p>Name: Male Age: 50 years</p>	<p>Behavioral Demographic Info: Enjoys eating out Can't cook well Not tech savvy</p>
<p>Pain Points: Doesn't like cooking Cheap</p>	<p>Needs: Good price Easy to use</p>

SUMMARY:

Since this brand needs to appeal to people of all ages, the user persona explores the pain points of a wide demographic. We can see the one pain point that seems to affect most people in todays world is lack of time available. To best handle this pain point, we must be convenient to everybody. Convenience can be achieved on this site by having online orders and being easy to use so that customers and users can clearly and quickly use the site. For older people specifically, the site must work easily and clearly. This is important as older, less tech savvy may not have an easy time navigating websites, especially on their mobile device. One other important thing to notice is, in todays world many people eat out a lot. This means by providing great service and being a great brand, we will have a great customer base.

What does it mean to brand?

It's a common misperception that a logo or an identity is a brand. A logo is really more like a nametag for an organization or a product. It's a graphic representation meant to convey the essence of a brand.

An identity is formed by the logo and its application, i.e. the elements used by the company/person such as stationary, signage, vehicle graphics, uniforms, etc. An identity system is a comprehensive plan for how the logo and all of the elements get used to create an experience of a brand.

By creating a well-designed identity system, we begin to create a visual voice for yourself. But a brand is so much more than the visual.

Your brand is not what you say it is; it's what everyone else says it is. So, it's everything about you – your quality, service, value, as well as your integrity, your work ethic, authority, what you stand for – everything that can possibly contribute to the way you are perceived

Brand DNA

A brand is based on emotion and defined through people's EXPERIENCE with your product / service. Each brand has its own DNA. Your brand's DNA is always going to be different from that of another's and distinguishes you from others. Each brand is going to have its own background story, mission, community involvement, target market, and qualities or characteristics. Brand DNA refers to the distinctiveness of a brand that helps it stand out, create its own set of community, and drive emotional attachments.

Brand Touchpoints: How will the brand be communicated?

Using the 2 references and other that you find, list the ways that the brand will be communicated:

Reference 1: [How to Design a Memorable Brand That Catches On.pdf](#)

Reference 2: [Katalystcg-website-branding-white-paper.pdf](#)

Design 3

for the Web

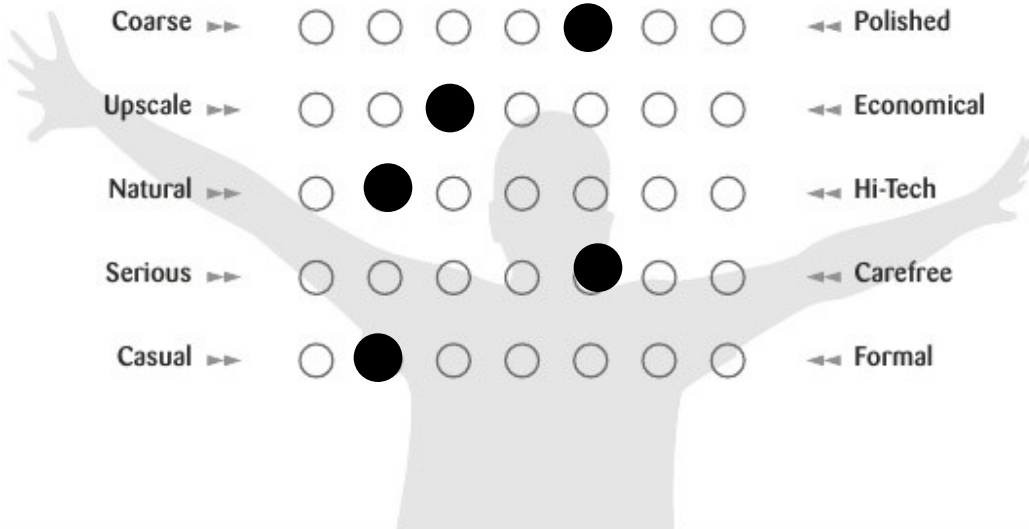
Branding Worksheet

List ways that the brand can be communicated. (Brand Touchpoints)

CHARACTERscale

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

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



PREP: Brand Summary

Before we kick-off the naming process, you'll need to know the personality traits of your brand. If you haven't thought about this already, utilize this sheet and answer the questions below. This analysis is designed to help you understand and reveal the context of your brand.

- 7 What are your brand's personality traits?
Just like people, your brand's personality draws some to it and repels others. Defining it in human terms makes it easier to identify the audience that will be attracted to it.

Confident *Friendly* *Fun*
Thoughtful *Gentle*
Happy *Responsible*
Aware *Bright*

Describe its main personality in one word. (Tone)

Effortless!

List other supporting traits in these 4 boxes.

Confident *Thoughtful*
Aware *Bright!*

Need help? Here is a list personality traits for your reference:

adaptable	dazzling	honorable	responsible
adorable	debonair	impartial	righteous
agreeable	decisive	industrious	romantic
alert	decorous	instinctive	sedate
alluring	delightful	jolly	selective
ambitious	determined	joyous	self-assured
amusing	diligent	kind	sensitive
boundless	discreet	kind-hearted	shrewd
brave	dynamic	knowledgeable	silly
bright	eager	likeable	sincere
calm	efficient	lively	skilful
capable	enchanting	lovely	splendid
charming	encouraging	loving	steadfast
cheerful	enduring	lucky	stimulating
coherent	energetic	mature	sincere
confident	entertaining	modern	skilful
cooperative	enthusiastic	nice	splendid
courageous	excitable	obedient	steadfast
credible	exuberant	painstaking	stimulating
cultured	fabulous	peaceful	talented
dashing	fair	perfect	thoughtful
dazzling	faithful	placid	thrifty
debonair	fantastic	plausible	tough
decisive	fearless	pleasant	trustworthy
decorous	frank	plucky	unbiased
delightful	friendly	productive	unusual
determined	funny	protective	upbeat
diligent	generous	proud	vigorous
discreet	gentle	punctual	vivacious
dynamic	good	quiet	warm
eager	happy	receptive	willing
efficient	harmonious	reflective	wise
enchanting	helpful	relieved	witty
dashing	hilarious	resolute	wonderful

© Copyright 2017 Fuze Branding. All Rights Reserved. www.fuzebranding.com

Brand Tone and Personality

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)

Confident

List other supporting traits in these 4 boxes.

Charming

Bold

Refined

Polished

BRAND INVENTORY

BUSINESS NAME

TAG LINE OR SLOGAN

WHO?

WHO ARE YOU? WHO ARE YOUR CUSTOMERS?

We are a Bold, refined brand that provides the highest quality. Our customers are adults who want a great whiskey at a great price.

WHAT?

WHAT BENEFIT DO YOU PROVIDE? HOW DO YOU HELP?

We give a great product at a great price.

WHY?

WHY DO YOU DO IT? WHAT ARE YOUR VALUES?

Because we love what we do. Our values are quality and having a great time.

HOW?

HOW DO YOU WANT YOUR CUSTOMERS TO FEEL?

They made the right choice.

tone

PERSONALITY & MOOD YOU WANT TO CONVEY.

Bold but simple

Reserved

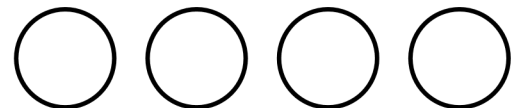
Polished

IMAGERY

VISUALS THAT REPRESENT WHAT YOU DO.

LOGO IDEAS

COLORS



Project name: FDP

Client/company name: Jenna / Cruisin' Cafe

About the client/company

Cruisin' Café is a food truck
Looking for any customer looking for convenience
and quality
Most important to show product in an
appealing way

Brand keywords

Project goals and objectives

Community outreach
Promote sales

Target market/audience

Kids , teens, adults all ages

Key project deliverables

Wireframe
Working prototype

Schedule

Budget

Creative direction

Colorful
Fun
Trendy

Primary contact person

Jenna Mason

Other stakeholders

Final approver
Jenna

Further notes

Needs to appeal to all ages
Order/Online pay important features
Don't want anybody looking for a dine in experience

BECOME A UX DESIGNER

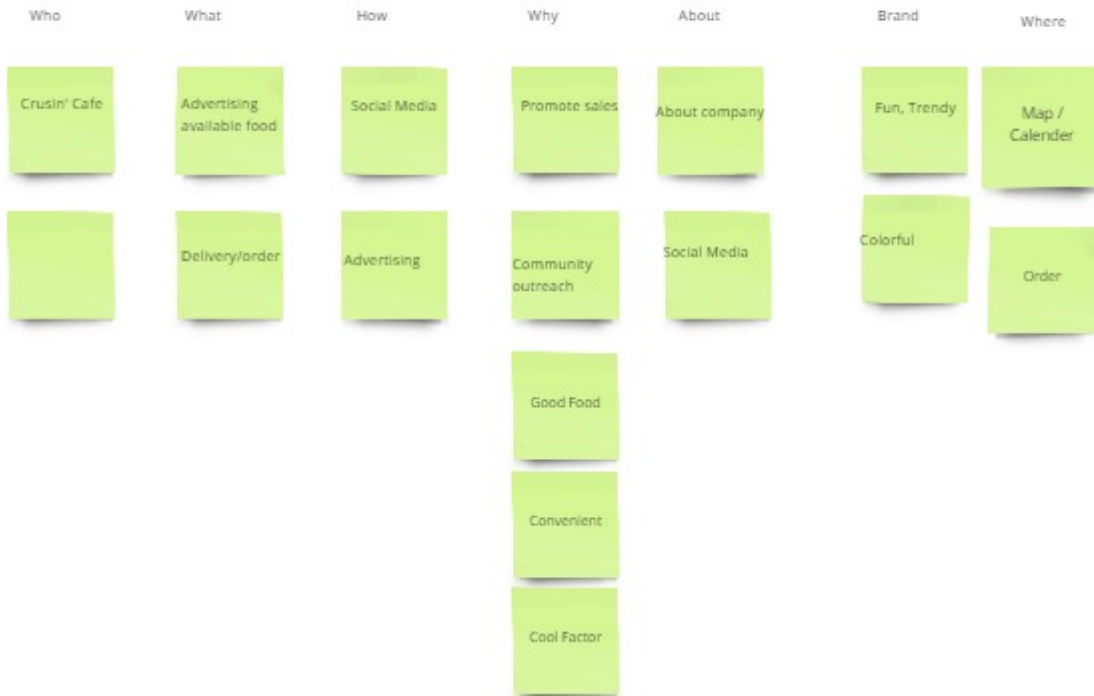
www.trydesignlab.com

|

This design will need to have a fun and happy theme. Feeding people and community outreach are very important to the brand. This needs to convey to everybody that this company is so involved with the community and its people. The products must have great imagery and descriptions. Also its important to remember this is marketed to people of all ages. Therefore, we must make sure the design appeals to everybody.

Strategic Elements
These are Content Blocks
- physical elements on the website

Group content into categories from the mind map



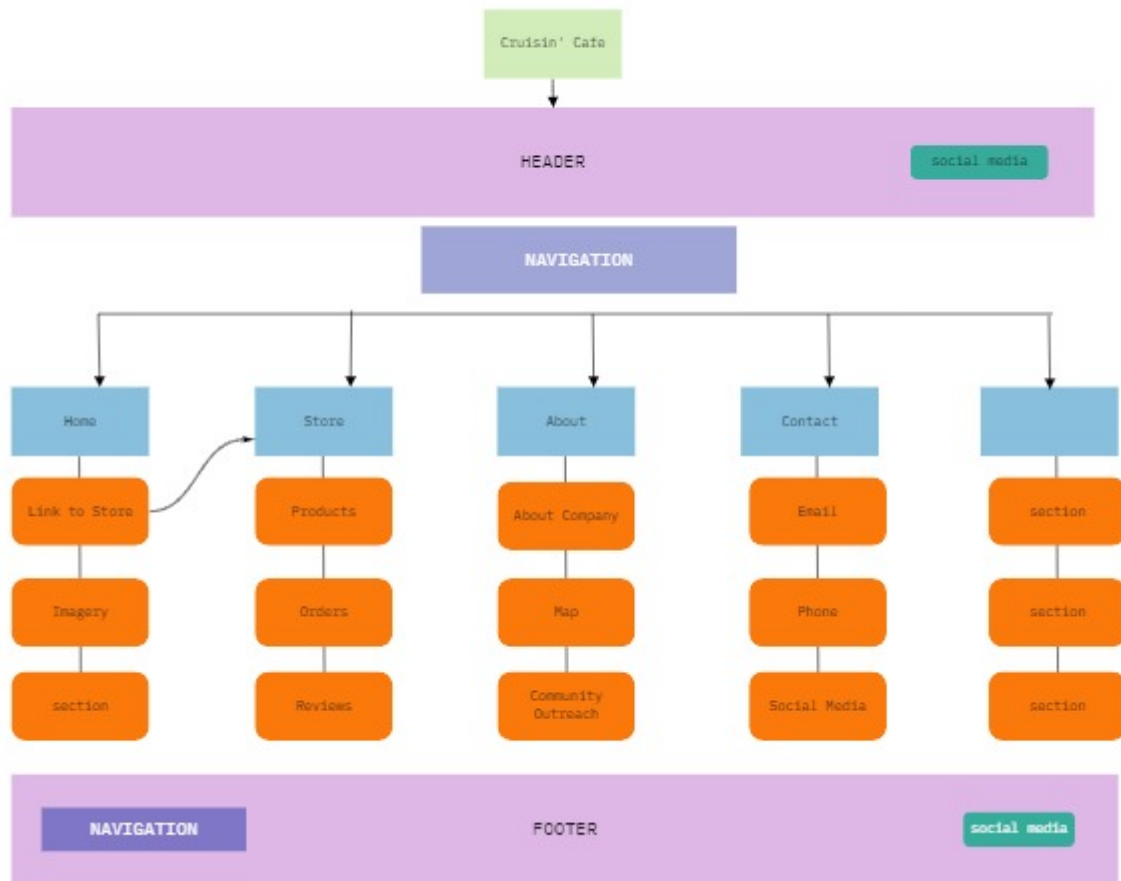


Upload your Google doc or Word doc here

•

ce.

Navigation Sitemap



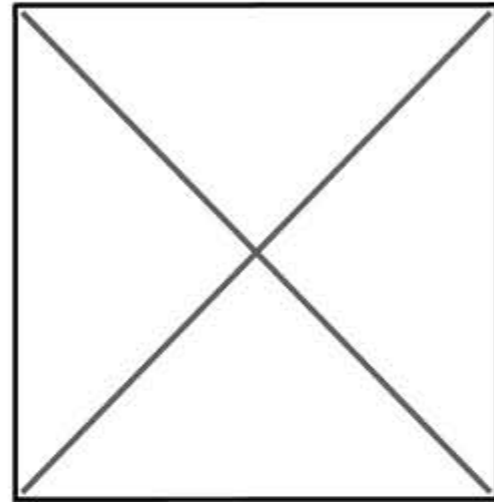
Upload your Google doc or Word doc here

•

Cruisin' Cafe
<h> tag hierarchy chart

HOME			Label
<h1>			Home
	<h2>		Link to store
	<h2>		Contact
	<h2>		About us
		<h3>	Top Products
		<h3>	About the company
		<h3>	Community
<h1>			About us
	<h2>		About the Company
	<h2>		Community Outreach
	<h2>		Our Routes / Map
<h1>			Store / Online Order
	<h2>		Products
		<h3>	Product Category 1
		<h3>	Product Category 2
		<h3>	Product Category 3
		<h3>	Product Category 4
<h1>			Contact
	<h2>		Contact Form
	<h2>		Contact Information
		<h3>	address
		<h3>	Phone number

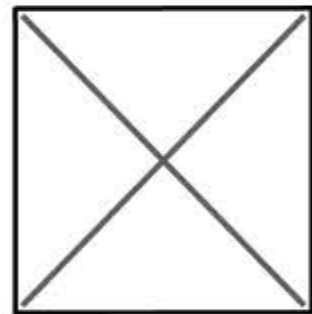
View our Products



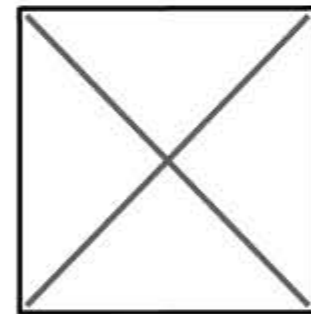
Top Selling Item*

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

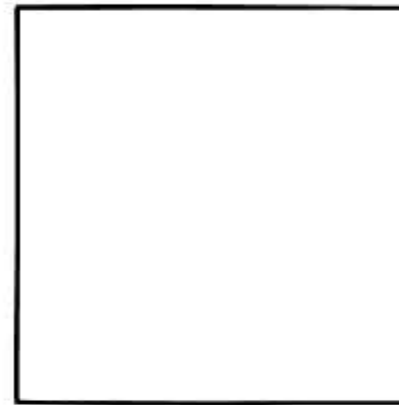
A Subtitle



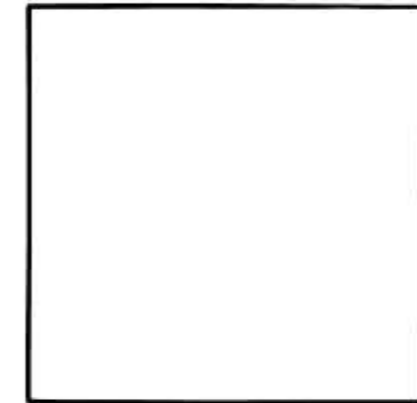
A Subtitle



About us



Contact us



Follow us on Social Media



Crusin' Cafe

Home | Store | About | Contact

Log in

My Orders

Contact us

Name

Email

Message

Submit

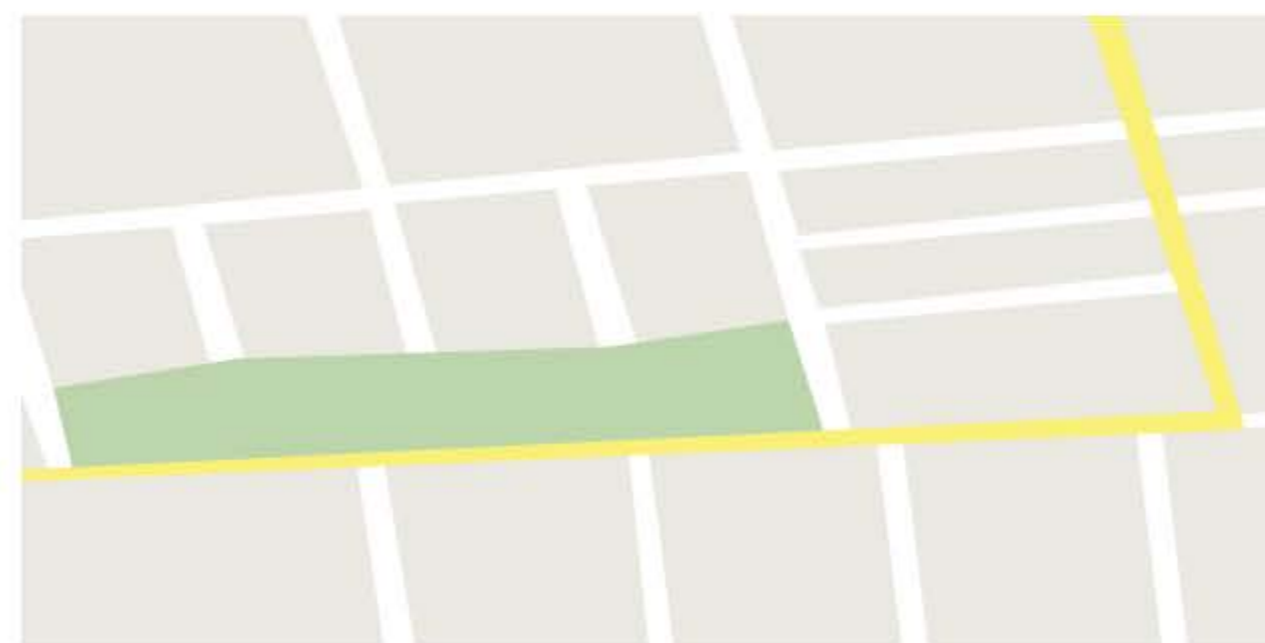
About us

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Community outreach

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Where to find us





Crusin' Cafe

Home | Store | About | Contact

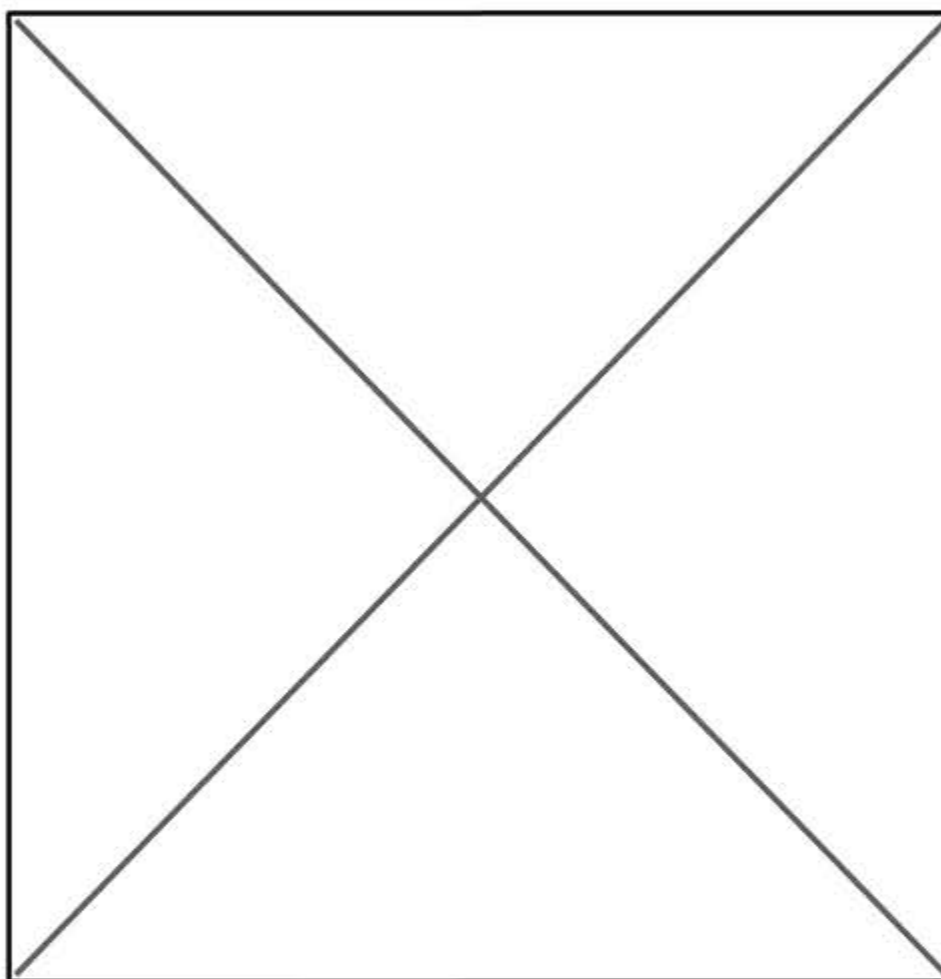
Log in

My Orders

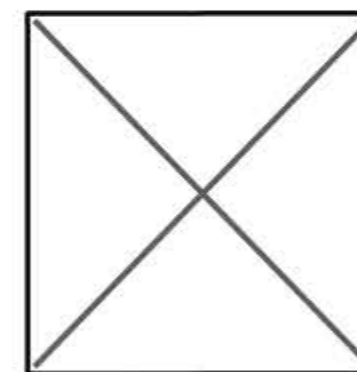
A Big Title

\$0.00

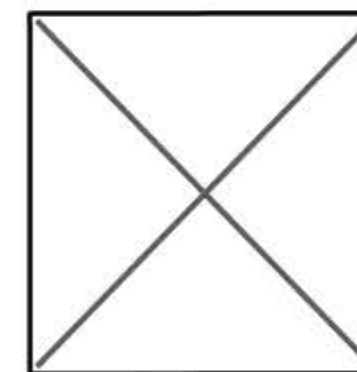
lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



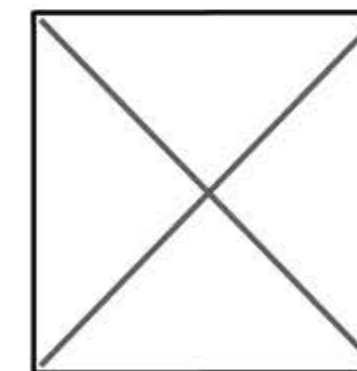
Related Items



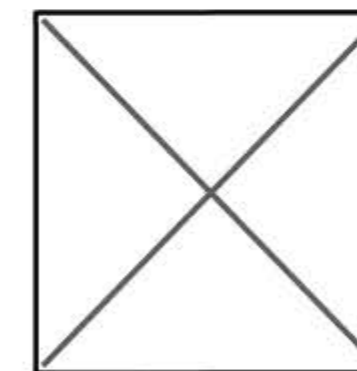
Related Items



Related Items



Related Items



Related Items



Crusin' Cafe

Home | Store | About | Contact

Log in

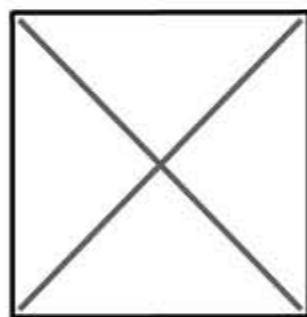
My Orders

View our Products

Category | Category | Category | Category

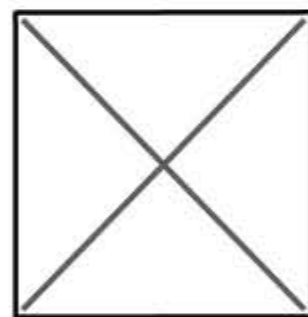
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



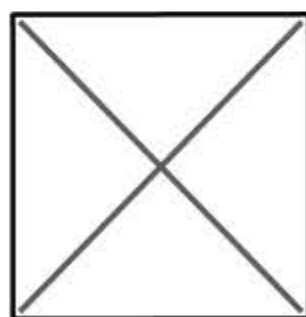
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



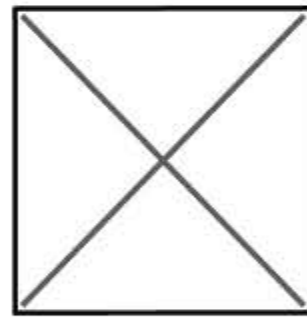
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



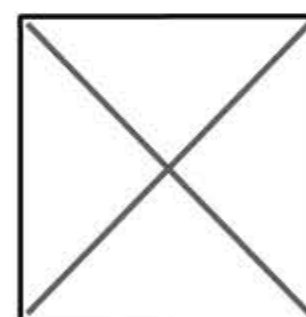
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



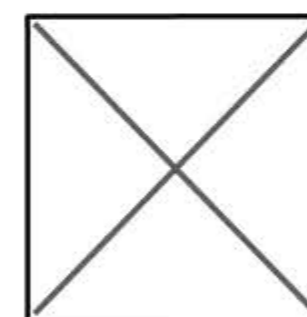
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



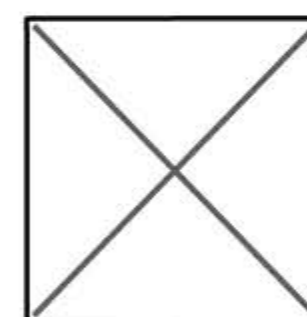
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



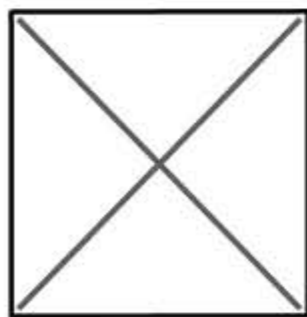
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



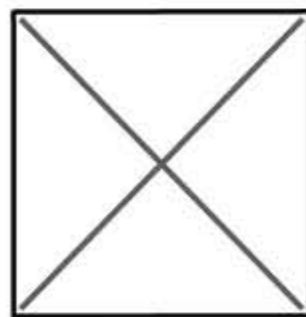
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



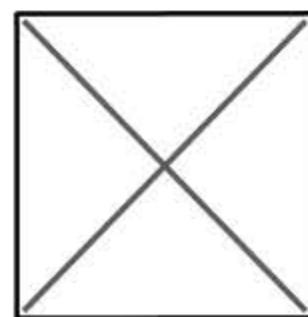
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



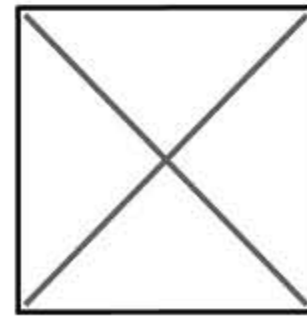
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



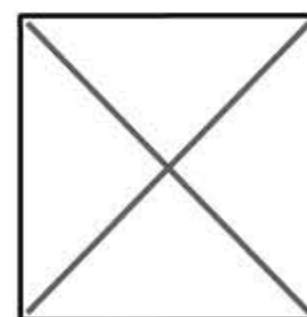
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



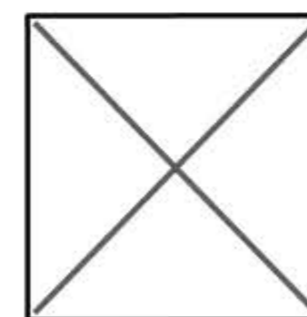
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



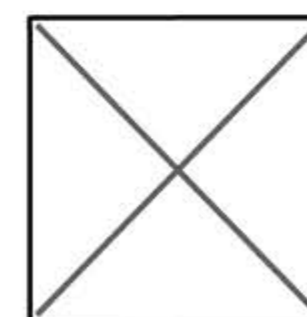
A Subtitle

lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



A Subtitle

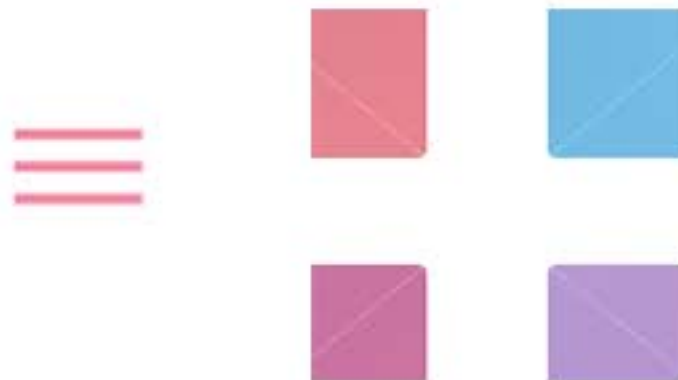
lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



Possible Colors



Textures



This is an Example of a Header

This is an Example of a Sub Head

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.

This is an example of a Button

Submit Button Example Here

Adjectives

Clean

Consistent

Muted

Intricate

Evaluation of being a designer:

Being the designer for someone else's project was definitely interesting and different than what I'm used to. It was a great project, because this gave a good idea of what being a professional would be like. It was interesting having to take somebody else's idea and make it a reality. Luckily, my partner was easy to work with because she had a clear, concise idea. The most challenging aspect was trying to fill in the blanks and get all the little details. After I asked a few more questions though, I think it all came together well.

Evaluation of being a client:

Being the client was also a different experience than I am used to. I felt a little strange thinking of an idea and then not finishing it myself. Although it was new, I thought it was a great exercise. It gave me a new perspective on this field in general. It was harder than I thought it would be to get my points across in an easy way to understand. I do think I did a decent job, I did have a lot of good ideas and I think Jenna did a great job.