Pdf Index

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About the client/company
Second Generation Desserts
[2nd gen Dessert]

Brand keywords

Fun, Core, Unique

Project goals and objectives

To inform supporters of our next stops, upcoming events, menu, and our story.

Generating new supporters, get them to want to go to the spots / events, convert curious online lookers into physical paying customers and create community.

Target market/audience

Locals who know heritage

People looking to understand their heritage

people looking for polish desserts

Key project deliverables

website url

website prototype

Features

event calendar

testimonials

coupons/offers

contest

Creative direction

Memphis style

Polish flag colors { white / red tint }
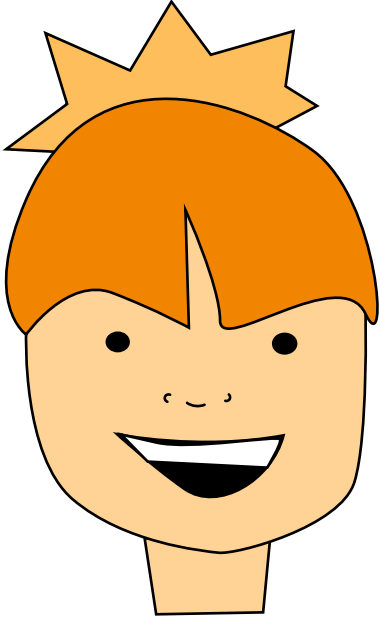
menu

Project name: _____

Client/company name: _____

Name: Isabella Porter
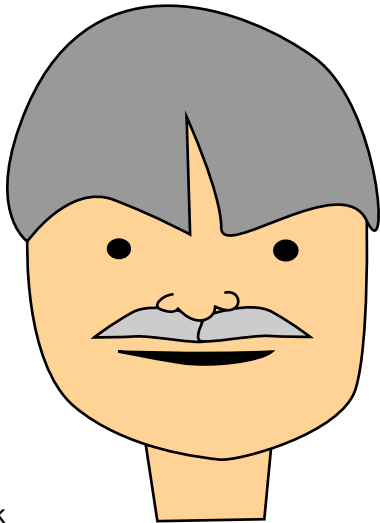
Behavioral Demographic Information
- 25 year old
- Lives in the city
- Works in city
- Doesn't have a car

Pain points and needs
- Cannot get around far b/c no car. Has bike so is able to go short distance
- Always not in the right spot for food
- Needs locations for food trucks

Potential Solutions
- Has a map and calendar of where/when the food truck will be in a location
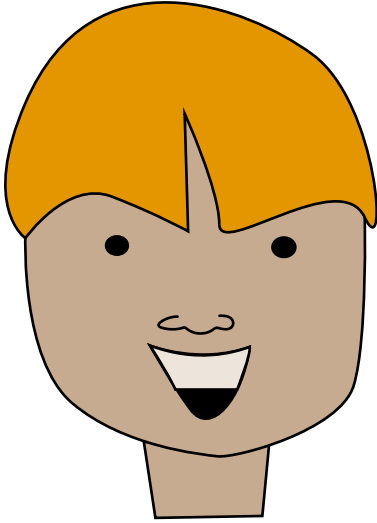- Uses phone app to find the truck

Behavioral Demographic Information
- 56 years old
- Polish heritage
- Lives in suburbs
- Lives for Desserts

Name: Ron Nowak

Pain points and needs	Potential Solutions
• Can't find the desserts like his grandmothers • Doesn't want to drive far for desserts • Not very tech savvy	• Uses search engine to find website, then go to calendar to find where the truck is at. • Uses map to find his way to the truck • joins newsletter to find out about Events and food news • he like to buy bulk • wants to know history

	Behavioral Demographic Information
 Name: Louis Hern	• 18 year old • Likes polish desserts • Lives in city • Very phone savvy
Pain points and needs • Doesn't know where to get authentic polish desserts • Scared of going to a polish truck without being polish	**Potential Solutions** • He can use social media / internet to find app/ website • We are open to anyone willing to learn and experience the culture • Make him feel comfortable

Brand promise : To bring authentic polish desserts to everyone!

Personality — Fun, Cheerful, Abstract

values — Humble and welcoming

Benefits — Knowledgeable and safe

Product — Authentic, sweet, fresh

Customer — Wants community / authentic desserts

User Needs

Isabella
- she needs a location app for her cellphone.

Ron
- He needs to know what available on the truck
- Specials
- Needs to know schedule of truck events
- Polish events that truck is involved in.

Louis
- Needs social media to feel comfortable
- Needs mission statement about community behavior of business

Everyone
- Menu
- Quality statement about the cleanliness
- Food ingredients

Business Elements

- History
- Mission
- Service bar (what we offer)
- Cleanliness statement

Features

- Locations app
- Menu
- calendar/schedule
- Event calendar
- Photo gallery

Website elements

- Testimonials
- coupons/offers
- Contests

Miro Mind Map

cultural

meetups

events

Features

location

events

Calendar

Coupons/offers

gallery

contact form

map

Business info

contact info

menu

Resources

bring heritage

2nd Gen Dessert

trust — testimonials

trust — ingredients info

owner story

branding — authentic

branding — logo

promotions

Marketing — call -to-action — order online button

statement

Purpose — about
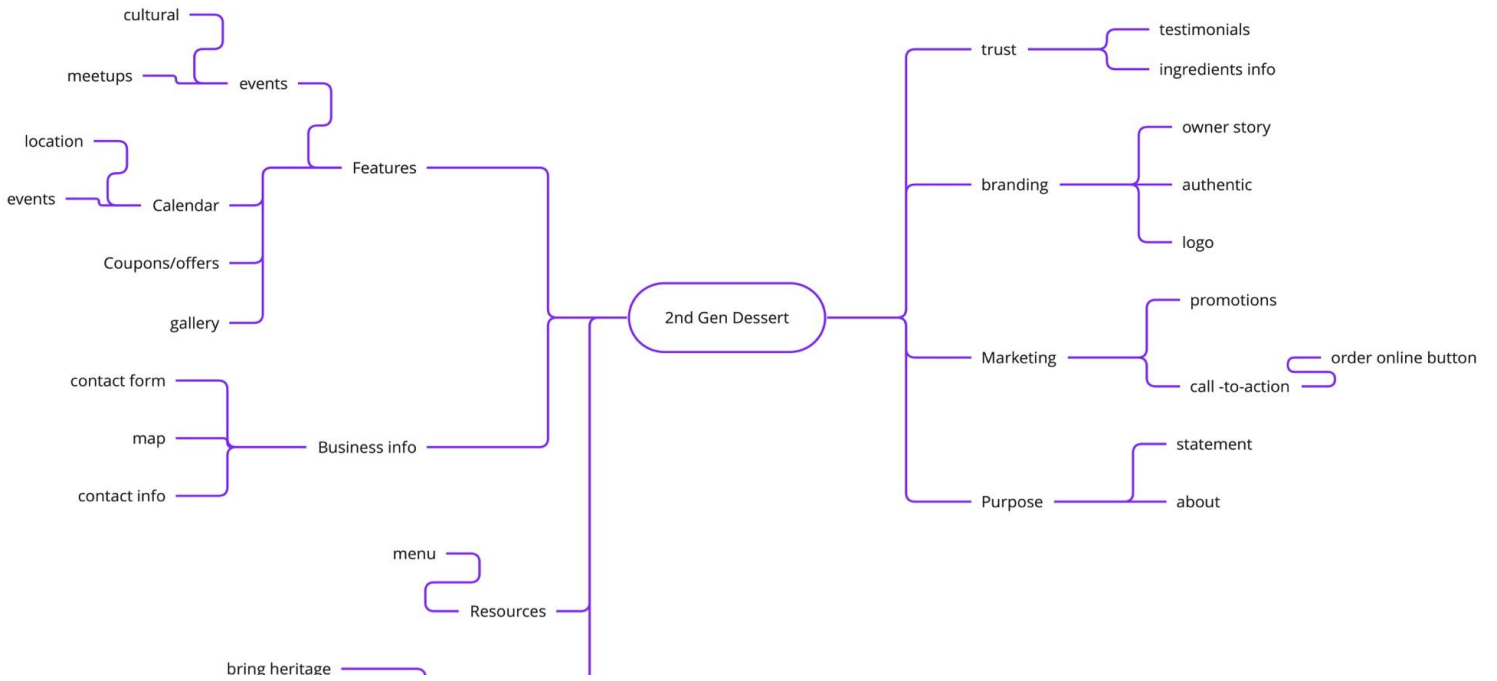
Miro Card Sorting

Strategic Elements

Group content into categories from the mind map _____

Business Who	Why	What	How	Resources	trust	Connection	Brand
purpose statement	Customize	Store intro	How to Customize	Product Guides	owner story	Wish List	fun: Gallery of customized patches
Contact Form	Safety	product categories	FAQs shipping returns	Dogs and their gear	testimonial	Instagram link	fun: Person and Dog with customized
Policies	Comfort	products					
	Quality	Product Sets					
	Variety						

Miro Site-Map

2nd Gen Desserts

header (find us)

Home
- mini about us
- testimonials
- business purpose
- what we offer

how to find Us?
- Location app
- Schedule
- social media

about us
- our story
- Quality of ingredients
- Photo Gallery
- contact form
- how we do it

events
- cultural events
- sporting events
- calendar

Promotions
- coupons/offers
- contest

Menus
- pdf

2nd Gen Desserts
<h> tag hierarchy chart

| HOME			2nd Gen Desserts
<h1>			Home
	<h2>		Mini about us
	<h2>		Our Services
		<h3>	Desserts
		<h3>	Catering
		<h3>	Bulk Foods
	<h2>		Testimonials
<h1>			How to find us?
	<h2>		Calendar
	<h2>		Map
<h1>			About Us
	<h2>		Our story
	<h2>		Quality of ingredients
	<h2>		Photo Gallery
	<h2>		Testimonial
<h1>			Events
	<h2>		Cultural Events
	<h2>		Festivals
	<h2>		Monthly meetup
	<h2>		Calendar
<h1>			Promotions?
	<h2>		Crepe of the month
	<h2>		Name the dessert of the month
	<h2>		Coupons , coupons , coupons
<h1>			Menu
	<h2>		Desserts
	<h2>		Testimonials

2nd Gen Desserts

Logo Icon

Button (Schedule)   Home   How to Find Us?   About Us   Events   Promotion   Menu
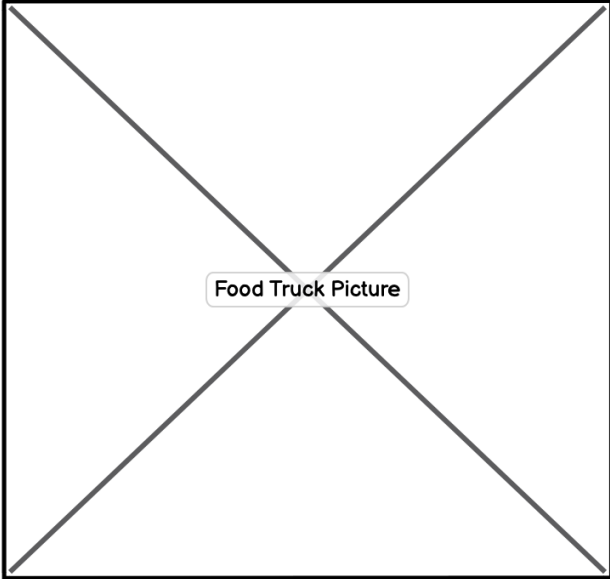
Food Truck Picture

Business Slogan

Mini about us

Our Services

Desserts

Catering

Bulk Order

Testimonials

2ndGenDesserts.com

PayPal VISA DISCOVER

Contact :   1-800-0000   2ndgendesserts@gamil.com

Keep up with us!

Style Tile
version:1 # 2nd Gen Desserts

Possible Colors

Textures

Button

Button Hover

Rockwell
This is an Example of a Header

Font: Name Rockwell Regular

This is an Example of a Sub Head

Font: NameFutura Medium

Lorem ipsum dolor sit amet, consectetuer 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.

Adjectives

Fun   Cheerful
Unique   Trust

Be creative, don't just use this template as-is!

PROJECT MANAGEMENT

Signoff sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement		
User Personas		
User Summary		
Sign off	*Natalie Walczak*	4/16/22
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
Sign off	*Natalie Walczak*	4/20/22
Design		
Desktop Wireframe		
Style Tiles		
Sign off	*Natalie Walczak*	4/24/22
Prototype		
InVision prototype	https://invis.io/W612MZG87VP4	
Navigation		
Sign off	*Natalie Walczak*	4/26/22

Jordan Manto Designer

Maca 2840 (Web 3)

Designer Role Experience

As a designer I have learned a whole lot about listening to the clients needs, but also designing for the customer needs the most. Talking to the client and picking their brain was the fun part, getting the information and taking it into to make User Personas on what their customer needs and wants made me think more about how the website should look. After breaking down the User Personas I was able to break down more of the elements and features that the website needed. I truly enjoy the next part of wireframing the website based on the information I have, then linking it on invision was interesting to see it as an active wireframe. Overall I love being on the design side and thinking about the ultimate outcome of the website look and feel.