Client Brief Summary

Business Name: Family Flower

Message: The purpose of the website is to show that a local family owned florist shop that has been running for years, truly has the most variety of long lasting fresh flowers.

There is a reason that they have been as successful as they have been, and their website proves this statement.

Client Wants: My clients want the website to show the amount of products that they offer for any event or occasion in an elegant and simple way. Their color scheme is a mix of pinks, purples, black/charcoal and white – Those should be included in the overall look. They loved to stay connected with their customers whether they are new or returning.

Features:
Must include links to the social media platforms they are on
Online ordering section
Coupon for first time customers – want to continue to grow their customer base
Map on about us section that is clear and easy to read
Newsletter – Weekly Newsletter for any sales, new information, and to stay connected

Website Success: If customers find the right flowers, they want that last them longer than other flower shops they have been to. Let the work we post speak for itself.

Leaha

38 YEARS OLD

Personality: Fun, Loving, Energetic, Friendly

Favorite colors are pink and yellow.
Favorite time of year is spring, loves to be outside gardening in the sunlight.
Something she looks forward to doing with her daughter ever year.

Pain Points: Doesn't want to spend too much time on the flowers in the house, has enough work outside.

Shelby

25 YEARS OLD

Personality: Quiet, Nice, Sympathetic

Currently in school to be an Interior Designer.
Loves to bake in her free time, especially cupcakes - those are her favorites.
Generally tries to keep flowers in her house at all times; In her opinions it helps at pops of color while making her place feel more at home.

Pain Points: Has a strict budget while in school, while she loves to have flowers in the house she doesn't have the extra money to constantly replace flowers.

Julie

45 YEARS OLD

Personality: Outgoing, Independent, Trustworthy

A wedding photographer since she was 21 years old.
Stays busy & is highly requested for her work.
Loves to travel in her free time , finds thats some
of her best trips have been done solo.
Tends to stick with one company she trust.

Pain Points: Last flower shop she used to recommend to her clients has closed, & needs to find another trustworthy one that produce them same quality products and services.

User Analysis Summary

Business Name: Family Flower

Website Users: Wants to find products that will last for home and for work needs. Needs large variety to choose from. Also be able to purchase large orders online.

Website design based on analysis:
Strong online presence – links to social media
Easy and simple navigation
Online order form
Shop flower by types

General: Keep returning customers up to date on work and new information. If the information isn't need then don't include it; Simple is better in this case. More images, less body copy. Give them a sense of what the owners/team members are about.

Brand Summary

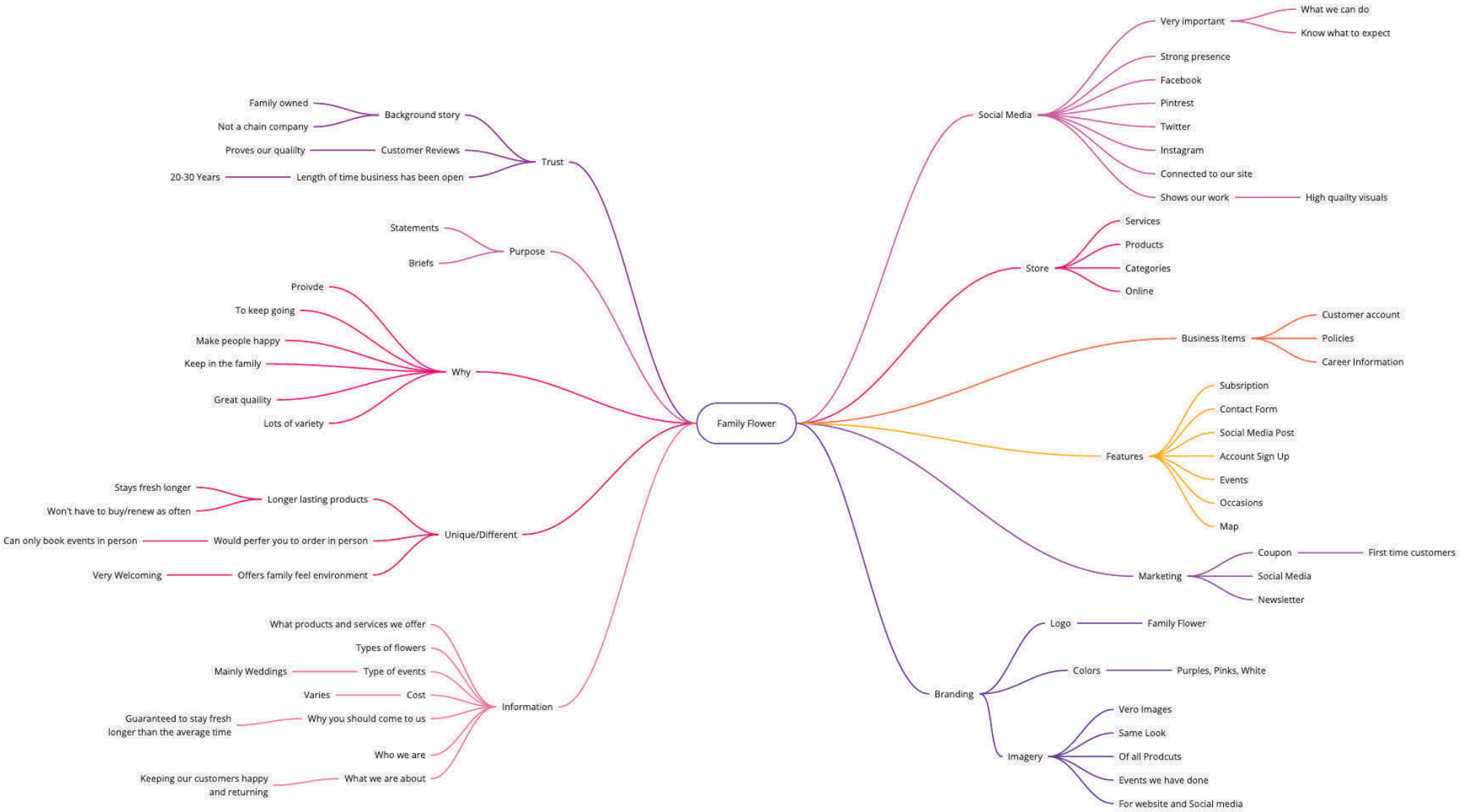
Client/Company Name: Family Flower

Brand Statement: Family Flower is a locally owned small family business (florist shop) that provides a large variety of fresh long-lasting flowers for any occasions or event needed. We love to always show our customers who we are and what we do while keeping up to date with or last work being posted to our website and social media accounts. Our hope is that you keep us in mind for all of your floral needs.

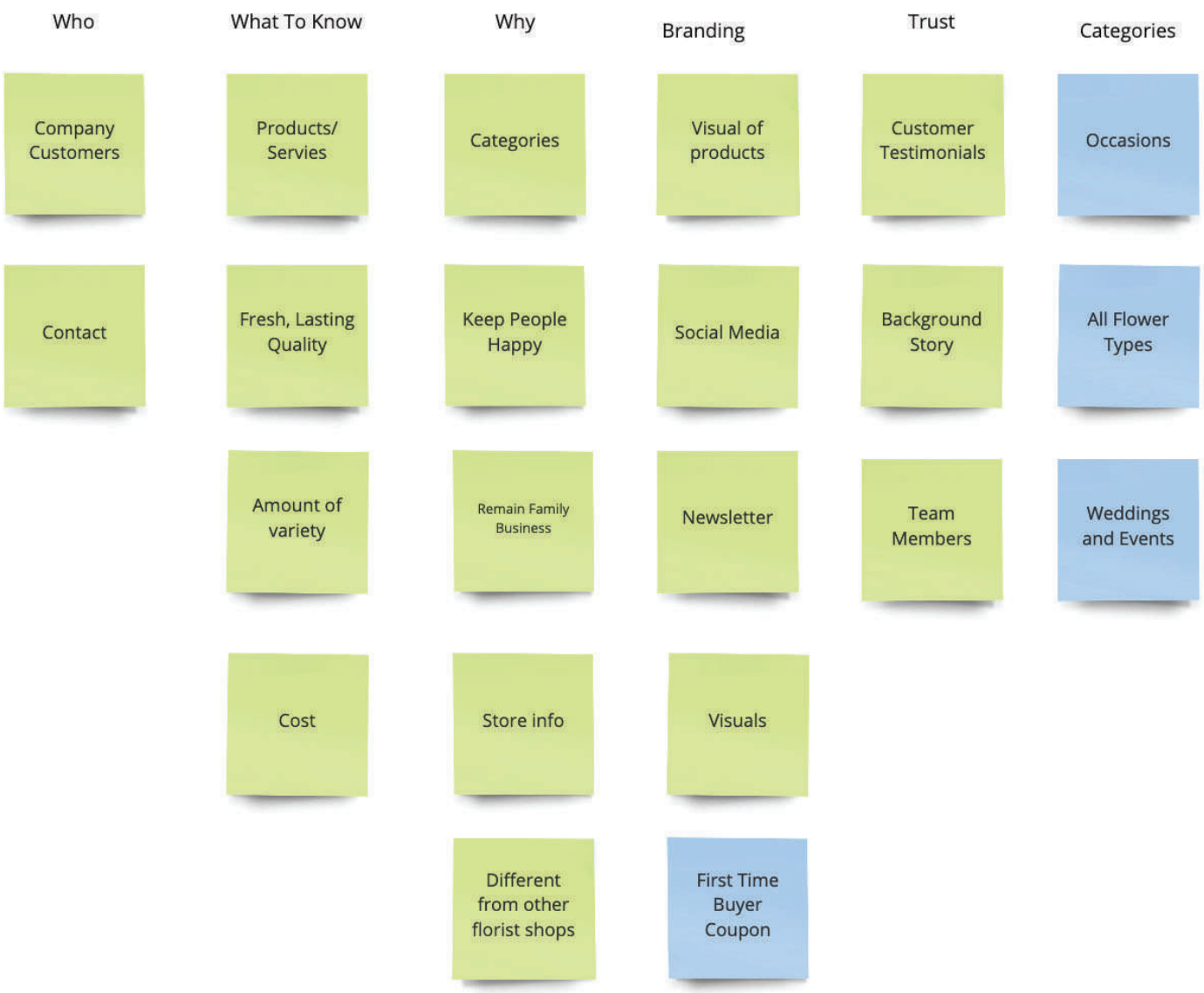
Brand Summary: While Family Flower may not be a big chain company, we take pride in our quality of flowers and being able to give our customer the flowers they wish to have especially for big events like weddings and engagements. Seeing our customers is what makes us happy, so please stay connected with us. We love to see those tags in your post!

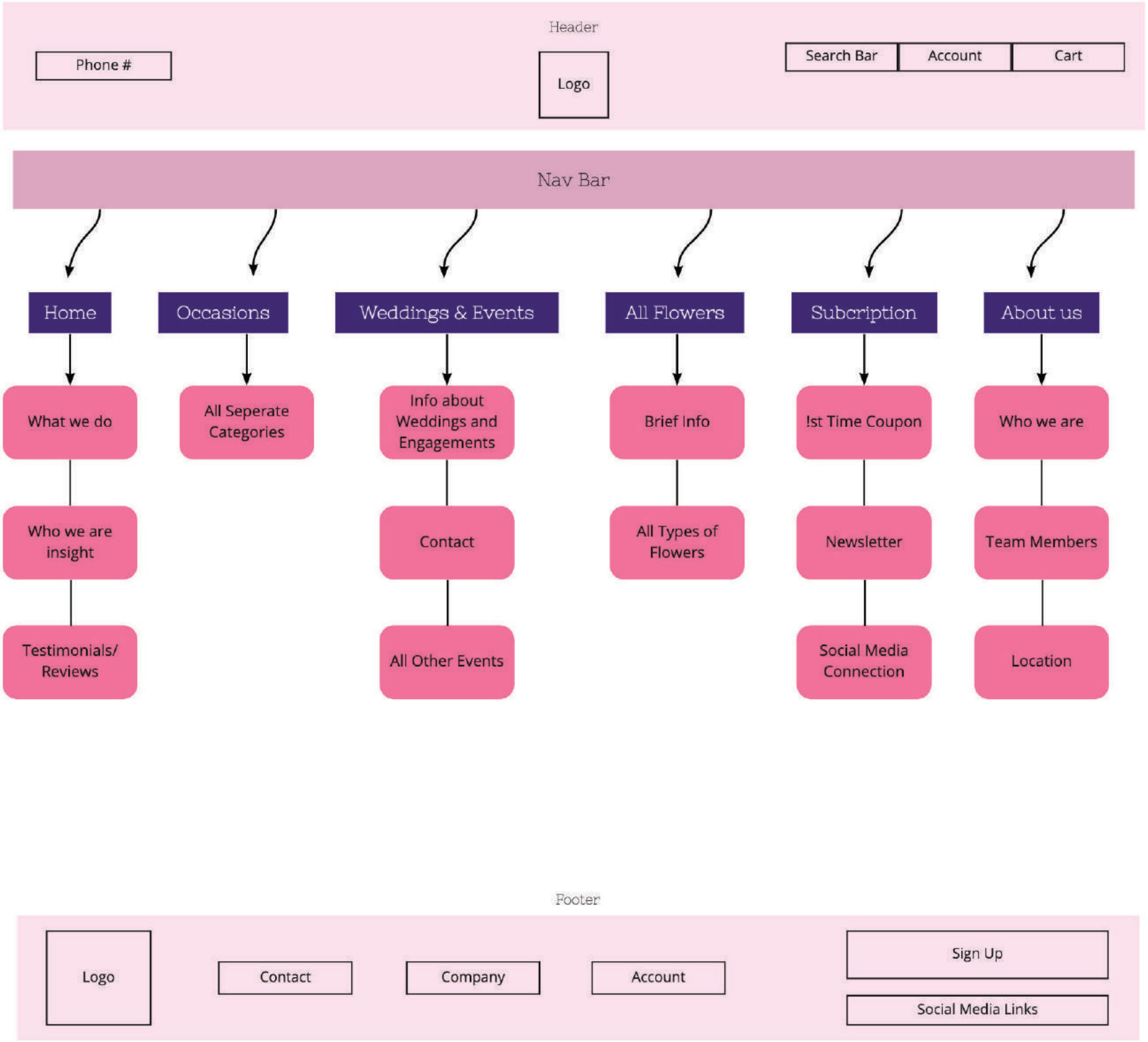
Family Flower Features and Strategic Elements

Features	
Subscription	Home page (In footer)
Contact Form	
Social Media Links/Connections	Facebook/pintrest/twitter/Instagram
Account Sign Up	
Map	Location/locally
Content Elements	
Newsletter	weekly
1st Time customer coupon	20% off
Testimonials	Homepage
Brand Elements	
Logo	Family Flower
Colors	Purples and pinks
Visuals	Consistent


Family Flower
Trust
Background story
Family owned
Not a chain company
Customer Reviews
Proves our quality
Length of time business has been open
20-30 Years
Purpose
Statements
Briefs
Why
Proivde
To keep going
Make people happy
Keep in the family
Great quality
Lots of variety
Unique/Different
Longer lasting products
Stays fresh longer
Won't have to buy/renew as often
Would perfer you to order in person
Can only book events in person
Offers family feel environment
Very Welcoming
Information
What products and services we offer
Types of flowers
Type of events
Mainly Weddings
Cost
Varies
Why you should come to us
Guaranteed to stay fresh longer than the average time
Who we are
What we are about
Keeping our customers happy and returning
Social Media
Very important
What we can do
Know what to expect
Strong presence
Facebook
Pintrest
Twitter
Instagram
Connected to our site
Shows our work
High quailty visuals
Store
Services
Products
Categories
Online
Business Items
Customer account
Policies
Career Information
Features
Subsription
Contact Form
Social Media Post
Account Sign Up
Events
Occasions
Map
Marketing
Coupon
First time customers
Social Media
Newsletter
Branding
Logo
Family Flower
Colors
Purples, Pinks, White
Imagery
Vero Images
Same Look
Of all Prodcuts
Events we have done
For website and Social media

Ideas and Supporting Details

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Search Bar
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Occasions
Weddings & Events
All Flowers
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About us
What we do
Who we are insight
Testimonials/ Reviews
All Seperate Categories
Info about Weddings and Engagements
Contact
All Other Events
Brief Info
All Types of Flowers
!st Time Coupon
Newsletter
Social Media Connection
Who we are
Team Members
Location
Footer
Logo
Contact
Company
Account
Sign Up
Social Media Links

Home			
<h1>			Best Sellers
		<h3><button>	Learn More
<h1>			Shop All Occasions
	<h2>		Mothers Day
	<h2>		Anniversary
	<h2>		Thank You
	<h2>		Spring
	<h2>		Sympathy
	<h2>		Just Because
	<h2>		Love & Romance
	<h2>		Get Well
	<h2>		Birthday
	<h2>		Congrats
	<h2>		Graduation
	<h2>		Congrats
	<h2>		New Baby
<h1>			Weddings & Engagements

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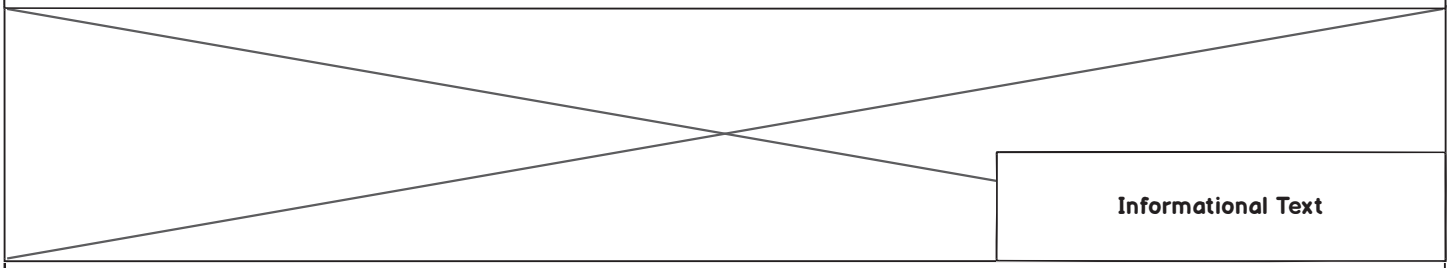
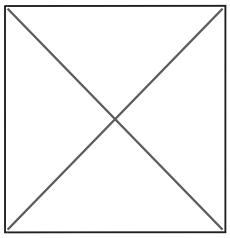
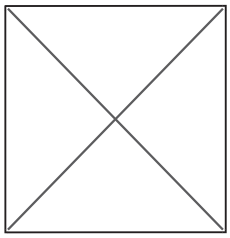
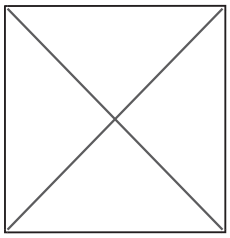
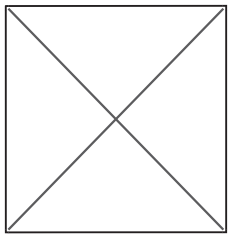


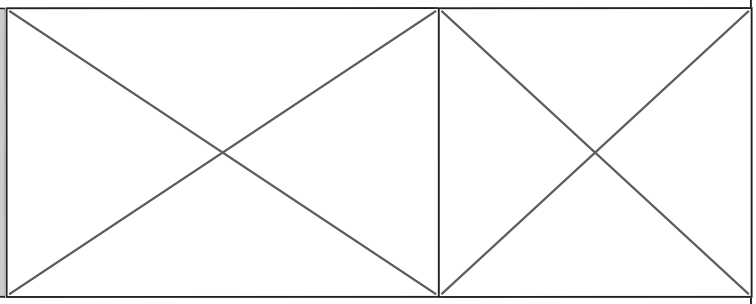
Informational Text

Our Best Sellers

Shop Now

Learn More



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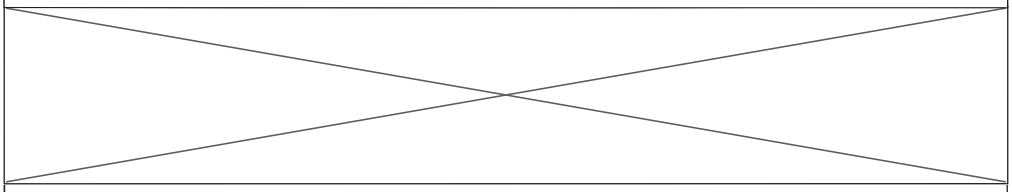
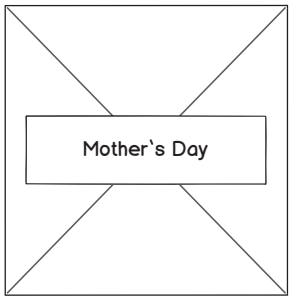
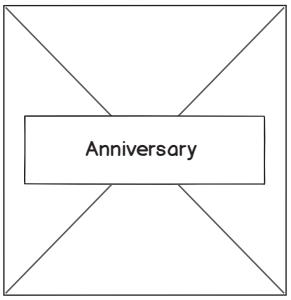
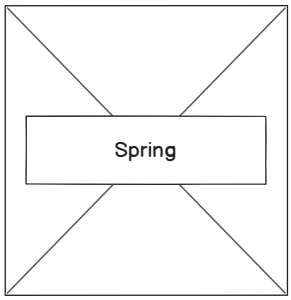


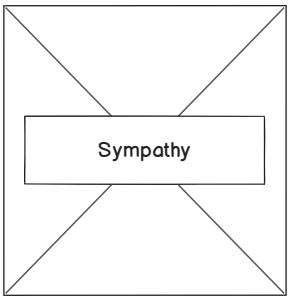
Sort By:

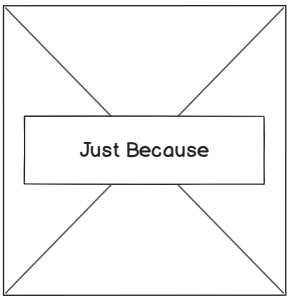
Shop All Occasions

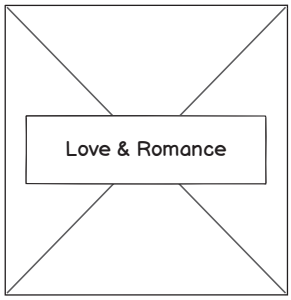


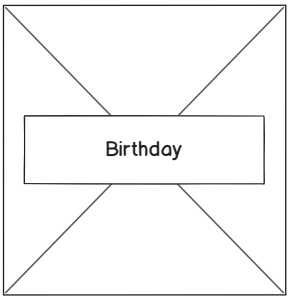


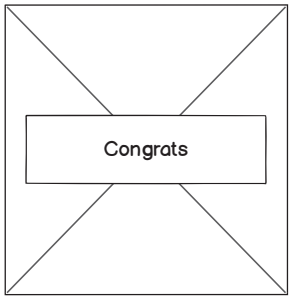


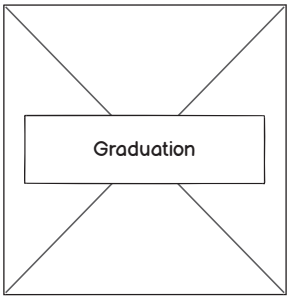


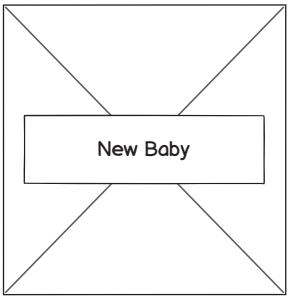












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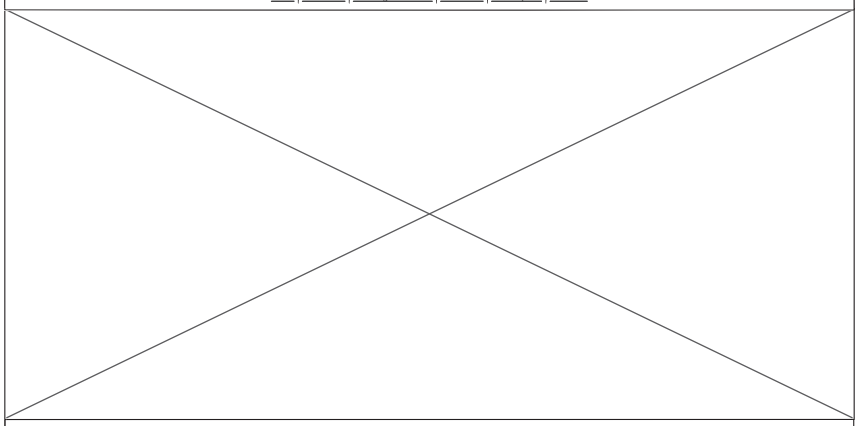

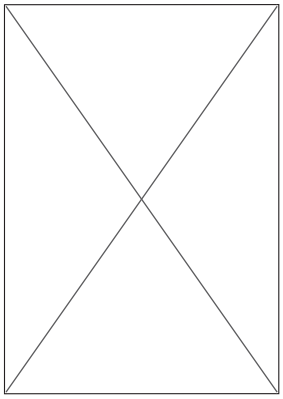

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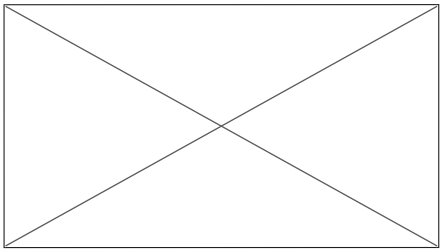

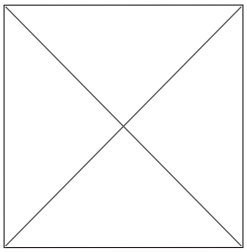

We provide florals for all types of events!

Weddings

Showers

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Private Parties

Bar/Bat Mitzvah

Ceremonies

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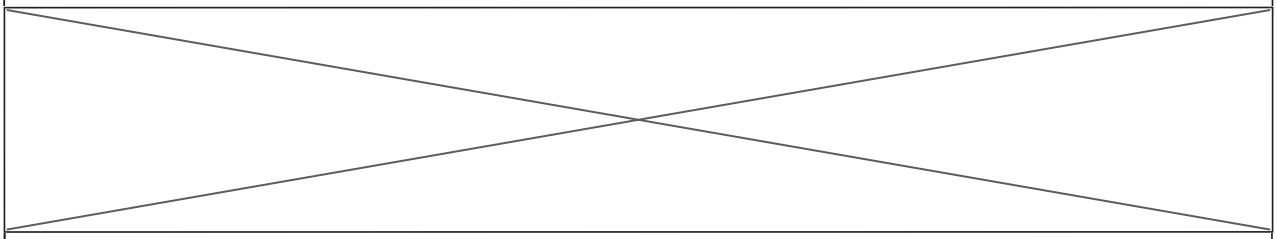

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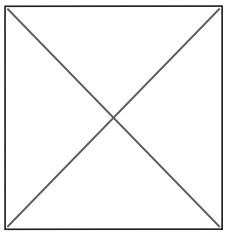
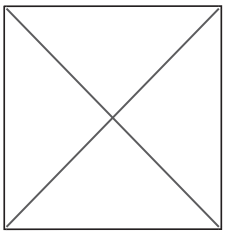
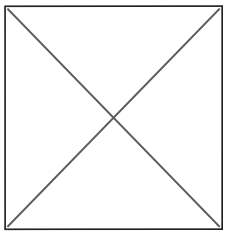
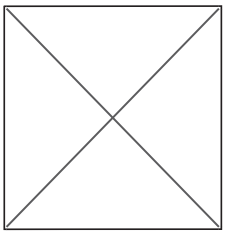
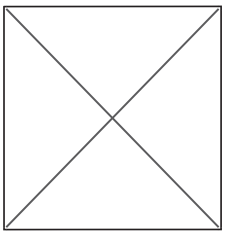
All Flowers

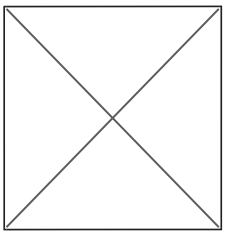


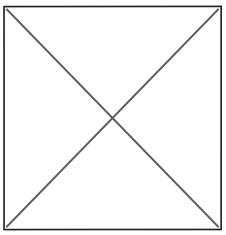


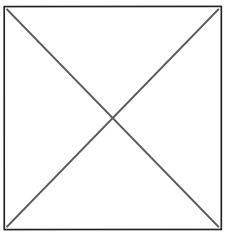


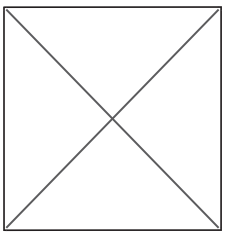


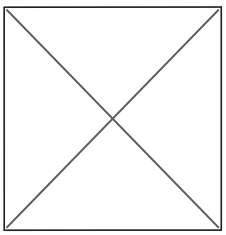


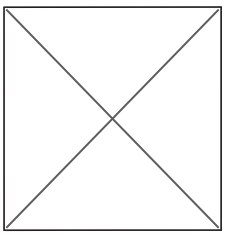


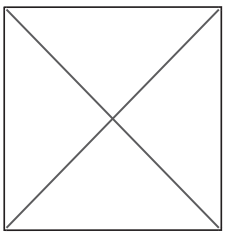












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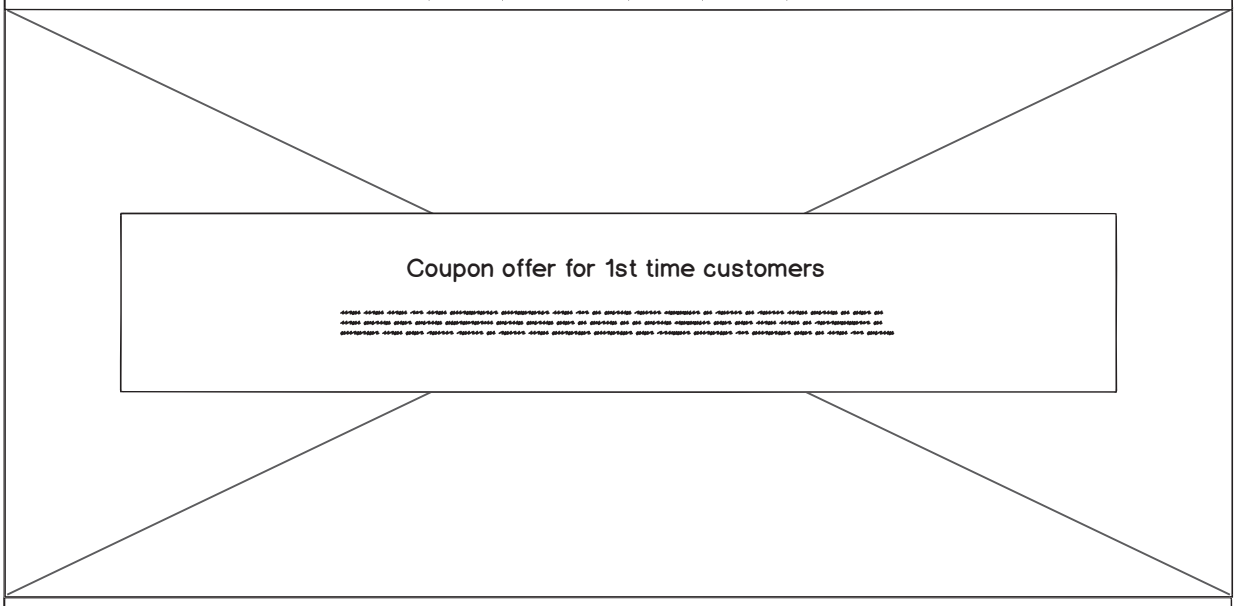

Coupon offer for 1st time customers

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Enter your email address...

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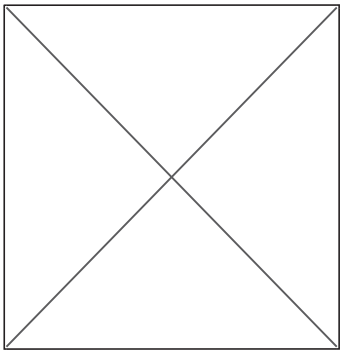

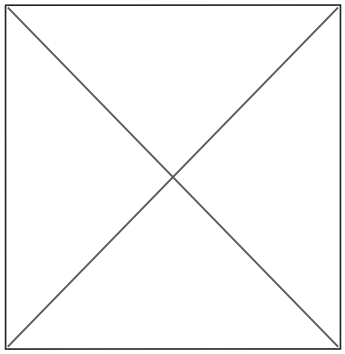

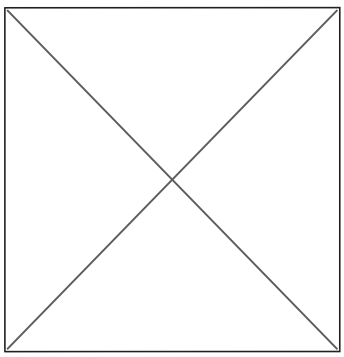

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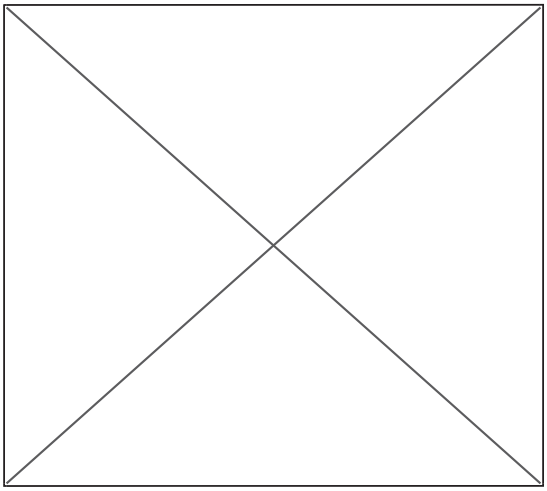
https://FamilyFlower.com

Phone Number

Family Flower

Home | Occasions | Weddings & Events | All Flowers | Subscription | About Us



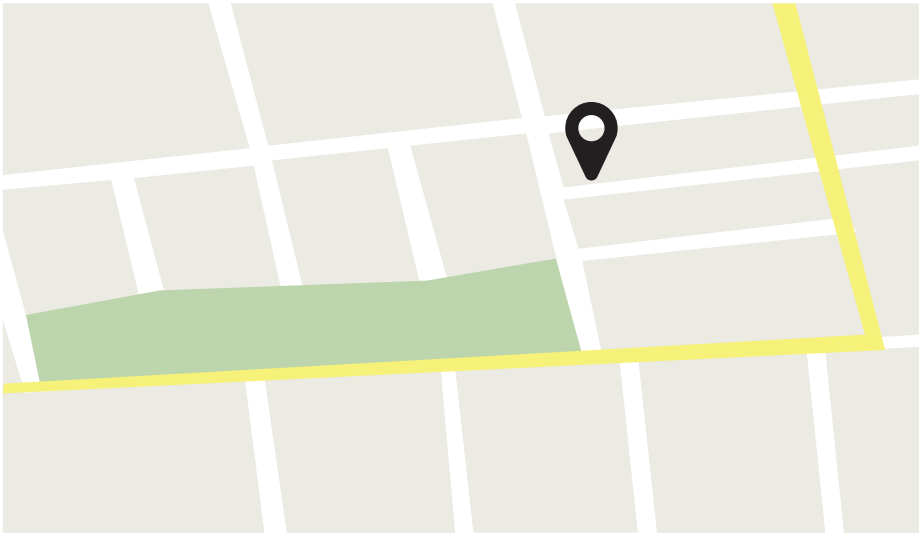
About Us

Meet the Team!

Image	Image	Image	Image	Image	Image
Name	**Name**	**Name**	**Name**	**Name**	**Name**

Where To Find Us

Contact Us



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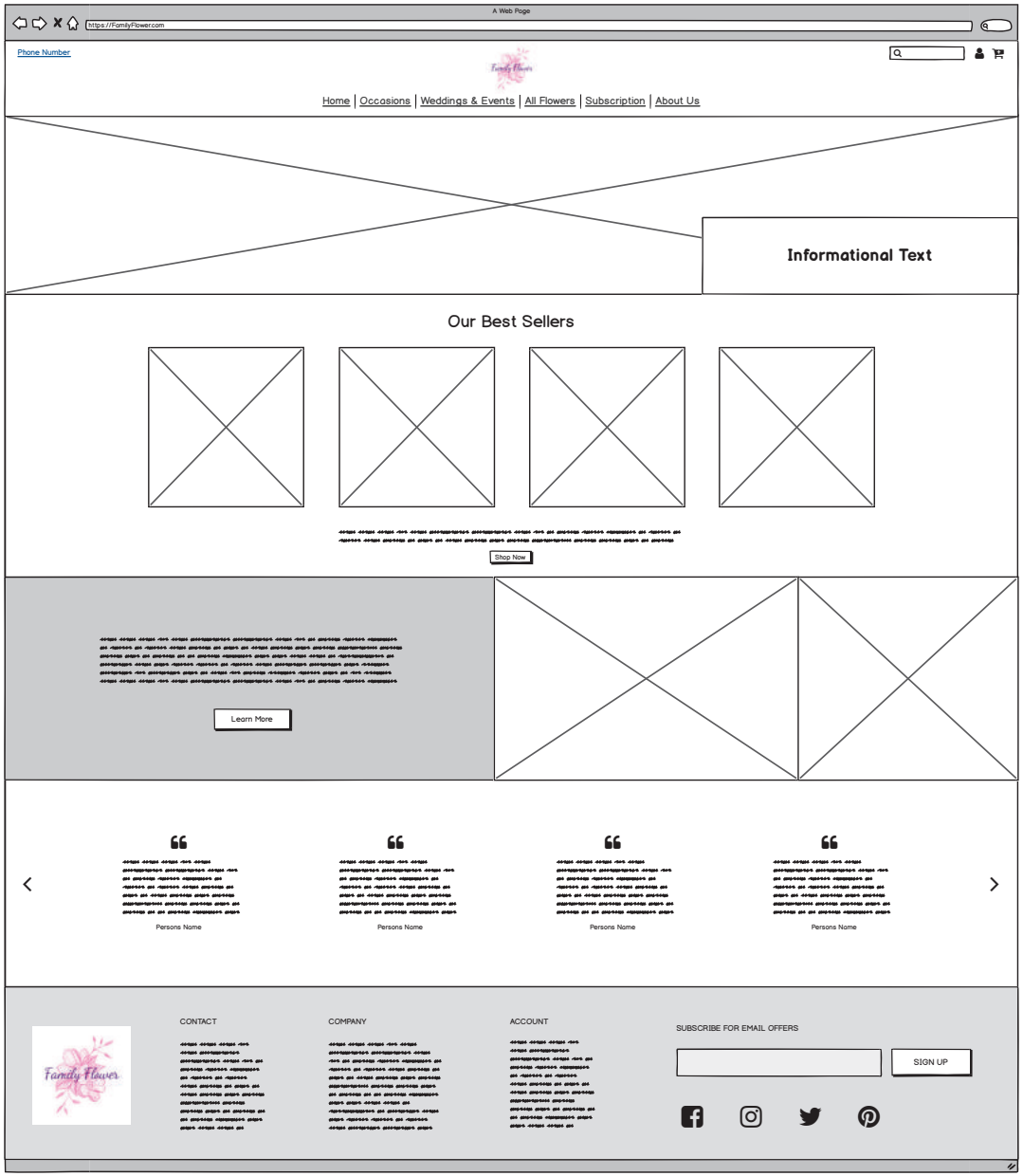
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Informational Text
Our Best Sellers
Shop Now
Learn More
Persons Name
Persons Name
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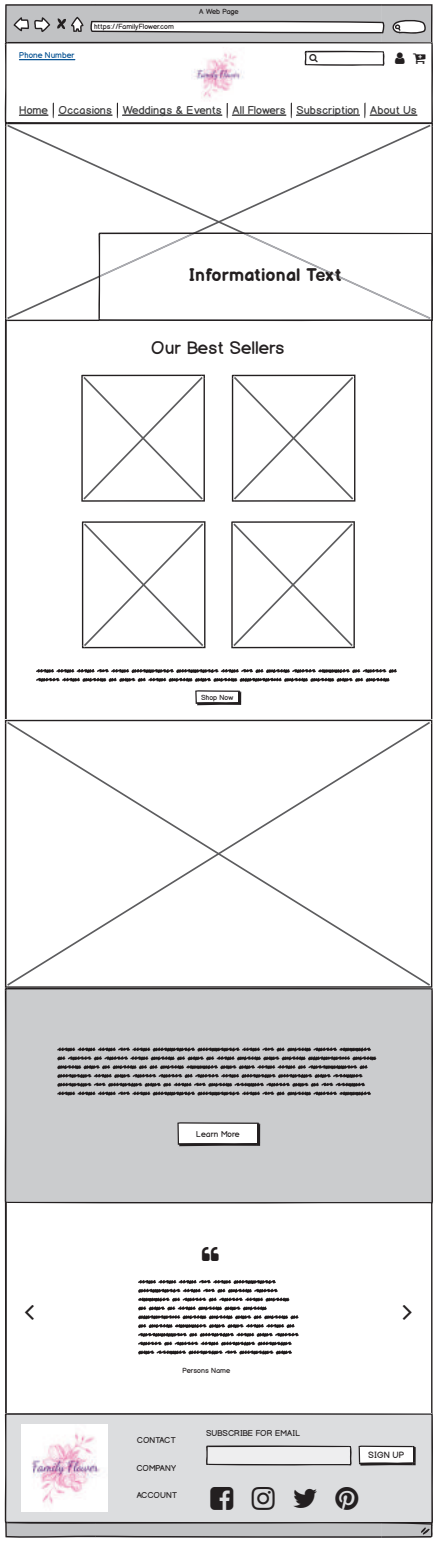
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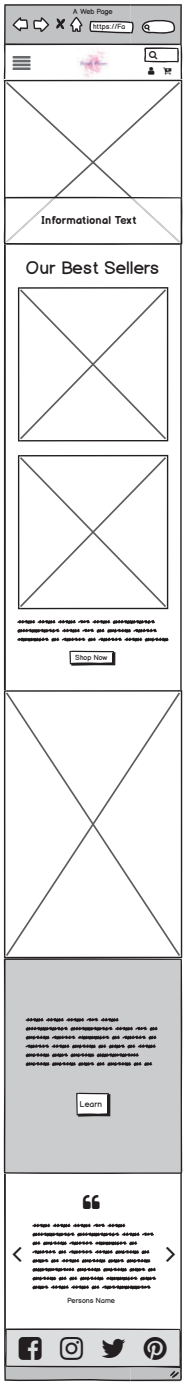
A Web Page
https://Fa
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Family Flower

Adjectives:

Elegant

Fresh

FRIENDLY

Unique

Beautiful

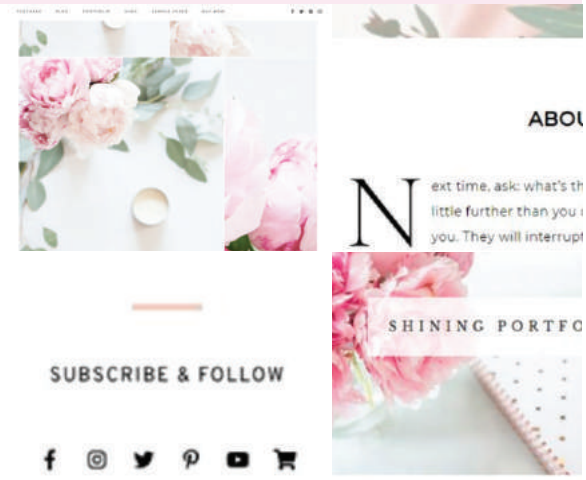
Charming

Happy

HI
THIS IS AN EXAMPLE OF A HEADING

H2
This is an example of a subheading

Body Copy<p>
This is an example of how the body text would be



#383636 #fcd0e7 #ffffff

#4e0768 #ffb4c4 #f7dce2

PROJECT MANAGEMENT

Signoff sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement		
User Personas		
User Analysis		
Sign off		
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
Sign off		
Design		
Desktop Wireframe		
Breakpoint Wireframe		
Style Tiles		
Sign off		
Prototype		
InVision prototype		
Navigation		
Sign off		

Reflections

Evaluation of being a designer: The most difficult part of being the designer what coming up with what questions I need to ask my client, to get the amount of information I need to guide my design choices. The basic questions where easy, but those were enough. It was also different to be designing for someone else in the way you would think they would like while still making sure that I'm showing my sense of self through it as well. Overall, I liked stepping into this role, it really taught me the steps and process of knowing how to get all the information I needed from my client before the designing even begins.

Evaluation of being a Client: This part was a lot different than being the designer, I would say it was much easier but still had its challenges as well. I thought it was really interesting coming up with an idea and giving it to someone else to try to portray it in the way that I would. All the while making sure that I am giving them a clear abundance of information they needed to make the idea in head come to life. My designer was very open with communication and any thoughts that I had along the way. They understood what I wanted my website focus to be on and made it very clear in the design outcome.