DESCRIPTION:

When my mom retires, she plans to open a bakery. However, all of her money will be going to necessities for the bakery itself (the building, baking utensils/supplies, employees, etc.). Therefore, I am branding the company on my own. The overall look and feel of Sweets Bakery is light and sweet, just like its cupcakes. So naturally, its website will follow suit.

The bakery will be depicted as light and sweet based on the branding font, the logo font, the simplicity of the branding, and the colors used. The logo is a light pink and a very dark brown. Representing a cupcake in a unique way makes it memorable and relatable to a bakery. All fonts that are being used are curvy, but easy to read. This look will appeal to the target audience.

The website will consist of a menu and pictures of the baked goods offered, a background of how the business got started, hours and location, and the cupcake of the month and other featured sweets. This site will satisfy the promotional needs of the business by displaying what is offered and promoting the store. In addition, there will be a space for online orders, which will expand the business.

CONTENT INVENTORY:

- Text: Blanch (Free Download) for headings and Optima for the body text.
- Pictures: Need to take pictures of all baked goods.
- Logo: Designed logo in Adobe Illustrator using a brush and the shape tool.
Samantha is a 20-year-old junior in an undergraduate nursing program and has made dean’s list the past three semesters. She lives in a trendy area with three of her friends. Her busy nursing and clinical schedule doesn’t leave much room for school activities, so she plays inter-mural volleyball with her friends once a week. She enjoys being physically active and fit so that she can give in to her sweet tooth.

Samantha is also very artistic. She spends some of her free time painting and looking at online art portfolios for inspiration. In addition to browsing portfolio sites, Samantha is very involved with social media. She has a Facebook, twitter account, LinkedIn, Pinterest and tumblr. During her breaks in between classes, she is constantly checking the latest status updates, tweets, and pins on her iPhone 5.

Social media is also where she gets her news and finds out about new places. She would much rather be on the Internet than watch TV. In her opinion, Word Of Mouth is the best way to market something because she relies on the opinions she reads. When Samantha is with her friends, they like to either stay at home for a game night or go out to eat. But as long as it is something that involves socializing, they are up for anything. Samantha also enjoys trying new foods, going to new places, and exploring new hobbies.

Jill is what we call a “soccer mom.” She is a married 40-year-old and has three kids, all of whom play sports and are very active in school. Their participation leads to her participation in school activities, events and committees. She is busy with PTA, driving her kids and their friends to and from practice in her mini van, and throwing get-togethers for the parents while her husband works full time as a manager at MOTT.

Due to her busy schedule, Jill does not have time to cook or bake. Instead, she likes to order in or go out for dinner. For her holiday parties, she hires a caterer for both meals and desserts. Even if she did have the time, Jill does not like to be in the kitchen.

Convenience is necessary for this soccer mom. She runs around enough with her kids – she doesn’t have time to run around for herself. Most of her shopping is done online and workouts are done at home, not at the gym. Her favorite stores are Bed, Bath, and Beyond and The Loft. Even though it is difficult to notice under her “soccer mom” hoodie, this mom has expensive taste.

Although her shopping is done online, it is one of the only reasons she goes on the computer. She often looks up restaurants or uses Google search, but to get her news, she turns to the TV. Good Morning America and The View are her two media sources. When she does have downtime, she enjoys watching Desperate Housewives and Grey’s Anatomy.