



Creative Brief

Team 2333

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This document is a consent between Smallgoods and Team 2333 defining the objectives and scope of the project. The document will list out the set of expectations that can be expected by Smallgoods from Team 2333.

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Definition of Potential Product/Attention Grabber

Smallgoods is a local cheese shop and cafe that provides fresh-authentic American produce and exciting in-store experience for working professionals, families, and cheese lovers.

Scope

Summary of Content

Homepage: Establishing a good first impression through the introductory page of the website is the fundamental element that persuades the users to explore the rest of the website. It will make the presence of the menu and other forms of important information, including contact information, visuals of the shop and food, and the presence of its social media.

- **Mission Statement:** Out of all other competitors, customers want to know what makes a place special and decide whether it's worthwhile to explore Smallgoods.
 - Insert menu button, so the customers have the opportunity to explore more about Smallgoods' product and service offering
- **(Signature) Menu:** View signature food/product menu in a horizontal scrolling bar.
- **Service:** (a list of) services provided by smallgoods: retail, social, catering, events
- **Instagram Gallery:** This is the portion that the stakeholders want to keep because they experimented with the presence of Instagram Gallery, it better communicates the store's aesthetic, brand, and product offering. The visuals can speak for itself.
- **Review:** Acquiring previous customers' reviews (from Yelp) establish both the credibility and reputation of Smallgoods. It could offer a preview to the customers what to expect from Smallgoods.
- **Location, Hours, Contact Information:** This is present in most of other competitors' websites because this information makes the business much more reachable.

Navigation: After analyzing the current state of Smallgoods website and other competitors' websites, it is recommended to separate the contents into different pages, so the customers are not overwhelmed with information at the first glance.

- **Logo:** An accelerator that helps users to navigate back to the homepage faster and present the Smallgoods brand throughout the website navigation.
- **Sticky navigation hamburger**
 - **About:** The About page is for customers to learn more about Smallgoods and its brand through what makes the place unique and present the following information:
 - **Meet the Host:** This section will briefly introduce the two hosts of smallgoods and have pictures, knowing more about the owner of the shop can help to build trust with customers. To further the brand development, we will include images that capture both the exterior and interior of the store to make a preview snapshot of potential in-store experience.
 - **Menu:** It will direct them to the menu page with Smallgoods' current menu offering This page will display Smallgoods' products along with the pictures,

prices and descriptions, providing users all information they need. Information will be displayed in a hierarchy with most popular and new items presented on top, followed by other products organized by their categories. It can help the newcomers by offering recommendations.

- **Service:** Users will be able to see what makes smallgoods different from other cheese shops. It will also allow users to learn how they can participate in Smallgoods business by looking at the services provided such as retail, social catering and events.
- **Photo Gallery:** This section will display photos to the users. There are several categories: all, environment (exterior & interior design), food, and menu.
- **Contact us:** The first half of this section will include Smallgoods' location, hour, phone number, and email address. The second half will be inserted with a map that pinpoints Smallgoods' neighborhood and nearby environment.
- **FAQ:** This section clarifies other logistic questions, such as COVID protocol of social distancing, parking condition, partnership Smallgoods had established with other businesses, availability of reservation and take-out, and acceptable payment method.

Estimate of Total Program Size

The website will include the following pages: Homepage, Menu, About, Services, Photo gallery, Contact Us, and a FAQ page.

- **Homepage:** Logo, 1-2 sentences for mission statement overlaying with a background picture, a section for location, hours and contact information, an Instagram gallery with no more than 9 pictures, a review section with at least 3 customer testimonials from recent dates.
- **About:** One of each visuals for the subcategories of "What we do" section along with 1 to 2 sentences of descriptions, and briefly discuss the uniqueness and value of choosing Smallgoods. 3 headshots of the stakeholders coupled with a brief description of who they are. 2 visuals regarding the exterior and interior environment of Smallgoods.
- **Menu:** Each item will have a picture, price and a short description with less than 2 sentences.
- **Services:** Each service will have at least one picture underlay the name of the service, a short description with less than 3 sentences.
- **Photo Gallery:** Pictures for exterior, interior environment, food/menu. At least 8 visuals for each category.
- **Contact Us:** Location/address, hours of operation, phone number and email address will be highlighted on top of the page and should take no more than 5 lines and below will be a map that shows the location of smallgoods and its nearby environment
- **FAQ:** Include a visual of Smallgoods' interior environment and will include 5 - 6 questions on explaining the logistics (see above).

Audience

Primary audience - **Cheese Lovers**

- Cheese lovers are those who like to eat cheese and would like to try different cheeses. They usually are willing to spend a little extra money on cheese. They would search online for good cheese shops and sometimes would check out social media feeds to find a good cheese shop. Pictures of the cheese and customers reviews and rating of the shop would be something they will pay attention to the most.

Audience 2 - **Working Professionals (Spender)**

- Working professionals over 28 with a steady income sometimes care about the environment of a store. During weekdays, they usually go out with coworkers to get a quick lunch, they care about the location and environment of the cafe, some may have special concerns on the ingredients of food. Price is not a big concern for them, but they prefer cafes with reasonable prices and friend recommendations/referrals are important.

Audience 3 - **Families**

- Families focus on households that have children. They care about both the quality and prices of the food and would prefer a place that offers food and groceries with good quality. They usually work full time, and during holidays they might invite other families or gather with friends and would need catering services.

Objectives

Client's Objectives

Smallgoods' website should appropriately present its brand and design: **simple**, **fresh**, and **authentic**. The specifics include the following:

1. **Increase Smallgoods' Visibility**

- Attract more young customers to stop by Smallgoods for the in-store experience
- Build a reputation that would make newcomers become loyal customers.

2. **Enhance Website Navigation and Content**

- It should be an easy task to do to search for relevant information, like hour, contact, and location
- The website should primarily emphasize on the products Smallgoods offer

3. **Mobile-friendly**

- They want to expand their business by impressing young potential customers to visit Smallgoods. The primary customers of Smallgoods are those who are at the retirement age, living in Smallgoods' neighborhood and those who found the business through Farmer's Market.

Audience's Objectives

The audience's primary task is being able to **preview the menu and product offering** from the landing page. They will want to know if the website **supports online ordering**; if not, they will want to find out **Smallgoods' operation hours and location** in case they find the product offering intrigues them. Lastly, because Smallgoods is specialized in cheese offering, the audiences will want to learn how different the produce is compared to the convenient grocery stores.

Personality and Tone

Smallgoods' redesign will be casual, clean, and natural. One thing we will avoid is using the blocks of text to prevent overwhelming the users. The color palette will utilize the logo's primary green and its gradients along with the light pastel yellow as an alternative. The goal is to reflect the brand as fresh and an imagery of cheese. There should be an equal balance of visual and text with the objective to highlight Smallgoods' product. We want to communicate the point of differentiation upfront to the users, along with the following message:

Smallgoods is a local cheese shop and cafe that provides fresh-authentic American produce and exciting in-store experience for working professionals, families, and cheese lovers.

Key Target Audience Insight

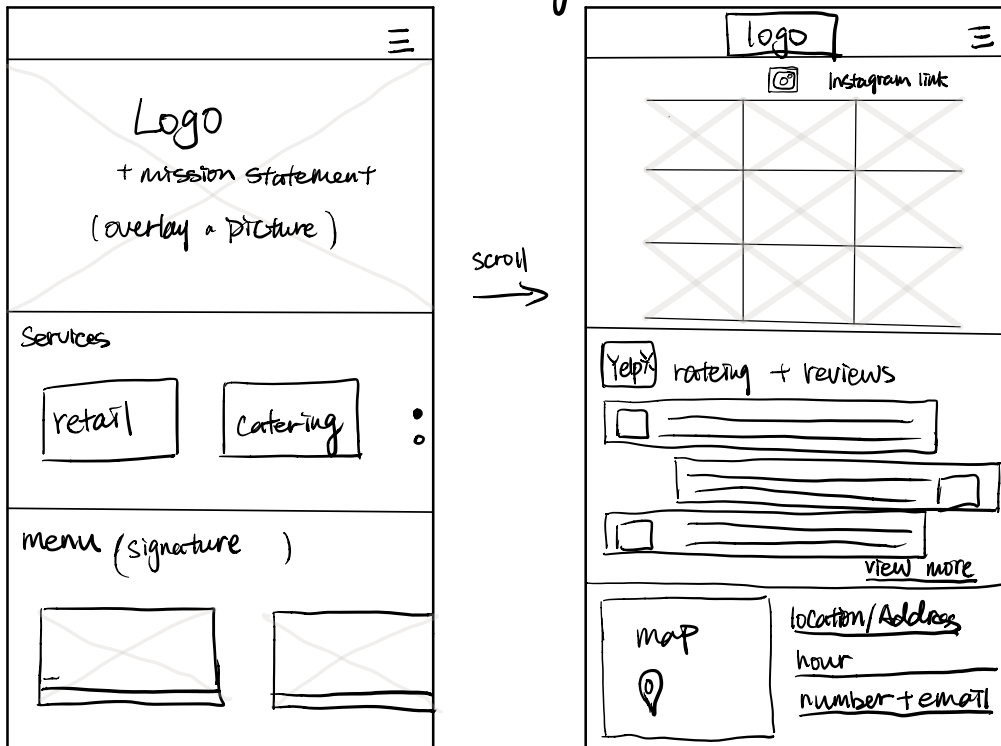
The aim after audience experience through the website is to leave them an impression that Smallgoods offers quite distinctive products compared to conventional grocery stores. Ideally, it's worthwhile for them to invest their time in trying what an authentic American product may taste like. Since Smallgoods is a local business that emphasizes on providing customizable products and services (ex. Customizable cheese platter), the website should evoke their interest in obtaining the in-store experience.

Special Issues / Problems Anticipated

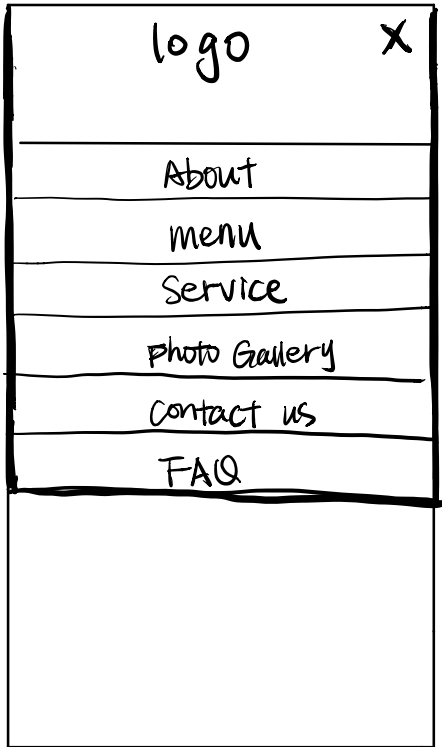
Smallgoods' current website has sufficient contents and resources for us to initiate the redesign project. However, we do anticipate obtaining resources and or new contents either through the stakeholders or visiting the stores in-person. The method of gathering contents in-person may be a bit difficult due to the current pandemic. Another specific problem we may encounter is the lack of word description to showcase the preview of the cheese product since the conventional way of understanding this kind of product is to visit the place in-person rather than through the virtual platform. This means as a team, we will need to investigate more in depth about specifics of each product, or obtain the specifics through the stakeholders.

Low Res Sketch of Mobile Website

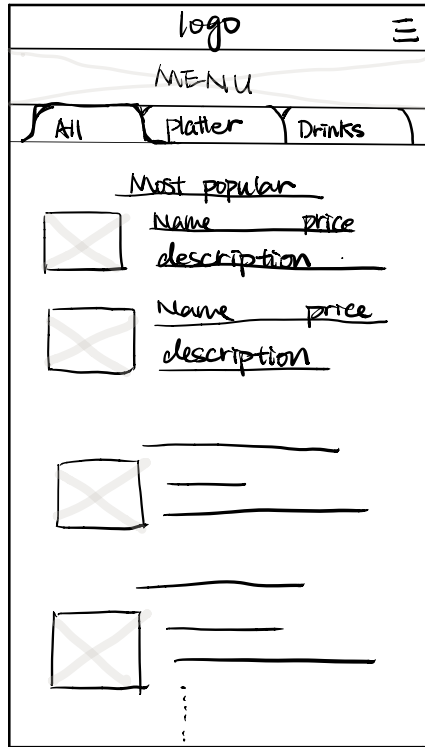
Home page



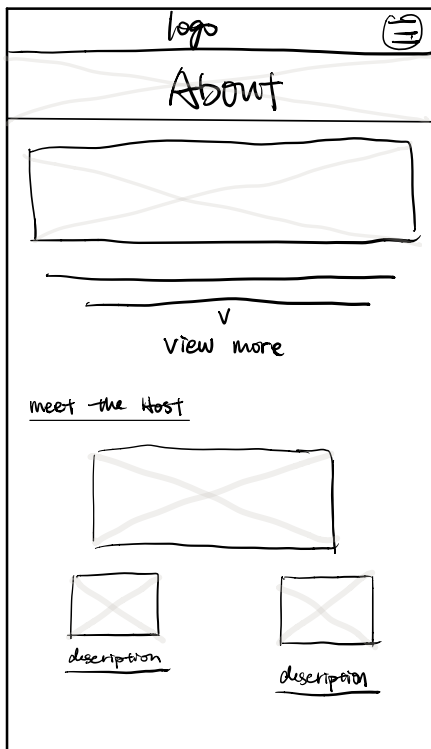
Navigation



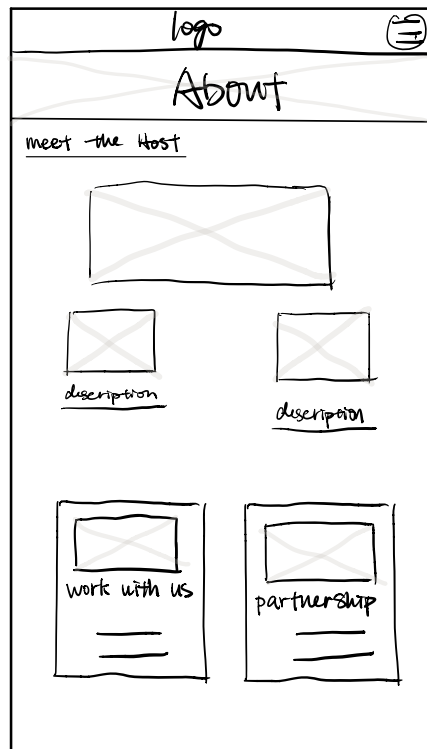
Menu



About



scroll
→



Contact us

logo ☰

Contact us

Full name

Email*

Message

Submit

Location & hours

map

Hours

Address

Number

Email

Service

logo ☰

Service

Retail

Social

Catering

Events

photo gallery

logo ☰

Gallery

Food/menu Interior exterior

FAQs

logo ☰

FAQ

Q1 Question
Answers

Q2 Question
Answers

Q3 Question
Answers

Q4

For more questions,
Contact us

link to
contact
page