



## Creative Brief

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### Definition of Potential Product/ Attention Grabber

North Park Creamery is an organic soft serve ice cream shop in North Park. We are redesigning their website to better reflect their brand identity and values through engaging

fonts and layouts to give users the warm, friendly, and inviting atmosphere they would get from visiting the shop.

## Scope

### Summary of Content

#### Home

The landing page will contain a plethora of images, videos, and text to capture users' attention and illustrate North Park Creamery's brand. Included on the page will be an image carousel, menu highlights and best sellers, shop hours, and other essential information.

- **Slogan:** In order to really push North Park Creamery's brand, we wanted to create a slogan that users will encounter as soon as they enter the site.
- **"View our Menu" Button:** Since most users visit North Park Creamery's website to look at the menu, we wanted to make it easily accessible by giving users a way to navigate to the menu on the home page.
- **Customer Testimonials:** Because North Park Creamery's is beloved by its community, we wanted to gather customer testimonials to display on the homepage.
- **Images/videos of ice cream being made:** After looking at Hammond's website, we were inspired by the videos of ice cream being made on the home page and decided that we want to incorporate that into our design.
- **Social Media:** Since Erik is very active on North Park Creamery's Instagram, we wanted to include a post highlight feature on the homepage.

#### Navigation

For navigation purposes, a hamburger menu will be on the top right of the page. We chose this placement because users won't need to reach across their device with their thumb to tap on the menu. Each label on the menu will be accompanied by a small icon on the left representing the page.

- **Logo:** The logo will be placed at the top of the page and can be used to navigate back to the home page.
- **Menu:** At the top of the page will be an image carousel that will display featured items. Below that, there will be a horizontal swipe bar listing each category of items. All items available will be listed with an image, name, price, and organized into three columns.

- **Our Story:** This page will contain information about the owners as well as their sustainability and community efforts, information on where their ingredients are sourced, and team profiles.
- **Locations:** This page will contain images of both the interior and exterior of the physical store, the store address and hours as well as a little blurb about North Park Creamery wanting to expand to more locations. Additionally the page will include a link to the address on Google Maps.
- **Online Shop:** The shop will be used as a destination for users to purchase North Park Creamery merchandise as well as gift cards. The layout will be similar to the menu, with items being listed with the name, price, and description.
- **Contact Us:** This page will contain any form that users are able to fill out such as a job application, catering request, and venue booking. We will be using a basic layout for each form with the prompt for each question placed inside of each box.
- **Footer:** The footer will contain the company's logo, address, shop hours, and phone number.

## Estimate of Total Program Size

The website redesign will have 6 main pages: Home, Menu, Our Story, Locations, Online Shop, and Contact Us

**Home:** The homepage will be more image heavy as well as include wording, and other graphics that illustrate North Park Creamery's brand and make them stand out from their competitors. The page will have a maximum of 14 images, 120 words, a large drip graphic at the top of the page and several small graphics scattered throughout the rest of the page.

**Menu:** The Menu page will include an image carousel with three spots at the top displaying featured items. Below that, will be all items available, including, soft serve flavors, sundaes, shakes, and coffees. We will have approximately 100 words to cover the names for each item and an image for each item (roughly 43 images). Additionally, we will create a template for a sub page where items will be displayed in more depth.

**Our Story:** For this page we want to focus on displaying who North Park Creamery is as a company. The number of total images will be 4 plus the number of North Park Creamery employees with 240 words maximum as to not overcrowd the page.

**Locations:** The locations page will be used to showcase the exterior/interior of North Park Creamery as well as give users info such as the shop hours, address, and phone number. We will have a maximum of 4 images as well as 30 words for written information.

**Online Shop:** The online shop will have 1 image for gift cards and an image for each item available. Since, we do not know how many items North Park Creamery sells, we do not have an estimate of the word count.

**Contact Us:** This page will consist of a drop down menu listing the forms: "Join the Team," "Venue Booking," and "Catering." Each of these forms will be on their own sub page. There will be no images on these pages.

## Audience

### Primary Audience: Young Adult First Time Customers

The website's primary audience is people coming to North Park Creamery for the first time and using the website to look at the menu, ingredients, ethics, and the interior. These people are using the site to gather information to help them decide whether or not they want to go. They are often groups of young adults already in the area and have found the shop from google maps. To fulfill this audience's needs we will be updating the visual brand of the site to emulate the store's values and creating an engaging menu display with iconography about ingredients and ethics.

### Secondary Audience: Returning Locals

Our secondary audience is returning locals. These are people who live in the area and go to North Park Creamery regularly. They have already decided that North Park Creamery is somewhere they would like to support and from our user research their most common goals are looking at new flavors and checking shop hours. To fulfill their needs we will have new flavors and current hours displayed readily upon opening the site.

## Objectives

### Client's Objectives

Our client had the following main objectives:

- Differentiate themselves from other local competitors
  - They wanted to emphasize that they are local, family-friendly, and serve affordable organic ice cream with fun, approachable flavors.
- Provide an easily accessible and simple menu where customers can view flavors, prices, and offerings

- Brand identity is clearly visible in the store and they wanted to transfer that same color scheme and beachy theme online.
- Highlight the interior seating area so people can decide whether to work there and/or rent out the space

## Audience's Objectives

Since we have three different user personas (North Park Regulars, First Time Customers, and Foodies) there are different audience objectives, and below are the main ones:

The main objective for all of the users was to be able to check the **menu**. For our North Park Regulars, they wanted to see any seasonal or new flavor and for our other personas they wanted to see the general flavors. On all items on the menu, customers wanted **prices** to see if it was a good value. Customers who had **dietary restrictions** wanted to see if there were vegan, vegetarian, or nut-free options.

Our First Time Customers and Foodies additionally wanted to see **opening and closing hours**, **busy times**, **contact information**, **location**, and **address**, which are all generally fields people look for before first visiting a new food location. Making this information easily accessible, possibly via a footer, was our priority.

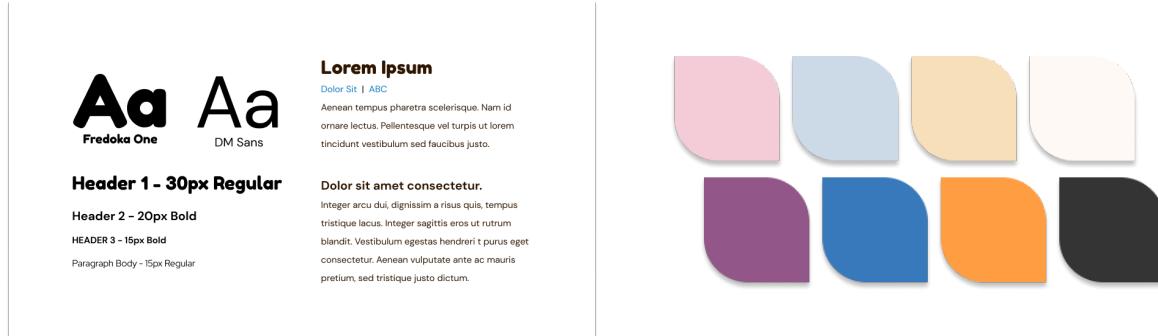
The Foodies wanted to find **pictures of the space** to see if it was a great place to share with their friends, post on social media. They also wanted to know if it was a great place to hang out in with chargers, games, and an inviting seating area.

Lastly, a main objective is to find **sustainability** and **ethics efforts** showing that they sourced organically and cruelty free, especially since many San Diego customers avidly shop organic.

## Personality and Tone

North Park Creamery upholds its ties to the **community** and its **family-friendliness** by providing **quality** products and ingredients at an **affordable** price. It is crucial that we distinguish their approachable, wholesome identity from their large, corporate competitors while maintaining a professional and usable interface. Thus, we decided to utilize a vibrant, complementary color scheme alongside a playful and recognizable header font to highlight the friendly, upbeat atmosphere of the brand. Paired with appropriately allocated negative space and a clean, simpler body font, this visual identity will **balance playful creative freedom with the sleek finish of a successful homepage**.

In addition, we aim to create an interface that better utilizes photography and/or videos to communicate the quality of the products and services. Placing photos and testimonials representing the faces, interactions, and environment may also contribute a **candid** and **sincere** touch that pairs well with North Park Creamery's brand values.



*Sample of proposed typefaces,  
Fredoka One and DM Sans*

*Proposed color scheme with more saturated  
hues + extra accent color*

## Key Target Audience Insight

Customers should not just leave North Park Creamery's site with a craving for the smooth creaminess of soft serve; they should start thinking about who to bring with them as well!

"Hey, do we want to stop by North Park Creamery later?"

The polish on the site's functionalities and information hierarchy will create an experience as effortless as breathing; instead of figuring out the when and where of store information, the user should be immersed in the menu's mouth-watering visuals; tracing the images of smiling faces and the neat interior, they can comfortably insert themselves into the relaxed atmosphere of a local neighborhood dessert joint, and feel compelled to pay a visit themselves or, preferably, with those they hold close.

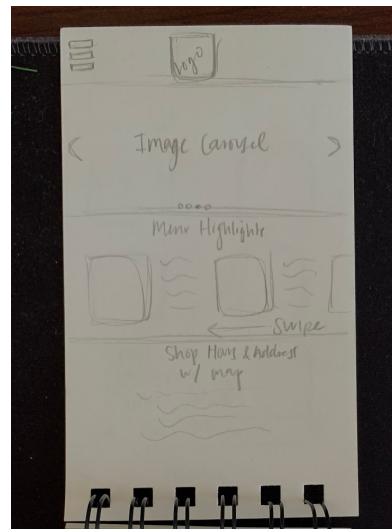
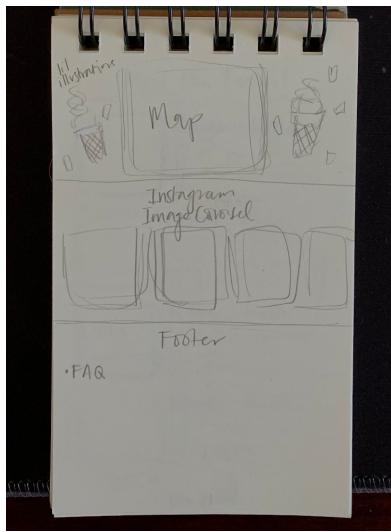
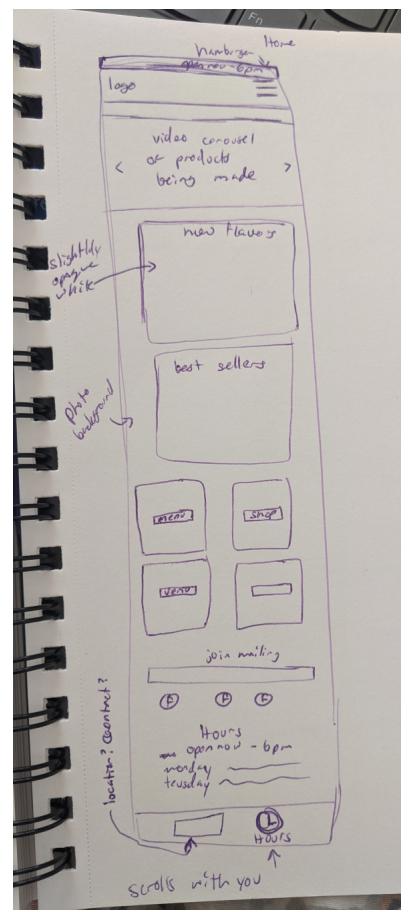
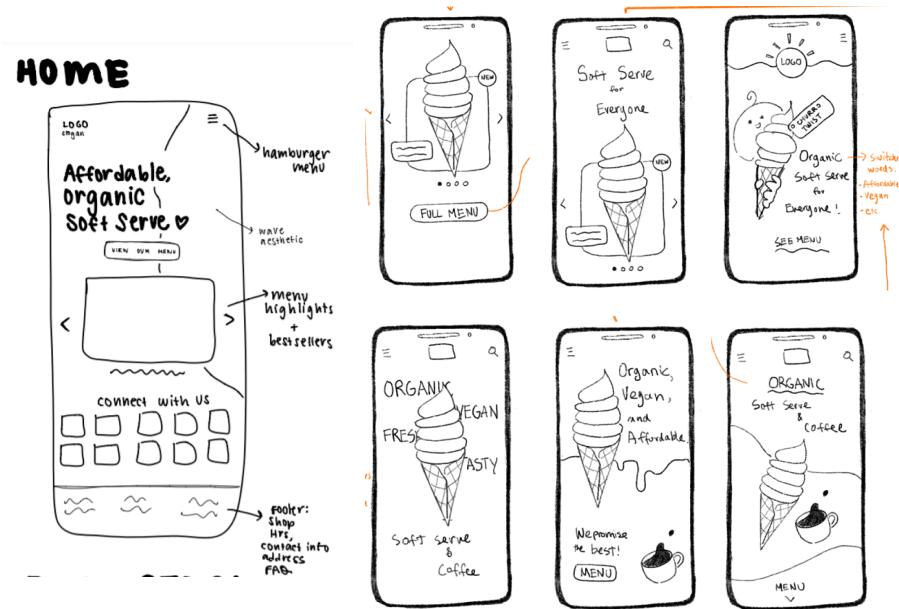
## Special Issues/ Problems Anticipated

Difficulties may occur due to the current lack of content (e.g. images and written copy). For example, the proposed interface will require images for each new product. It also demands a wide variety of photos, including those that depict the interior and exterior environment of the store. The increased interactivity of the site features may also demand more upkeep and technical skill during implementation.

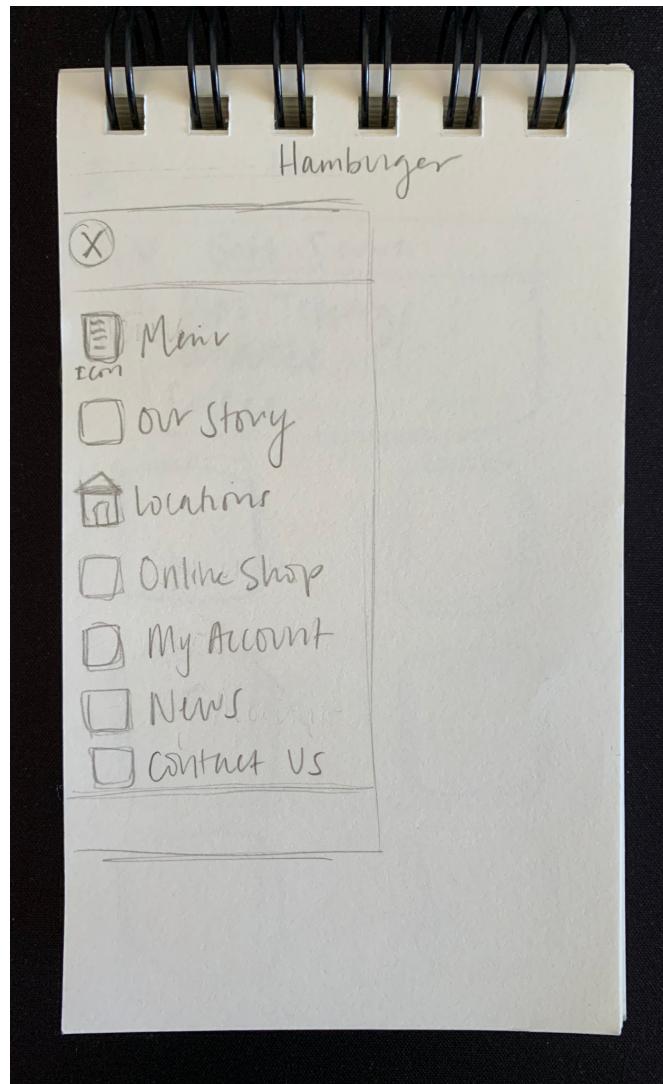
## Low Res Sketches and Wireframes

### Sketches

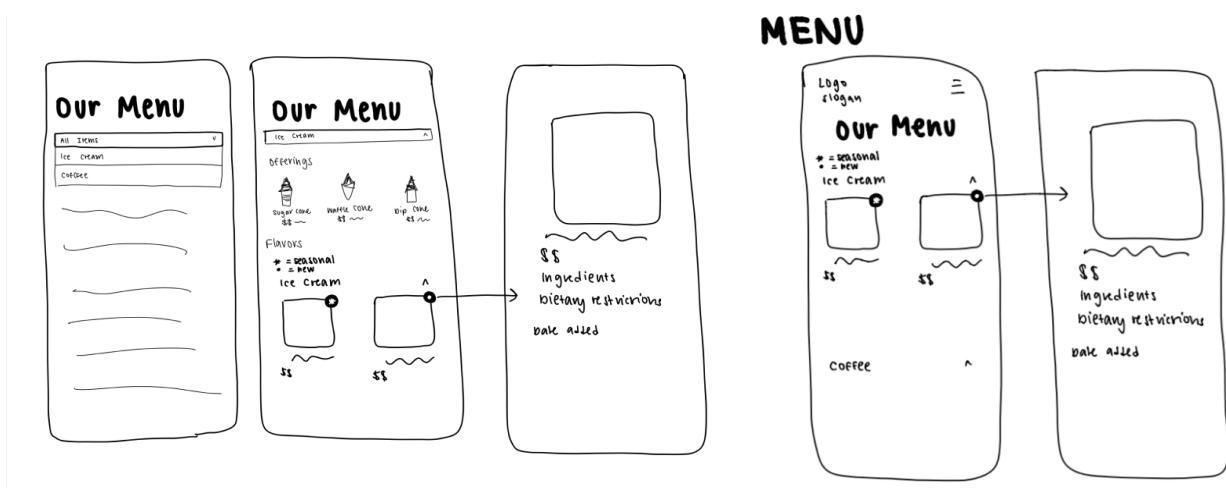
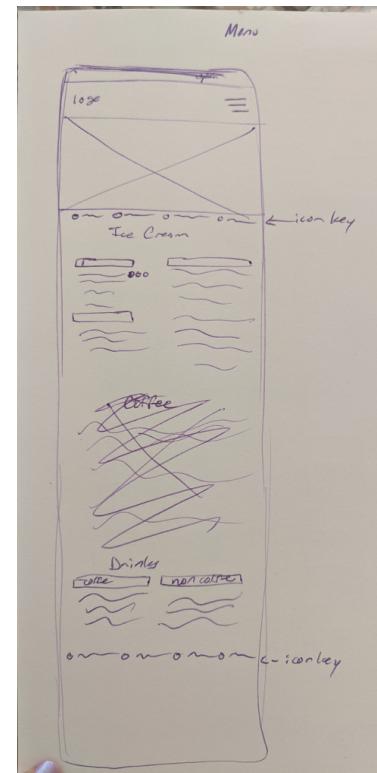
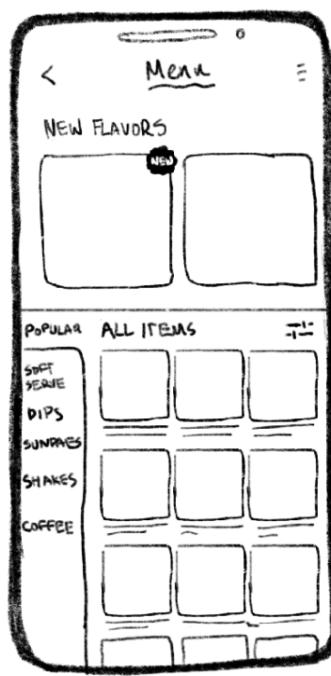
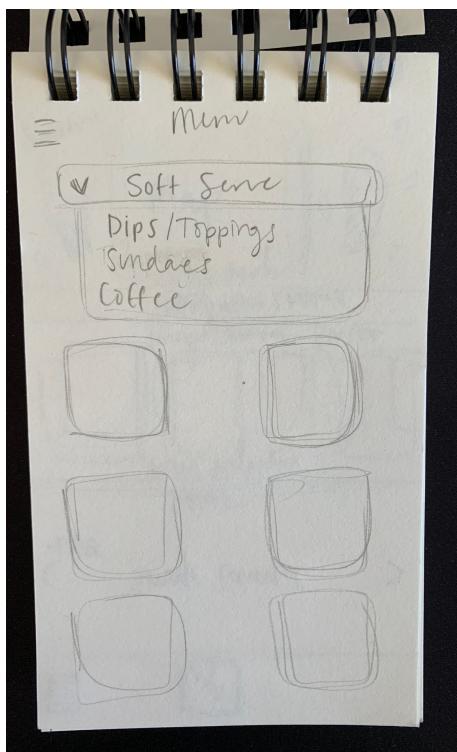
#### Home



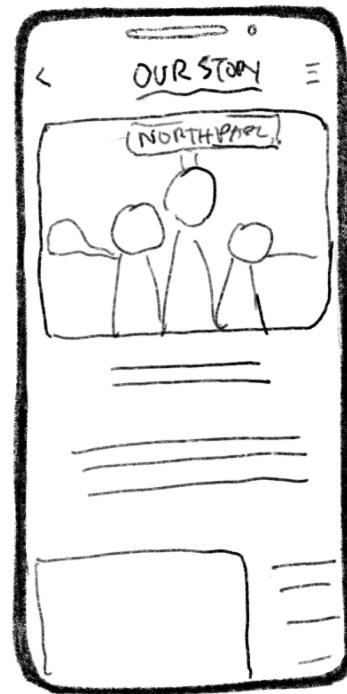
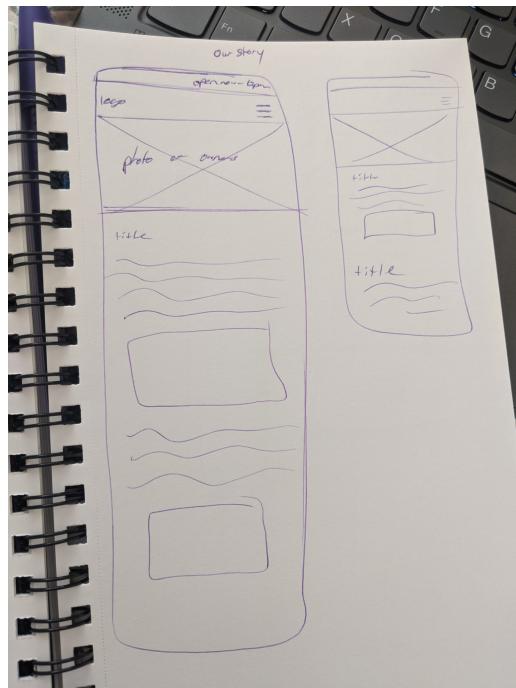
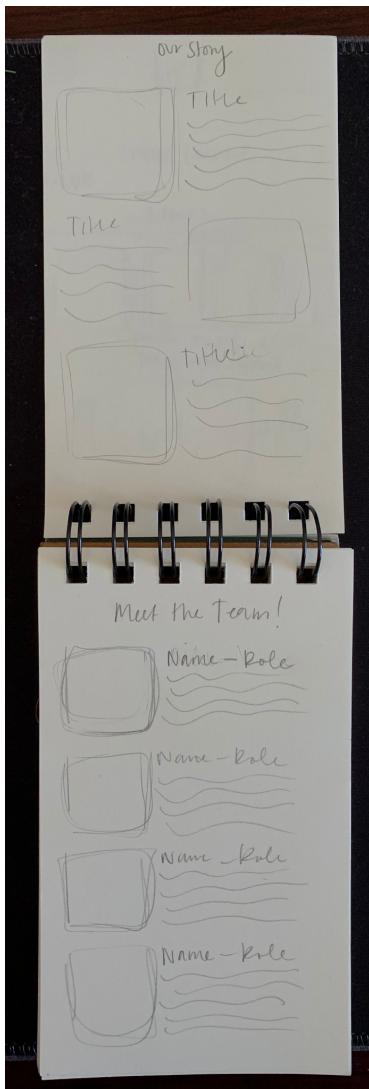
## Hamburger



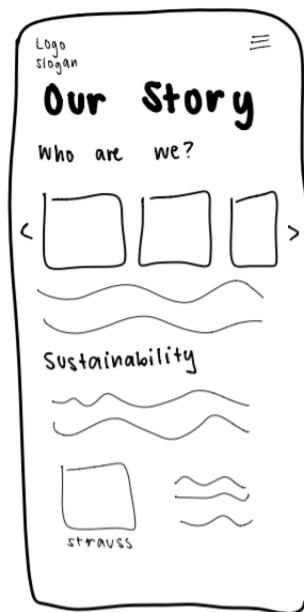
## Menu



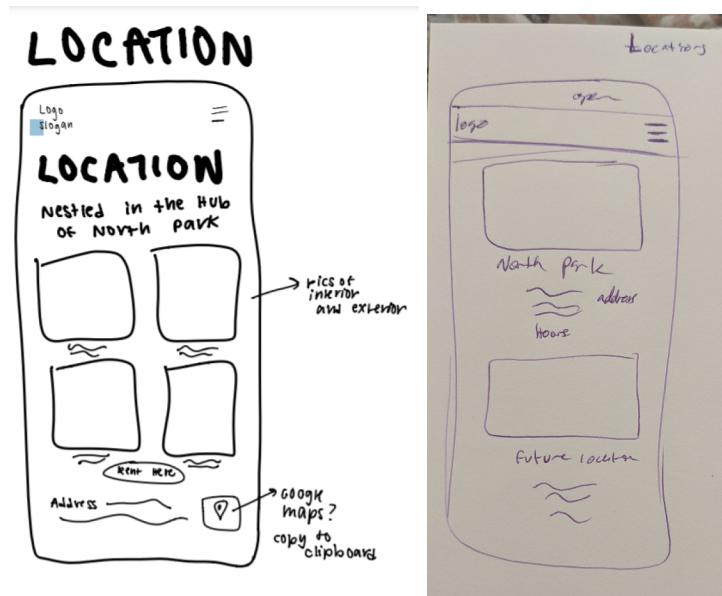
## Our Story



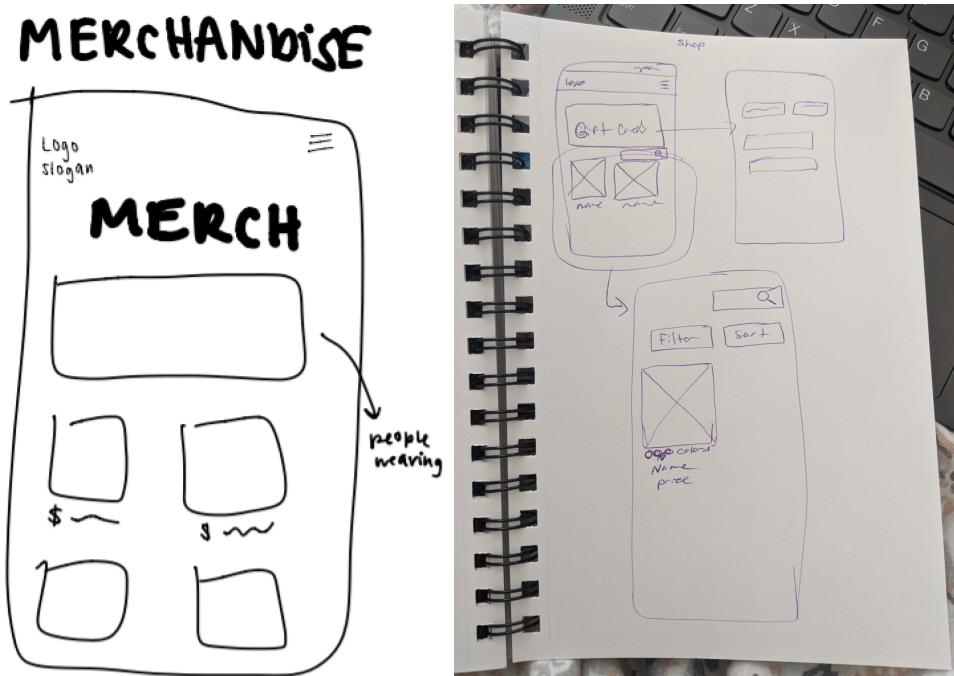
## OUR STORY



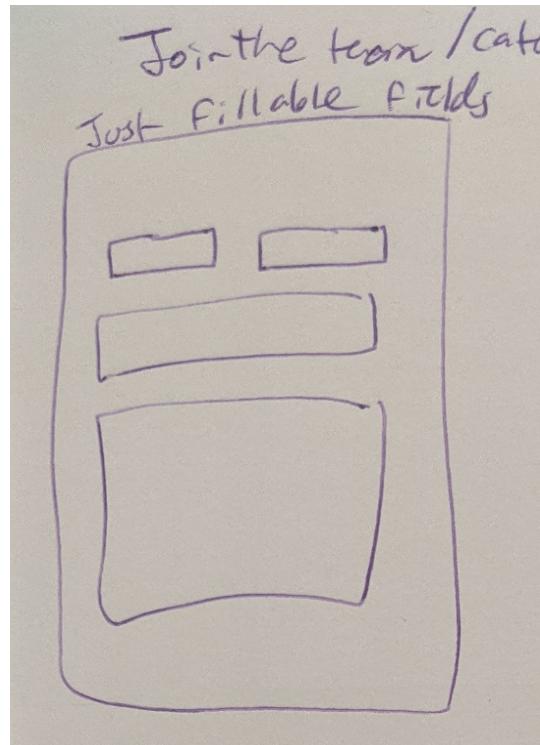
## Locations



## Online Shop

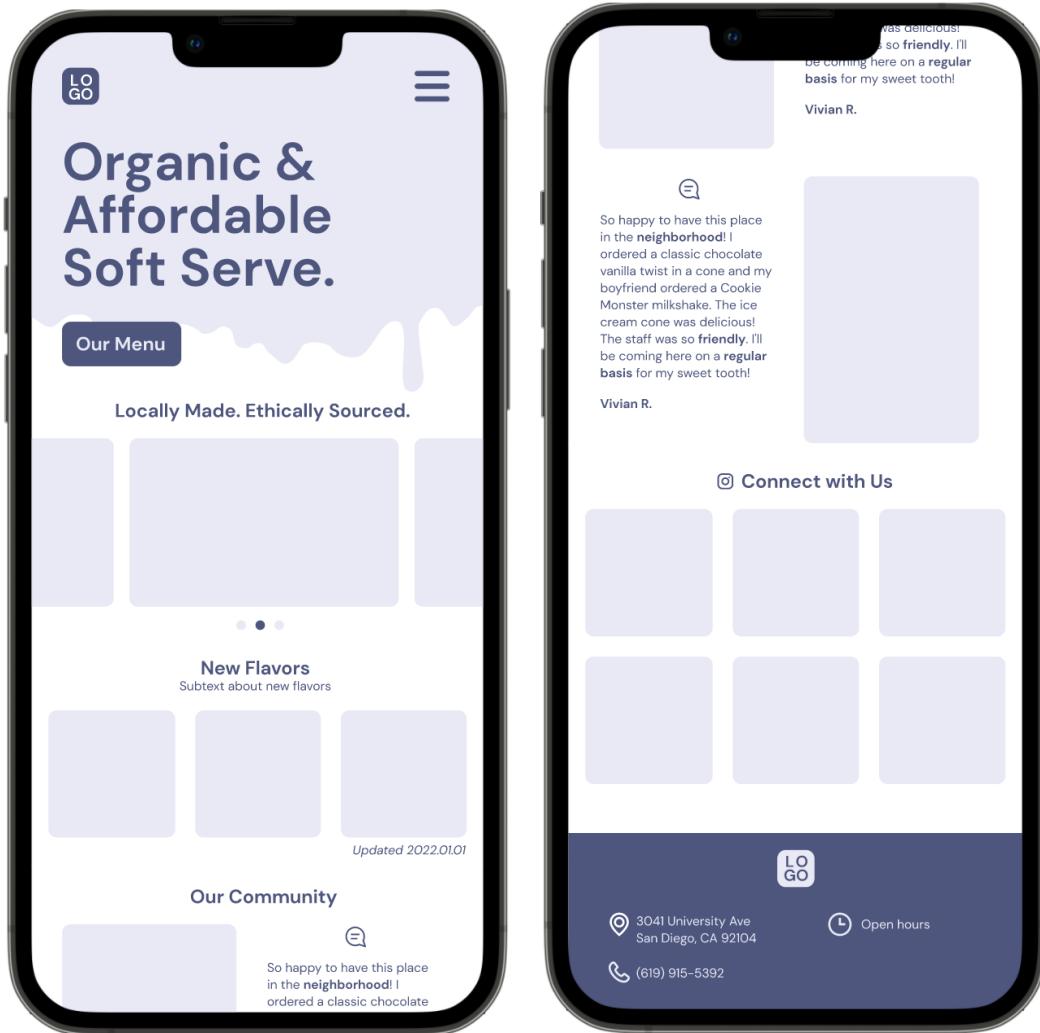


## Contact Us

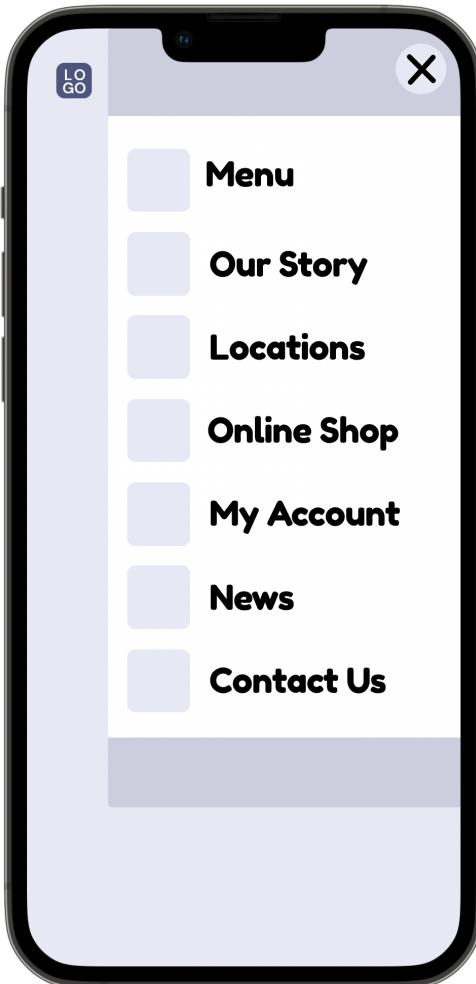


## Wireframes

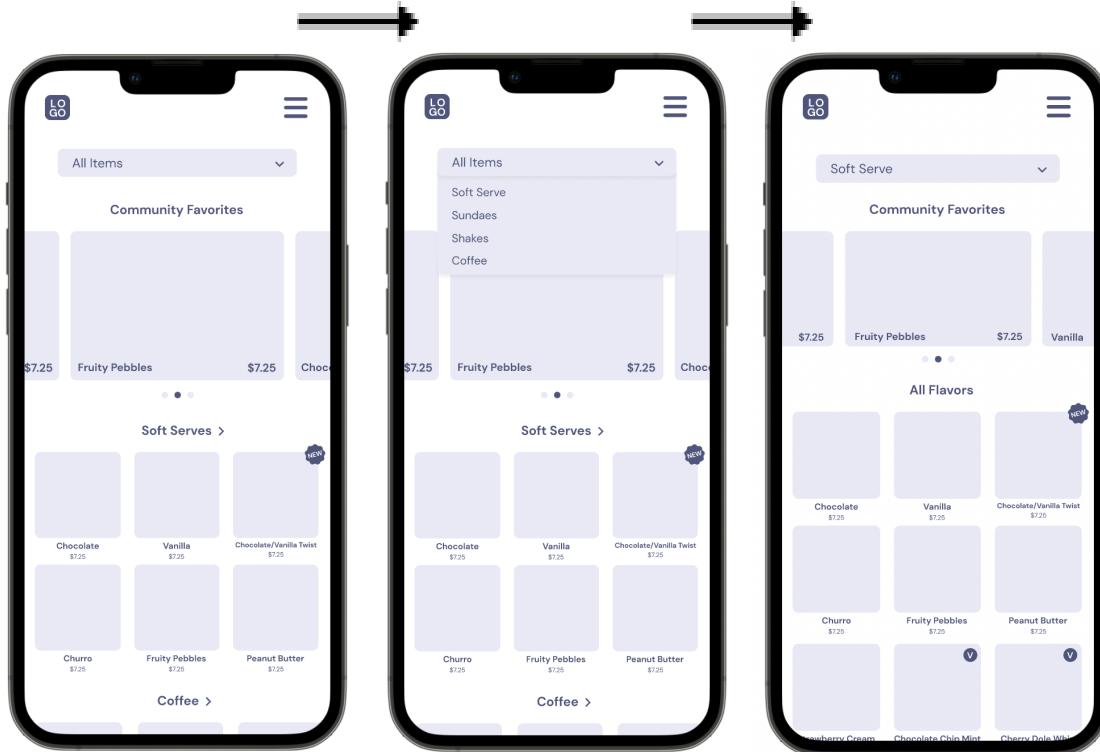
### Home



## Hamburger



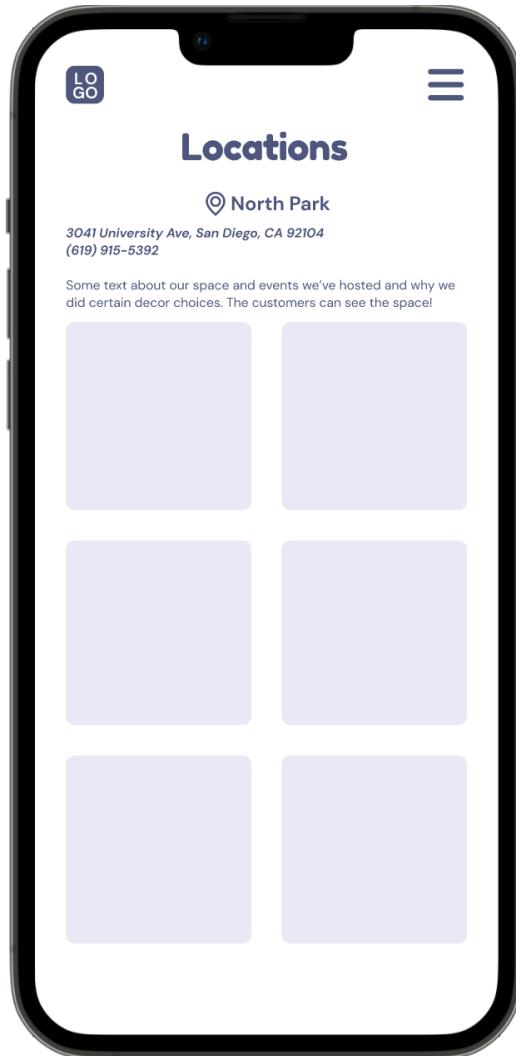
## Menu



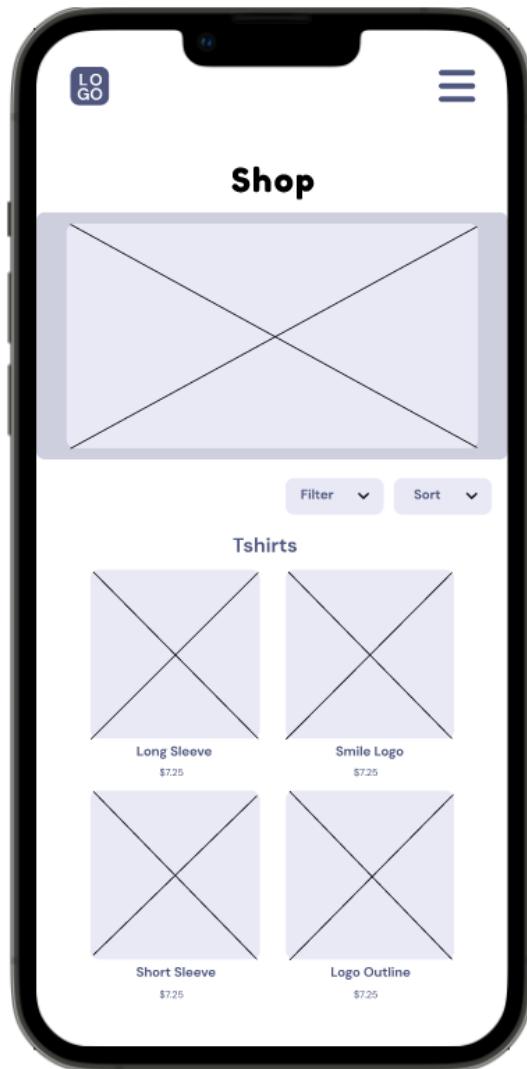
## Our Story



## Locations



## Online Shop



## Contact Us

**Join The Team**

First Name

Last Name

Email

Full or Part Time

What day can you start?

What days are you available?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Link to your resume

Submit

**Catering**

First Name

Last Name

Email

Phone

Date of your event

Expected number of guests

Event Location

Comments

Submit

**Venue Booking**

First Name

Last Name

Email

Phone

Date of your event

Expected number of guests

Comments

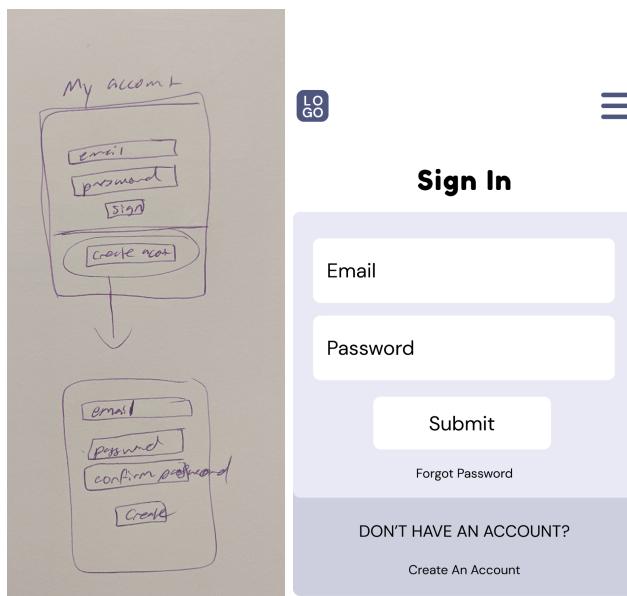
Comments

Submit

## Cut Pages

These are sketches and wireframes for two pages, My Account and In the News that we decided to cut to reduce the scope of the site.

### My Account



### In the News

