

Creative Brief: 3.14 The Pie Place

May 4, 2010

Project Summary

Our goal with this project is to create a clean, bold and comforting site that repeat and prospective customers can easily navigate and order quality, tasty products from an at home bakery. In addition the site will serve as a platform to promote new products and build a larger customer base. The aim is to make the site an enjoyable experience for the customer while keeping site maintenance costs under the specified budget of \$300/year (not including server hosting fees).

Short term goals of the site include allowing the customer to place an order and pay via a 3rd party system (i.e. PayPal). Long term goals include moving payment in house to streamline the checkout process and drive customer traffic to a storefront business.

Audience Profile

The target audience for the site is middle aged, working mother, median income, who purchases the occasional online product. They surf the web occasionally while at work and are looking for something other than the typical cakes for occasions. Typical tasks will include purchasing a predetermined product, browsing for new products, or subscribing to an email based newsletter. Due to the nature of the small at home business, the target audience will also care about the experience that comes with supporting local business. They come back because they enjoy feeling like a part of your success in addition to enjoying your reasonably priced products.

In addition to the primary audience, there is expected to be younger tech savvy customers who also desire a unique experience that cannot be had with larger bakeries. For more information and details of typical site visitors, see attached persona documents.

Perception/Tone/Guidelines

Because there is not an existing site, the new site should be seen as fresh, exciting and novel to existing and new customers alike. The site should also convey a sense of experience and professionalism to capture the interest and attention of customers that don't already know the business. Visual goals of the site will be to convey the taste and texture of your products in both the graphics of the site and photography of the products.

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Communication Strategy

The overall message we want to convey to the target audience is that the quality of the product is indicated by the quality of the site and the experience that comes with visiting the site. The experience of enjoying the product begins with the ease of ability to find and purchase the product. To convey this message, we will create a visually stimulating site that aides the customer in finding their desired product without feeling like they are “lost” in the site.

To tangibly measure success of the site, Google Analytics (free of charge) will be used to help identify traffic volume and browsing tendencies of online customers. In addition to analytics, an optional checkout survey for new customers can be used to gain feedback of site experience and feel.

Competitive Positioning

Competitive advantage is gained by being the only company in the area that offers ONLY pies and tarts. Most places are bakeries that offer a wide-generic variety or a diner that has a limited menu; your company specializes in ONLY pies and tarts. People will come to 3.14 The Pie Place when they have something special or unique in mind because you have the ability to experiment and create unique, one of a kind products.

Targeted Message

314ThePiePlace.com is a direct extension of the unique experience and professional quality associated with its owner and her products: Bold, eclectic and above all beyond delicious!