ICMonstar: Creative Brief

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This document is an agreement between ICMonstar and Team Monstaz detailing the nature, goals, and scope of the project. This will be used as a confirmation of ICMonstar's vision and as a resource to affirm that our work is meeting the client's expectations.

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I. DEFINITION OF POTENTIAL PRODUCT

ICMonstar is a local dessert and tea shop with a creative brand, aspiring to be a hip hangout spot for young adults. A newly redesigned website focused on showcasing ICMonstar's delicious offerings, beautiful décor, and heartfelt beginnings will win over customers' hearts and stomachs.

II. SCOPE

SUMMARY

HOMEPAGE

The homepage of the website is critical for grabbing the visitor's attention as well as displaying the most relevant information such as upcoming events, featured drinks or desserts, as well as visuals of the shop.

Essentials:

- **Link to menu:** Most visitors want to see the menu. An additional link to the menu besides the navigation bar will make getting there easier for the user.
- **Image gallery:** Linked to Instagram and/or Yelp. Lets potential customers see the best of what ICMonstar serves and gives them some idea of what to order.
- **Deals / Promotions:** A significant portion of our user interviews indicated interest in saving money. This section will contain the loyalty program and current events and promotions.
- **Reviews:** A few carefully selected and enthusiastic testimonials go a long way in convincing a customer of the reputation and quality of a business.
- **Locations / Hours / Phone** *(linked in Come Visit button)***:** This is something every site in our competitive analysis had and something most potential visitors want to know.
- **Social Media Links:** Most likely contained in the footer. This will be for visitors who truly want to find ICMonstar on other platforms, since the website should contain the meat of the information.

Non-Essentials:

- **Looping background video banner:** This was requested by our client and noted for its attention-grabbing value in our competitive analysis (similar to The Alley). Currently a stretch goal.
- **Brief statement/story:** This would serve to communicate ICMonstar's brand from the get-go. Similar to 7Leaves from our competitive analysis.

NAVIGATION

The navigation bar is essential for letting the visitor know what the site offers at a glance and is often the main feature that visitors interact with. An ambiguous or crowded navigation menu can make or break a site's user experience. The ICMonstar navigation bar will feature links to the pages below as well as these elements below.

Essentials:

- **Logo:** We need to showcase the recently updated logo of ICMonstar. Currently, there is much inconsistency between the physical and online presence of the business. This will act as a reminder of which cafe visitors are looking at and as a link to the homepage.
- **Right-aligned menu:** We will keep a right-aligned menu to follow the current design and entice visitors with the "Come Visit" button. This will implicitly highlight the ICMonstar logo with whitespace.
- **Come Visit:** This highlighted button on the far right will link to the page section showing the two ICMonstar locations on Google Maps along with pictures of the exterior / interior. It will include store hours and basic contact information. Based on our competitive analysis, this section will stay on the homepage so that visitors have direct knowledge of where the stores are and what each one is like.

Pages:

- **MENU:** The menu is the heart and soul of any site offering food or drink. This page will display ICMonstar's menu with prices and well-organized information hierarchy. Pictures of top, featured, and new drinks are important for showing the customer what they are getting. The menu will include desserts (e.g. rolled ice cream, waffles) under a separate tab. Combos and customizability options (e.g. sugar levels, milk substitutions, etc.) will also be on this page so customers feel in control of their choice.
- **ABOUT:** The About page is for customers looking for the details behind the products and a chance for the business to build its brand. This page will tell ICMonstar's story and what makes it better than the local competition. Pictures will be interspersed throughout the page with succinct and engaging text to keep the reader interested. It will be intertwined with a brief overview of ICMonstar's offerings.
    - **PRESS:** This sub-page will link to media coverage and/or in-depth reviews.
- **MERCHANDISE:** The Merchandise page advertises the business' goods and lets fans of the product or business show their love in public. This page will showcase the various items that ICMonstar has for sale, such as sustainable boba straws and drink bottles. It should also have pricing, images, and descriptions for each item, as well as a clear return policy.
- **CONTACT US:** The Contact page is how any business receives all its more serious inquiries. This page will allow the visitor to leave feedback or ask any questions about ICMonstar's catering, fundraising, or hiring. After some discussion, these choices will be implemented with a dropdown list and standard contact form to collect essential details.
    - **CATERING/FUNDRAISING:** These functionalities will be available within the Contact Us page and will respond to a customer selection of either "Catering" or "Fundraising" to provide the correct form for a customer to fill out.
    - **FEEDBACK:** Customers will be able to complete an open response feedback form including their name and contact for identification and reply.
    - **HIRING:** Information on hiring will only be present when the store is hiring and will inform the interested individual to contact the store owner directly via an email address.

ESTIMATE OF TOTAL PROGRAM SIZE

The website will have five pages in addition to the homepage: About, Menu, Merchandise, Contact, and Visit Us.

- **Homepage:** 1 video background of max 30 seconds of video, 5-10 words for each promotion, 1-2 sentences about ICMonstar's culture, and an image gallery with a grid layout of 8-12 pictures per view.
- **About:** at least 1 image and 2-5 sentences each about the people behind ICMonstar, the theme, and each specialty (teas, rolled ice cream, egg waffles).
- **Menu:** two carousels of 4-8 images each for Teas and Rolled Ice Cream, pricing, a 3-6 word description of the ingredients of each item, and a single PDF of 3-4 pages containing images of the in-store menu.
- **Merchandise:** 1-4 images, price, and 1-3 sentence description of each product.
- **Contact:** 1 standard contact form with a dropdown list of 4-6 categories.
- **Visit Us:** 1 Google Maps representation (link and/or map) and 1-3 images of each location, and store hours.

III. AUDIENCE

FAMILIES

Families consists of those who are parents with children. They are the ones who work full-time. Whenever they eat out for dinner, they might want to get together at a family-friendly desert place and have a stress-free time to socialize. On a typical weekend, they might invite other friends and family to ICMonstar because of the variety of ice cream and teas they offer. ICMonstar serves as the perfect place for sitting down and enjoying time together!

COLLEGE STUDENTS

College students consist of those between ages 18-25, from freshmen to recent graduates. They have decent amounts of free time to eat with friends and families and need a friendly environment to get together for sweet desserts or drinks. Some also need a place with good seating to study and work. They love dessert places that have high ratings on Yelp. They will also turn to social media feeds for more research.

WORKING PROFESSIONALS

Working professionals consists of those older than 26. Typically, after work or during breaks, they will go out for sweet desserts and drinks with their coworkers, families, or children. When visiting these places, they usually use in-store menus and promoted items to decide on a drink. They appreciate quick service since they are limited on time.

IV. OBJECTIVES

CLIENT'S OBJECTIVES

ICMonstar's website should accurately portray its future values and aesthetic: **modern**, **clean**, and **simple**. More specifically, the website should:

1. **Revamp ICMonstar's Reputation**
    a. Attract a larger percentage of customers in their 20's: Currently, ICMonstar is marketed as "cute" and more family-friendly than friend-friendly.
2. **Increase Marketing and Visibility**
    a. Increase foot traffic by 20% in both locations: ICMonstar's locations are not immediately apparent to the casual visitor. It is most active in the evenings.
    b. Attract more customers to weekly Happy Hours: This will help attract older crowds. The current rate of interactions with ICMonstar's social media is low.
    c. Sell a larger percentage of drinks (currently 50/50): ICMonstar is primarily known for its rolled ice cream, but works hard on making creative and high-quality drinks.
3. **Utilize Other Sales Channels**
    a. Sell 40% more merchandise: The website needs a merchandise section to sell ICMonstar's branded items like reusable boba straws and bottles.
    b. Increase catering and fundraising requests: Currently, this service is offered only through Instagram, a poor platform for organizing events.

AUDIENCE'S OBJECTIVES

The top priority of the audience (from user interviews) is being able to **access the menu** from the homepage. Customers want to view the menu as easily as possible because it facilitates the task they were set out to do - **purchase an item**. They want to know what items are named, what ingredients are included, what the drinks look like, and what other customers think of it. Customers also want to take advantage of available and ongoing **promotions**.

V. PERSONALITY AND TONE

ICMonstar's redesign will be **sleek**, **stylish**, and **trendy**. We will use / rearrange high-resolution photos of its drinks and desserts to highlight promoted items without overwhelming visitors. The website copy will be more professional and welcoming (following 7Leaves), focus on the story behind ICMonstar, and avoid blocks of text when possible. The color palette will be **minimalist with pastel accents** to reflect the physical locations, new logo, and a warm and caring atmosphere. Overall, we will strive to communicate this message:

ICMonstar is a place to hang out and have fun with friends and family. As a locally-owned shop, ICMonstar cares about the quality and freshness of its ingredients, using genuine tea leaves and making its sweeteners, tapioca, and taro balls from scratch.

VI. KEY TARGET AUDIENCE INSIGHT

The goal of the website is to give our audience a welcoming atmosphere to try ICMonstar's sweet drinks and desserts. We want them to know their lives are well-understood through a simple yet reputable design. Because the store is known for being "cute", it mainly attracts families with younger children. Looking forward, the client would like to “age up” ICMonstar’s atmosphere to target more college-aged individuals.

VII. SPECIAL ISSUES & PROBLEMS ANTICIPATED

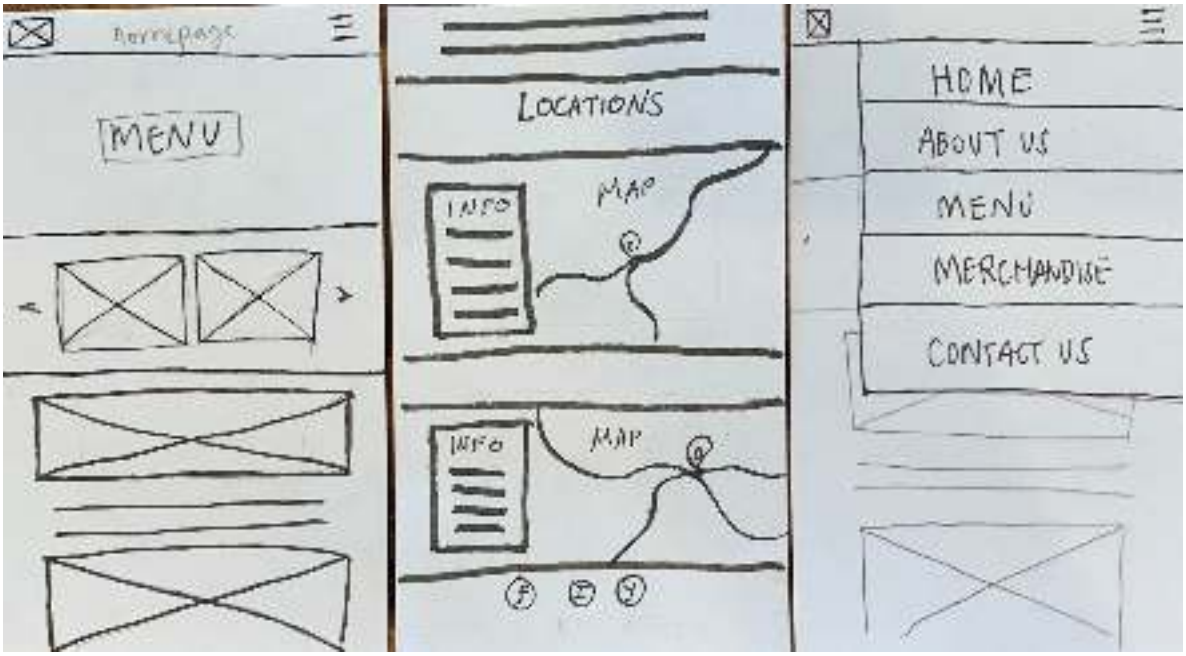
Currently, we are waiting on resources from our client. There are materials used in the previous site the client wants to use in the new site, so we must make the images fit within the new website. Another issue is preserving elements of the existing ICMonstar site in the new design, since the design we are trying to achieve differs from the current “cute” theme. Since our client wants to attract more of a different audience than they currently have, we will reach out to non-customers and customers alike to understand features they appreciate and need.

VIII. LOW-RES MOBILE SKETCHES

We sketched out initial ideas on the mobile layout for ICMonstar’s new site and brainstormed different layouts for images, text, and content placement for the homepage and subpages. Linked below are some of our sketches from this initial discussion. The sketches shown below reflect the initial ideas but are condensed and refined through team discussion. Moving forward, we would like to solidify remaining ideas on placement and content to share a clean wireframe with ICMonstar.

https://drive.google.com/drive/folders/1nzRckpHNedcsbYfQ4Y8nueu9gRfVsMyH?usp=sharing

HOMEPAGE



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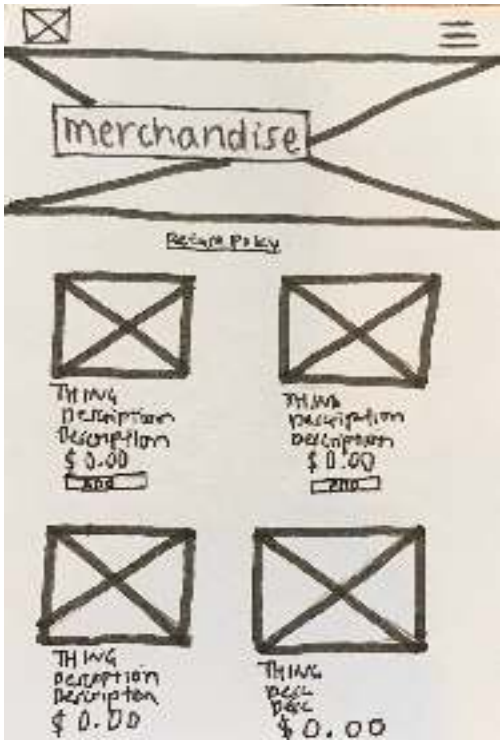
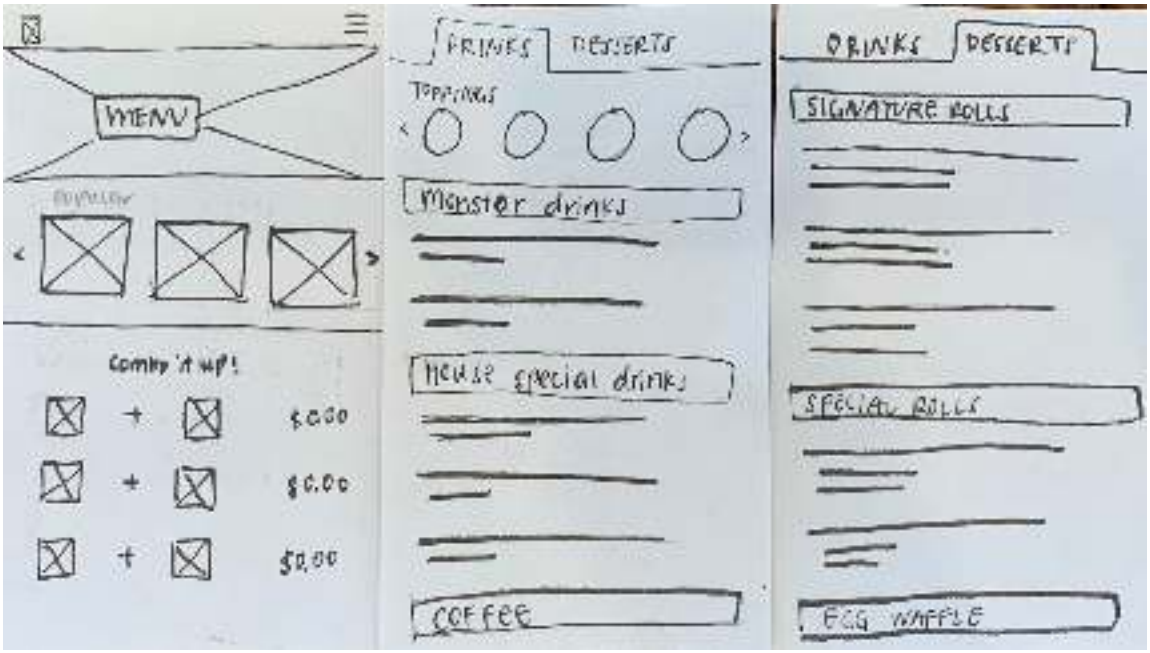
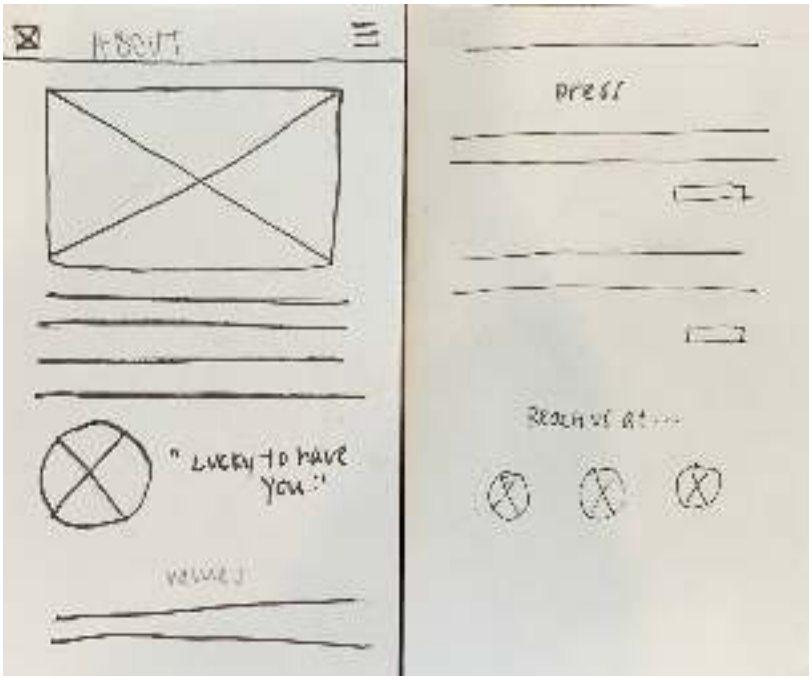


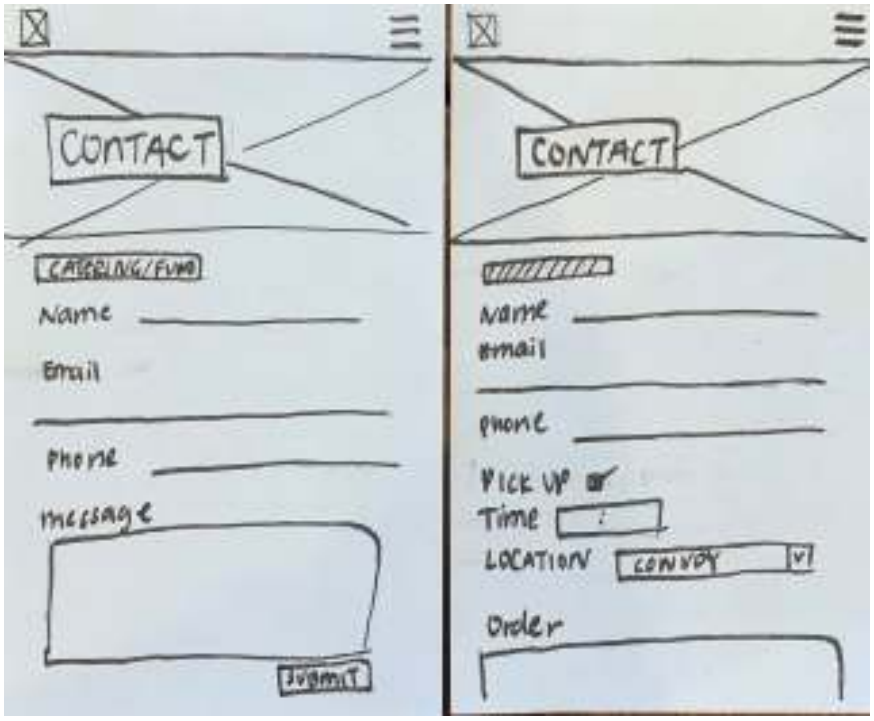
MENU



ABOUT US



CONTACT US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