Great Gourmet. Website Creative Brief

PROJECT SUMMARY
The goal of this project is to design a "wazoo" website from scratch.

The web site I choose to design is called the "Great Gourmet". This company is a storefront food and wine shop. The store physical address is 1001 Food Lane, Honolulu, Hawaii, 96822. They specialize in specialty and rare food products. The staff is able to consult the clients on item choice they have a talent for combining flavors including fine wines to accent the bouquet of flavors. They can also wrap it up in beautiful basket arrangements for pick-up and delivery orders. They want to expand the delivery orders to keep their walk in clients that return to the mainland. This store wants to expand it client base to continue to serve the tourist that walked into the storefront when they return to their homes on the mainland and internationally. They want to highlight the gift baskets that can be purchased for individuals or cooperate accounts.

PRIMARY OBJECTIVE

- The purpose of this website is to increase storefront business into e-commerce accounts by provide detailed information on wonderful combinations specialized food and alcohol products that may be hard in domestic stores. The customer service will design a collection of upper-end eatables that are exquisitely packaged. Packaging can be a simple basket, a theme basket, or seasonal baskets. The gift baskets could be as informal as for a thank you to a friend, to an elaborate gift to impress. Our clients will be people who want buy something unique to impress or a affluent person that may be challenging to please.
- I want to design my web site "user friendly" with lots of images, because the products maybe challenging to pronounce or identify.

TARGET AUDIENCE

Age: Mid-30’s to mid-70’s  
Sex: All  
Income: Upper-Middle to Upper Class  
Education: Post-High School  
Occupation: Homemakers, Contractors, Interior Designers, Engineers, Professional, professional athletes, Independents, proprietors, CEO’s, retirement community. Anyone frustrated about buying an impressive gift.  
Computer Experience: Light web surfer  
Spending Habits: Wine, travel, fashion, Home Decorating, Remodel, cutting edge technos  
Interests: Travel, Art, Cooking, Wine & Dine, Self Improvement and Green plant.  
Geographic location: 1001Food Lane St Honolulu, Hawaii, 96812  
Housing Type: Mansions, Houses, Condos, and Small Apartments.

This website targets people who do or want or "need" know much about designing a sophisticated collection of gourmet foods or gift basket for a special person.

COMPETITORS

Popcorn Palace  
http://www.popcornpalace.com/?source=google&kw=Gourmet%20Gift%20Baskets  
Pros: Simple, quality graphics only 3-4 colors, Lots product options but no garlic.  

Impromptu Gourmet  
http://www.Impromptugourmet.com/?websource=google&keyword=GRP_Gourmet&gclid=CLAJut2B05sCjR0-aw0doX2iu2g  
Pros: Lots of white space framing quality graphics, Clear Navigation good font size. Search box.  
Cons: Too much white space. Weak logo.
Amazon.com Gourmet Food
Pros: navigation bar, search box, quality graphics too skinny images, classic Amazon colors,
Cons: ugly colors for food. Too much white space boring.

Gourmet Food Mall
http://www.gourmetfoodmall.com/
Pros: file folder navigation buttons, search box, quality graphics, only 3-4 background colors,
Cons: Dull colors. Font might be a little small.

ASSETS NEEDED

- Logo
- Photographs or rare products to order,
- Mission statements
- Information on products and manufacturers
- Contact information