

Kelvin Tso

Da Cookie Hut

Da Cookie Hut is a new locally own cookie company known for their custom cookie cakes. They sell a variety of cookies with unique flavors specific to Hawaii.

Primary Objective

- To drive traffic to their local stores
- To gain notoriety among other cookie companies
- To create an online ordering system for consumers

Target Demographic

- Age: Teenagers to Adults
- Gender: Both – Emphasis on female
- Income: Middle class
- Education: High school and up
- Occupation: Any
- Computer Experience: Basic
- Spending Habits: Willing to pay for quality products, Reasonable Spending
- Interests: Café drinking, Party Planning, Desserts, Shopping, Children
- Graphic Location: Only in Hawaii, High Traffic Areas (malls, etc)

Competitors

- Cookie Corner - <http://www.cookiecornerhawaii.com/>



Pros:

- Bright Colors stand out on the screen
- Navigation is clear and easy to use
- Nice graphical quality in terms of backgrounds and logos
- Strategically placed awards and ads

Customer Login included for returning customers
Nice Sitemap with sufficient information

Cons:

Too much navigation to get to some product ordering pages
Home page may be too simplified
My Account and Shopping Cart links not on all pages

Assets Needed

- Contact information including store locations and phone numbers
- Pictures of all their products, including ones for a custom cake ordering system
- Pricing information and payment systems
- Logo designs and graphical elements such as ads/coupons/photos
- Mission Statement