

Madison Benda

Pre-Analysis 1

Sugar Cookie Bliss Decorating Webpage

Strategy and Concept Development

1. What medium will you be designing in?

I will be designing a webpage for within the current website that displays videos and information about her decorating.

2. What is the product you are promoting in this design and who is your client?

The product I will be promoting within her website will be her decorating kits and edible image printing that she uses to decorate the cookies. Right now, she has these products mixed in with all her other products, so most don't know they are there. My client is Karissa Todd, who owns Sugar Cookie Bliss. She started the cookie shop after so many people would ask her to make her families secret recipe sugar cookies.

3. Give some background on the client.

From "Our Story" on Sugar Cookie Bliss Website, "Thanks to a delicious family recipe, homemade sugar cookies always have been one of my family's favorite holiday treats. After making them for friends and receiving rave reviews over the years, I decided to share these homemade cookies year-round. I take care to ensure every batch is made just as it was intended -- a blissful combination of soft cookie and delicious buttercream frosting. I offer delightful designs to entice you to find a reason to share them with friends and family. However, I hope once you try them, you'll find that "just because" is always a good reason to order a batch for yourself or someone you care about. Most of all, I hope they bring a smile to your day!"

4. Who are the target audiences for your design?

The main audience who will be interested in these cookies are those in the market for expensive cookies. Businesses may be attracted to them to give as corporate gifts. They are also commonly used for house-warming parties, weddings, birthdays, etc. Since these cookies have a high price point a more sophisticated and high-end looking site would be ideal. I also think it would be more beneficial to target women because they are the ones who are more likely to buy the cookies.

5. What is the objective of the piece?

The objective of this piece is to give the decorating side of her cookies their own space to shine. She is also hoping that her decorating kits become more popular. She also enjoys making videos and sharing them about decorating so this is the space she can do that for her clients who enjoy baking at home.

6. What is your design strategy?

I think the best way to make everything appeal to the consumer is to have clear pictures and graphics. I don't want to overuse photos and have them be confused but they need to be informed about what she can do. I also want to highlight the cookie decorating kits, so families can watch her decorating videos and decorate the cookies themselves. It's also important to show businesses that she can print their logo or any sort of design directly on the cookie. Overall, if it is simple and easy to read it should attract the higher price point audience. Since I am adding a page to her current website, I plan to use her colors, fonts, etc. I think the colors and design elements she has chosen, fit her brand well.

Sample Inspirations:

Since I have been looking at other websites, I am going to put the link since I can't screenshot the whole page.

<https://blueflour.com/our-custom-sugar-cookies/>

I like how they have their popular custom cookie designs laid out with a button to order. I also like how the video is towards the top because I know Karissa is wanting to highlight her videos of her decorating the cookies.

<https://www.sugarlabbakeshop.com/custom-sugar-cookies>

I have found a lot of sites that have this type of layout. This is what I want to stay away from because I think it doesn't give much info and looks amateur.

<https://www.edibleimpressions.net/custom-order-form>

I don't like the design of this site, but I think that they include important elements like the skin tone chart and color chart.

<https://www.greatonecookies.com/custom-cookies>

This is another site that just throws all the pictures into a grid without much information and is what I am trying to avoid. This seems to be a common theme with competitors.

<https://www.greatonecookies.com/custom-cookies>

I started to get the trend from smaller cookie sites that throwing pictures up is a common theme so I tried to go to bigger cookie companies, but I basically still found the same thing.

<https://www.greatonecookies.com/custom-cookies>

I really like the sophisticated feel of this website and the graphic they used for their custom ordering, but I still feel like it is lacking the information and content it needs.

2

logo

Search



NAV

Customize your own cookies

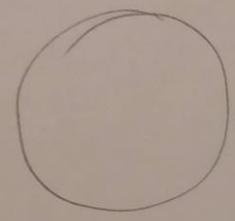
Company logo



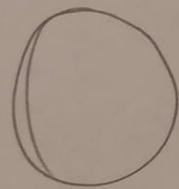
Custom printed design



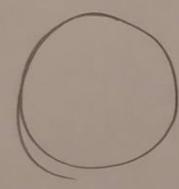
Characters



Names



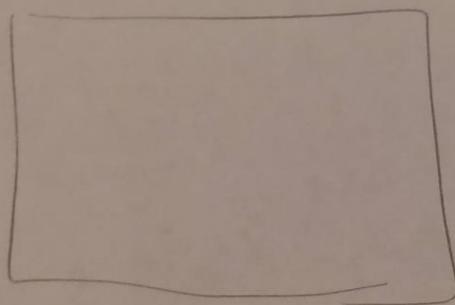
Sports



Decorate your own home



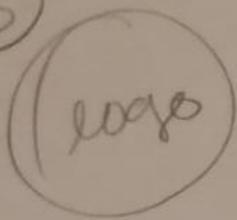
How I decorate



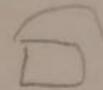
about
video

cookie kit

3



Search



NAV

customize your cookie

company logo

names

characters

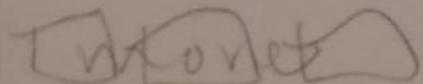
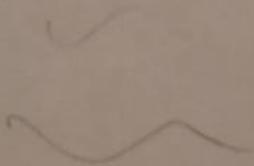
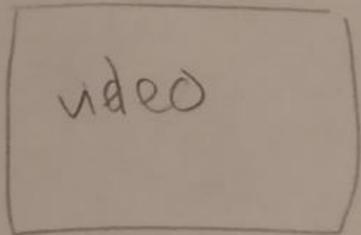
ex

ex

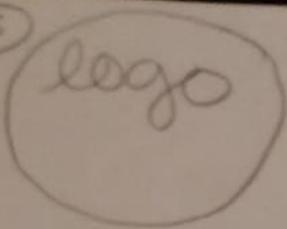
ex

decorate at home with our kits

learn how I decorate



5

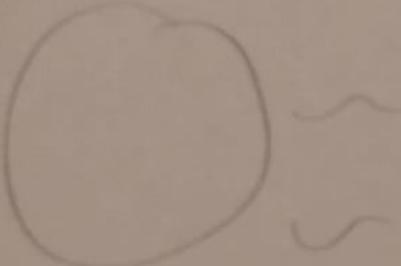
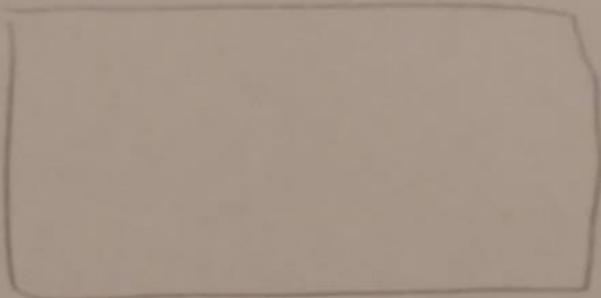
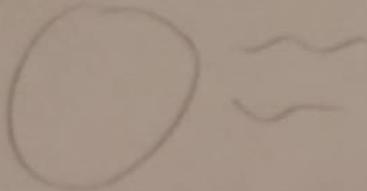


Search

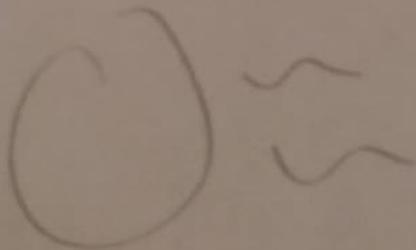
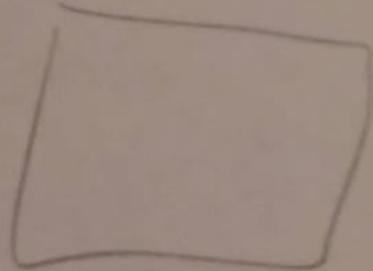
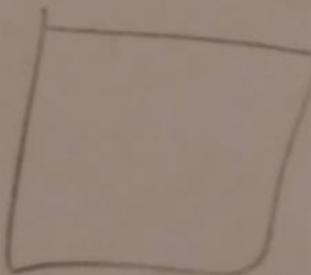
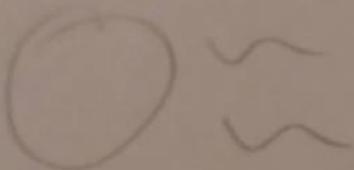
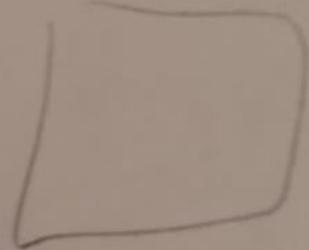
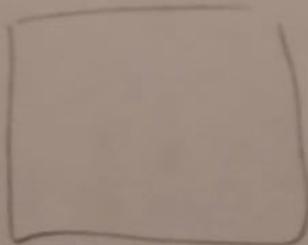


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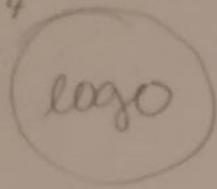
how I decorate



Decorate @ home



4



search



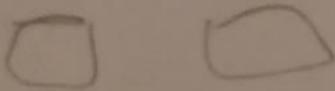
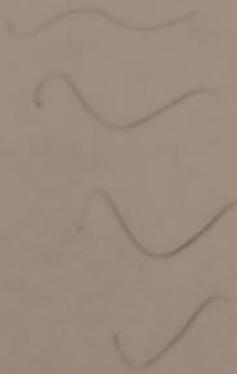
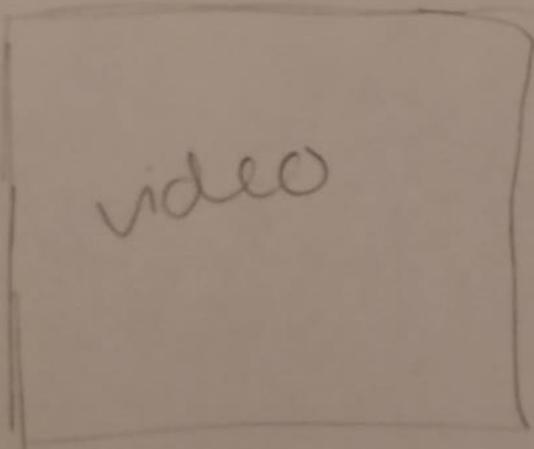
NAV



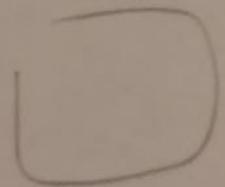
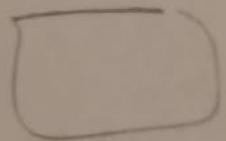
w/ customizable cookie options

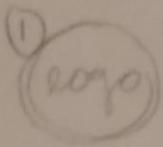


Learn how to decorate



decorate at home



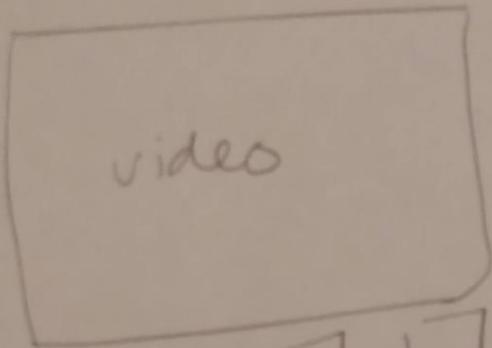


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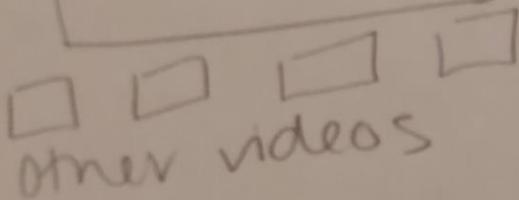
Search 

nav

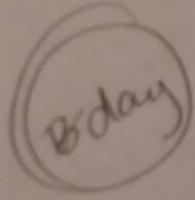
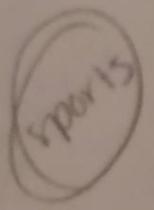
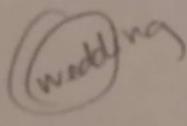
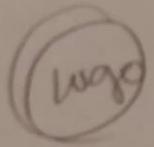
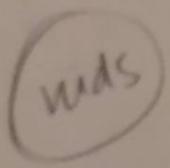
How I decorate



into
about
videos



custom options



decorate
your own

