

Farm Fresh San Diego ~ Site Design

Creative Brief

Summary:

Farm Fresh San Diego is expanding, and feels that a strong web presence is necessary to open up doors to new opportunities. A unique, innovative website will increase the potential customer base and offer a more streamlined, accessible approach to buying produce from the company. The site will focus on a storefront where users will be able to log in and buy produce, and a smooth, beautiful graphic design that draws attention to the company. Through solid structure and thoughtful visual design, the new site will be an effective conduit by which Farm Fresh San Diego will expand and grow into the future.

Objectives:

To develop a site that will attract new business to Farm Fresh San Diego through a strong Internet presence.
To emphasize the site's storefront, through which buyers will be able to easily order produce.
To create solid, functional site architecture that users will find intuitive and streamlined.
To design a graphically effective, aesthetically professional design that emphasizes the quality and seriousness of Farm Fresh San Diego.

Primary Audience:

Knowing who your biggest customers are can help define how your site should flow. For Farm Fresh San Diego, the demographic of the majority of users is in two basic categories: (1) middle aged, fairly affluent buyers who are health-conscious and wanting to find a way to get local, fresh produce, and (2) younger (20's to 30's) buyers who may not necessarily be affluent, but care significantly about healthy food. The site will appeal primarily to these health aware users, without leaving out anyone interested in fresh fruits and vegetables.

Look and Feel:

When someone first visits the site, he or she should be impressed by the cleanness and quality of the design. The site will be very intuitive, clearly showing users the information they need, and leading them to find and buy the products they need in a streamlined manner. Unifying a strong graphic layout with well-organized navigation, the new web site will be not only easy, but also enjoyable to use. The store will be integrated logically with the other content and will visually serve as the primary element in the site. The color scheme will potentially include natural colors that help emphasize the farm aspect of the site without taking away a sense of modernity.

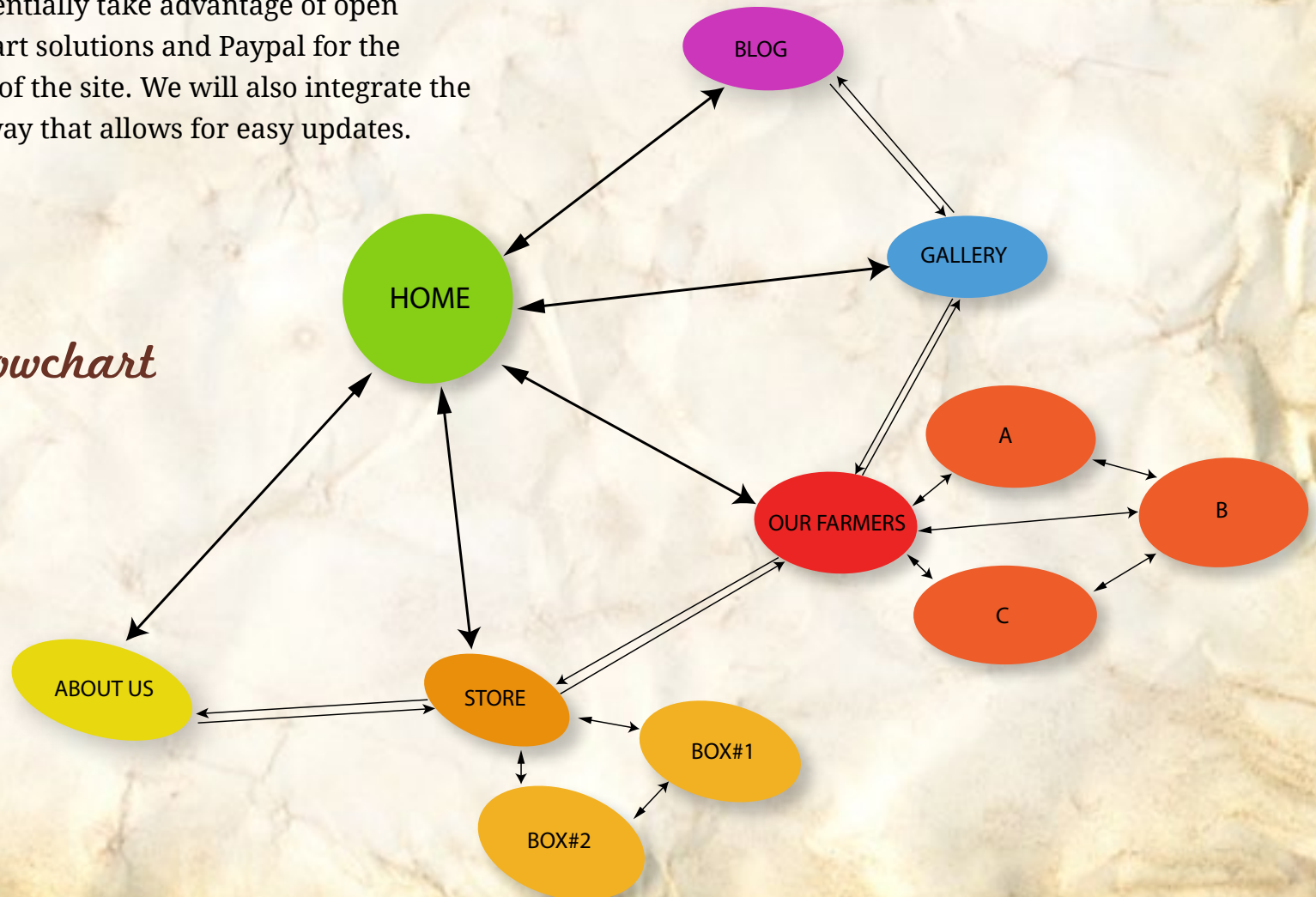
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Strategy:

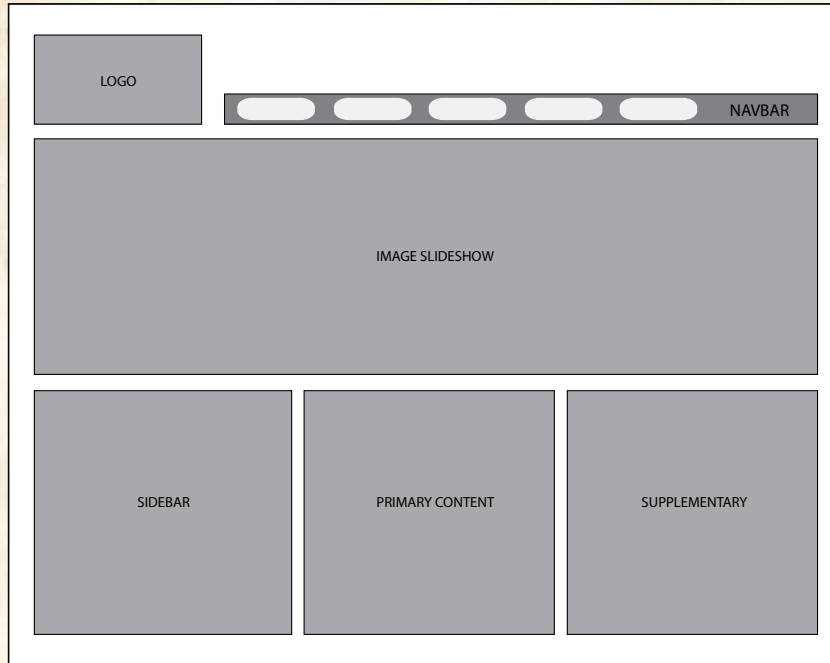
Using strong graphic design and clean, standards-compliant HTML code, we will build a robust and visually appealing site to represent Farm Fresh San Diego. We will potentially take advantage of open source shopping cart solutions and Paypal for the storefront portion of the site. We will also integrate the current blog in a way that allows for easy updates.

Site Flowchart



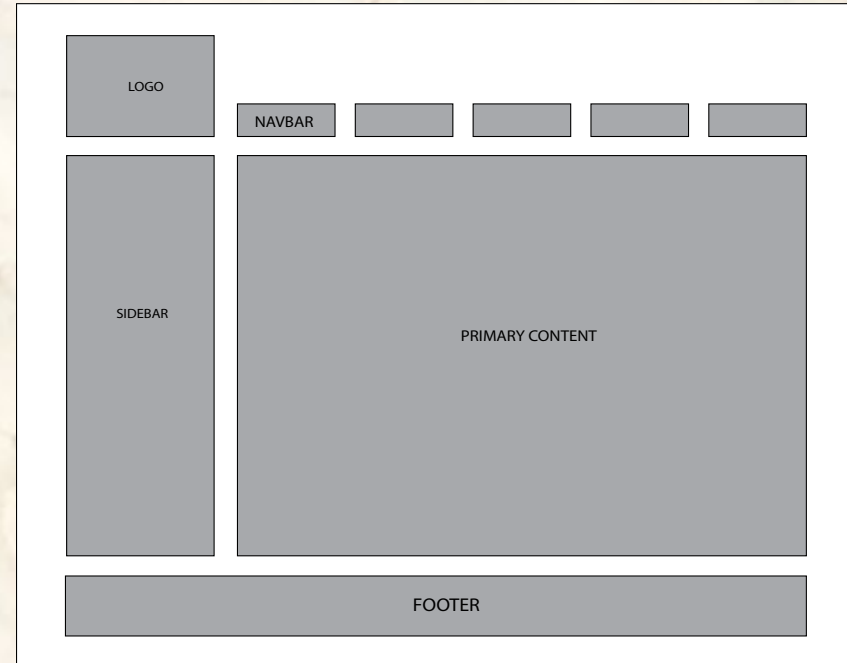
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Design Wireframes



Layout 1

Main Page. Layout showcases imagery as the main content via slideshow. Displaying pictures from the farmers of greenhouses, planting, and fresh produce. Horizontal navigation across the top. Three column structure for the lower half of the page with current events and call-to-action links.

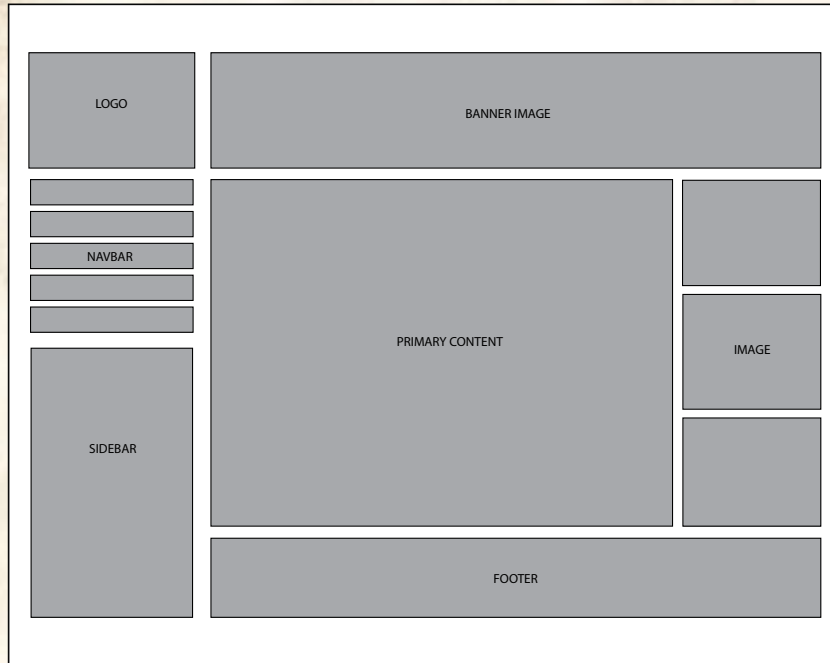


Layout 2

Main Page. This layout also has horizontal navigation. There will be a sidebar on the left side to include supplementary content, current events, or a RSS feed blog updates. Primary content will contain information on the company interspersed with image.

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Design Wireframes



Layout 3

Main Page. This layout's navigation differs in that it is located vertically on the left side. A banner of imagery and tagline flows from the logo in the header portion. The primary content will be company information / introduction. Images will line the right side after main content. Informational sidebar located under the navigation for blog feeds and call to action links for the store.

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Content Inventory

Page	Path	Need?	Notes
home	index.html		Image slideshow, blog feed, introduction text, graphics.
blog	blog.html	X	Need conversion to WordPress from Blogger. Multiple pages.
store	store.html	X	Setup and information / pricing. Multiple pages. Form formatting.
our farmers	farmers.html farmer1.html farmer2.html farmer3.html	X	Farmer information, locations. Multiple pages depending on amount of content per farmer. Image content. Text content
gallery	gallery.html	X	Image content.
about us	about.html	X	Further content and company information. Bios, photos. Text content
contact	contact.html	X	Contact informations. Email form. Map.