BOOZY BOMB DESIGN BRIEF

BACKGROUND, RESEARCH, & PROPOSAL

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TABLE OF CONTENTS

BOOZY BOMB

03

VISION

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The new Boozy Bombs web platform will create a unique, personal, and fun experience for all customers from their first click to their last sip.

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0 4

WHAT IS THE BOOZY BOMB EXPERIENCE?

AN OVERVIEW

Here at Boozy Bombs, we are in the business of fun. We strive to create new and exciting drink experiences like none before. With simple ingredients, fun flavors, and lots of colors, Boozy
Bombs bring a new dimension to any beverage with every hand crafted product.

The Boozy Bomb web platform should inspire our customer's creative and fun side, just as our product does. The platform will not only need to inspire, but inform in a fun and bubbly way just what Boozy Bombs is all about. It will also need to provide a safe and seamless experience to explore and purchase our product.

PROJECT DETAILS

Objective

The objective of developing the website is to showcase the Boozy Bomb product, facilitate discovery and education of the product, create a special and memorable experience, and act as the main point of sale. Also, since Boozy Bomb is unlike any current product on the market, we will need to make the online experience as unique and exciting as this product is.

The Need

In the growing demand and dependency of online shopping, the Boozy Bomb launch will utilize the expanding online markets to drive sales without the overhead of a storefront or stocking fees. Since there is no platform or point of sale currently for Boozy Bombs, the development of the website is essential for product launch. The specific technical needs for the target demographic will be covered in the Customer Value and Journey section of this design brief.

Scope

Out of scope for this project would include specific plugins directly linked to customer service personnel as the Boozy Bomb company does not yet have the funding or capacity to have a full time customer service agent monitoring the site at all times.

PROJECT DETAILS

Challenges & Risks

Identified challenges and risks of undertaking this project are mainly associated to the development. This includes the challenge of having a one person development team, whom may get deterred from this project to address other higher priority issues, which may effect timeline and deliverables. It should also be noted that development timeline is also occurring congruently with a global pandemic, which may also interfere with the development by delaying access to resources, access to advisory assistance, and possibly risk of health issues with oneself or dependents. Other risks and challenges include the develop capabilities of the development team, costs associated to development, and access to desired tools and WiFi to complete each deliverable.

Goals

The goals of the development of the Boozy Bombs site is to create on online platform that is unique, intuitive, accessible, and fun. It should allow for customers to seamlessly learn about the product, create their own personal portfolio, customize product, and act as the main point of sale. This website should also allow seamless collaboration with outside social media platforms. In addition, the website will adhere to WCAG 2.0 standards and utilize accessibility best practices to ensure everyone can have the opportunity to experience what Boozy Bombs has to offer.

USER INTERVIEWS & COMPETITIVE ANALYSIS

User interviews were focused on assessing direct and indirect competition. We also performed in depth competitive analysis that coincide with the user interviews. The following findings are key insights from this research.

DIRECT COMPETITION: TABOOZE
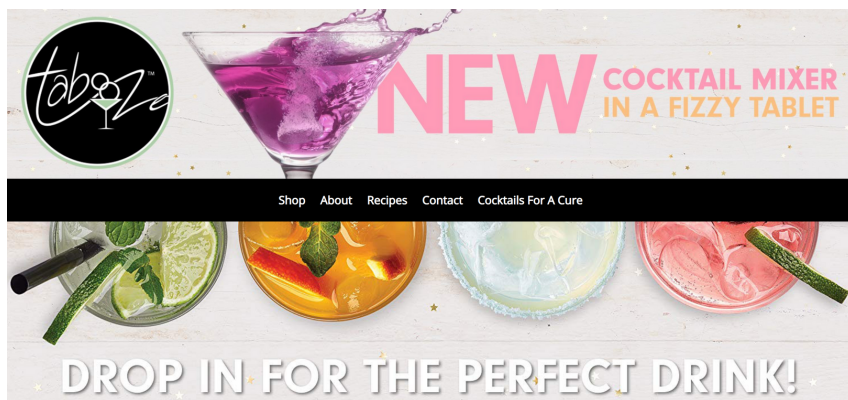
Pros:
- Recipe tab that promotes creativity
- Directly informs customers of what the product is/used for
- Colorful with lots of imagery

Cons:
- Website is not updated
- Video links not embedded
- Gaudy photos that are not organized, overall layout caused confusion in navigation
- Banner takes up too much space
- Cannot purchase from site

Key Takeaways:
- Update the website at least seasonally or include plug ins from outside sources that allow new or updated pieces
- Promote creativity by showing new or different ways to use the product which will then inspire potential customers to purchase
- Use colorful imagery strategically. The website should showcase the product, not takeaway from it
- Keep it simple and clean.

USER INTERVIEWS & COMPETITIVE ANALYSIS

INDIRECT COMPETITION: LUSH
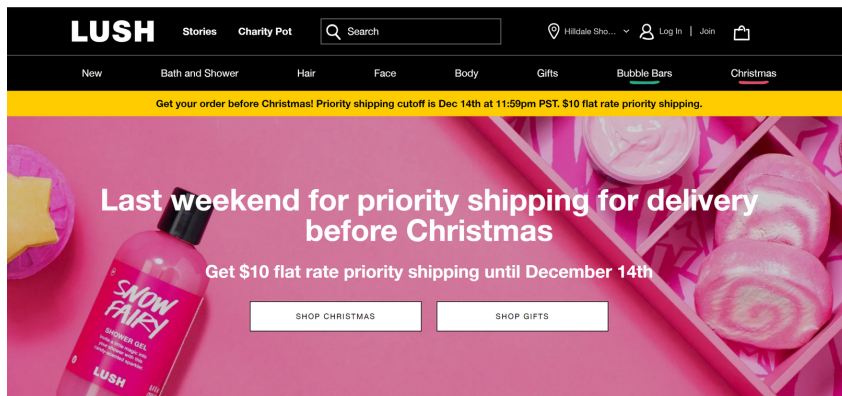
Pros:
- Clean and functional layout
- Adapted most accessibility practices
- Clear product description, ingredient list, label icons
- Products organized in a thoughtful manner, category grouping conducive to shopping and purchase by product and price
- Product reviews and testimonials directly on product page provide customers with assurance of quality product
- Updated regularly with new holiday products
- Product imagery clear and shows product as it arrives and in use

Cons:
- Shipping page was disconnected from the rest of the website
- Individual product names contained font that is hard to read

Key Takeaways:
- Keep the layout simple, clean, and organized
- Adhere to best accessibility practices in all functions of the website
- Allow for real time updated customer reviews that ensure quality products,
  - There can also be testimonials that are submitted and updated through social media
- Be upfront with ingredient labeling as it displays honesty to the customer

09 ESSENTIAL FEATURES & FUNCITONS

WHAT WILL BE ESSENTIAL TO INCLUDE ON THE BOOZY BOMBS SITE BASED ON ANALYSIS

- Candid customer product reviews that appear directly with the associated product
- Clear labeling of all products
- Clean and simple website organization
- Updated site that reflects the current season with associated product feature pages
- Recipes and inspiration page that allows potential customers to browse and be inspired by potential product uses

WHAT WILL BE ESSENTIAL TO INCLUDE ON THE BOOZY BOMBS SITE BASED ON CUSTOMER SURVEY

- Social media driven plugins that can take customers to and from the social media platform
- Customer profiles need to be easily created in order for customer retention; allow Applepay or Paypal type of plugins

KEY ACCESSIBILITY TO BE INCLUDED IN DEVELOPMENT OF THE BOOZY BOMB SITE

- WCAG 2.0 standards
- Link language
- Alternative text
- Zooming ability with same customer experience realized
- Maximize coloring, text size, and font to adhere to usability best practices so the site is easily readable

KEY DIFFERENTIATORS

WHAT WILL SET BOOZY BOMBS APART?

> *"Lush is a brand where Tabooze is just a product on a website"*

One impactful quote from the user interviews was describing how important it is to feel like she was purchasing from a brand, not just a product on a website.

How might we make Boozy Bomb not just a product on a website, but a brand and an experience that will resonate with our customers?

Key differentiating features of the Boozy Bomb website to ensure that it is not only a step above the competition, but also seen as a value driven brand include:

- Customization page:
  - Customers can choose the color, shape, and flavors of their product
  - This cocreation can inspire new ideas for repeat purchasing and excitement around their own idea coming to fruition for their event, party, or even occasional personal use
- Connection to social media for marketing efforts
  - Plug-ins that connect directly to social media links can inspire the discovery and brand awareness regarding the Boozy Bomb product offerings

TARGET DEMOGRAPHIC

WHO WE ARE DESIGNING FOR

- Primarily females age 21-40
- Dispensable income
- Experience driven
- Enjoys "fun" shopping at Target
- Hops on social media trends to show that they have had a shared experience
- Primarily online shoppers for their niche and lifestyle products
- Plans custom events through apps like Pinterest

MEGHAN

The phone alarm sounds for another typical Friday morning. Meghan rolls out of bed to her cozy yet seemingly shrinking New York apartment. She goes to the kitchen to brew some pour over coffee from the latest BeanBox subscription. As she waits for the first of many cups of caffeine to be ready, she scrolls through her Instagram; half due to boredom, half to see what her friends and favorite celebrities are up to.

After a long and seemingly endless day of meetings, emails, and coding, Meghan finally is able to log off from her work account and retire to her couch. An afternoon of Netflix paired with a glass or two of wine is her new happy hour. She scrolls through her Instagram, reminiscing about the amazing speakeasys she uncovered, late night taco trucks stumbled across, and other shenanigans that Friday night New York City had to offer. Maybe one day she can recreate a fancy meals or drink she had from one of those nights; but tonight, she was not in the mood for that kind of effort.

MEGHAN'S SCENARIO

HOW BOOZY BOMBS CAN UTILIZE MEGHAN'S GOALS TO CREATE A VALUE DRIVEN PRODUCT

LIFE GOALS

Meghan wants to be:
• A social butterfly
• An interesting presence on social media
• An influence for new and fun things for her friends and family
• Looked to for advice on all things experience
• A unique millennial with a trendy job, trendy friends, and trendy lifestyle

END GOALS

Meghan wants to:
• Stay safe during the pandemic
• Experience creative New York City bar and restaurant offerings in her own home, but without the work
• Reconnect with friends, family, and co-workers
• Make all purchases online
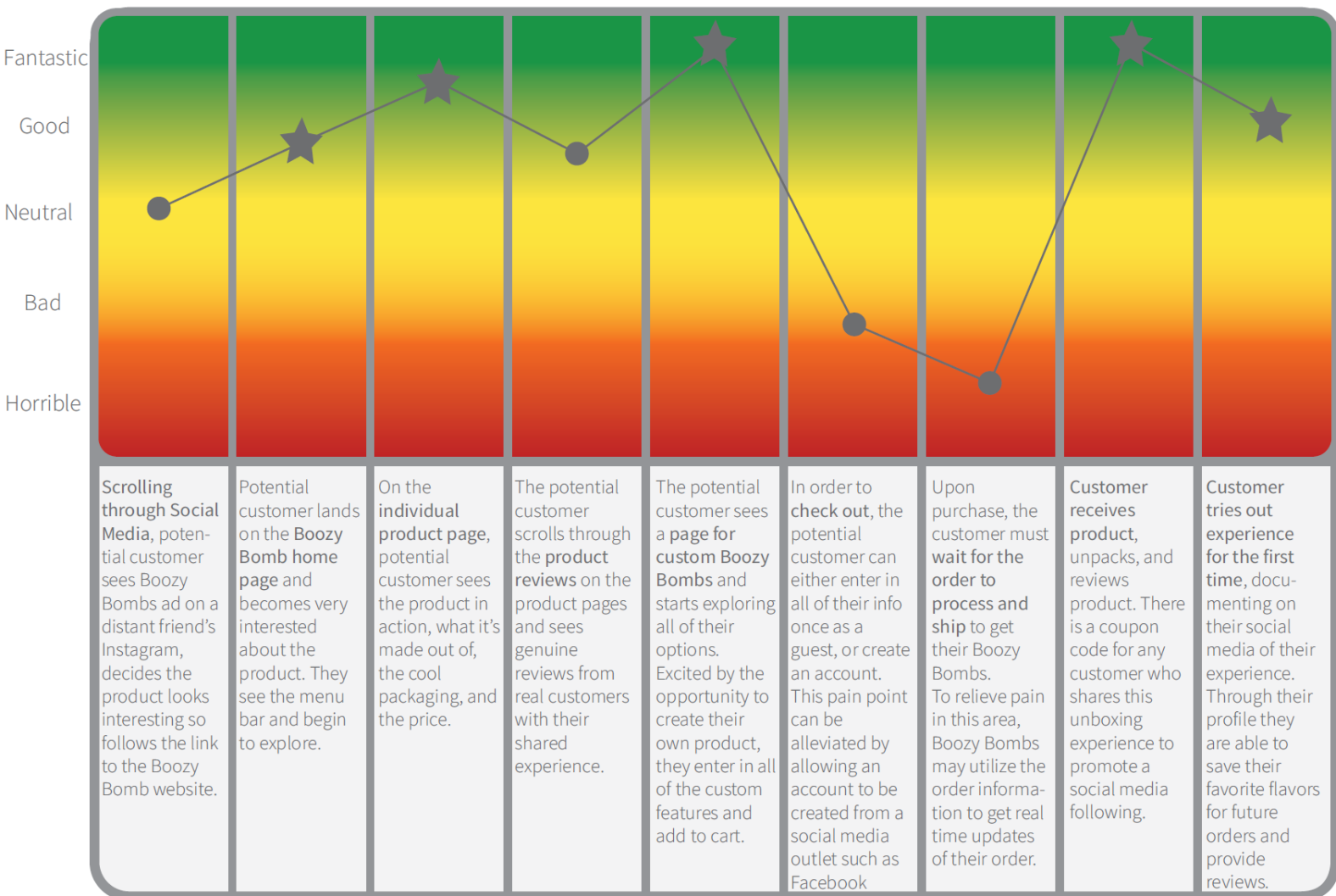• Live a life worth writing books about

EXPERIENCE GOALS

Meghan wants to feel:
• Engaged with the culture of the city and people around her
• Excited by new experiences and new opportunities
• Connected with friends and family
• Enchanted mentally and physically by something new
• A sense of normalcy, especially in her social life
• Empowered to create her own experiences
• Cool, interesting, and unique

CUSTOMER JOURNEY

The Customer Journey Map details how a customer may discover, purchase, and experience Boozy Bomb. The identified negative experience areas may be alleviated by utilizing social media plug ins, cookies, and other tools as noted in their specific section

Fantastic

Good

Neutral

Bad

Horrible

Scrolling through Social Media, potential customer sees Boozy Bombs ad on a distant friend's Instagram, decides the product looks interesting so follows the link to the Boozy Bomb website.	Potential customer lands on the **Boozy Bomb home page** and becomes very interested about the product. They see the menu bar and begin to explore.	On the **individual product page**, potential customer sees the product in action, what it's made out of, the cool packaging, and the price.	The potential customer scrolls through the **product reviews** on the product pages and sees genuine reviews from real customers with their shared experience.	The potential customer sees a **page for custom Boozy Bombs** and starts exploring all of their options. Excited by the opportunity to create their own product, they enter in all of the custom features and add to cart.	In order to **check out**, the potential customer can either enter in all of their info once as a guest, or create an account. This pain point can be alleviated by allowing an account to be created from a social media outlet such as Facebook	Upon purchase, the customer must **wait for the order to process and ship** to get their Boozy Bombs. To relieve pain in this area, Boozy Bombs may utilize the order information to get real time updates of their order.	**Customer receives product**, unpacks, and reviews product. There is a coupon code for any customer who shares this unboxing experience to promote a social media following.	**Customer tries out experience for the first time**, documenting on their social media of their experience. Through their profile they are able to save their favorite flavors for future orders and provide reviews.

15

BOOZY BOMB
CUSTOMER VALUE

THE BOOZY BOMB SITE WILL PROVIDE VALUE TO THE CUSTOMER BY:

- Allowing customers to create their own product and experience through customization of the product
- Inspiring new product use ideas through the seasonally updated recipes and inspiration page
- Establishing trust by allowing customer reviews and ratings directly on each product
- Establishing trust by including clear and honest labeling of the product ingredients
- Driving connection through the online collective that is connected by that sharing of a unique experience

WHY INVESTMENT IN THE BOOZY BOMB WEB PLATFORM IS ESSENTIAL

Since Boozy Bombs will only be utilizing the online market as the main point of sale, it is essential to develop the platform to inform, engage, and entice potential customers.

Without the boozy bomb site, the company as a whole will not have an outlet to conduct business. Additionally, the development will help to achieve the short term company goal of initial product launch. It will also help to achieve the long term goal of a international incorporation as the web platform creates opportunity to expand past the US market.

SUMMARY

BOOZY BOMB SITE DEVELOPMENT

From the research information gathered, consumer value proposition defined, essential key features and functions established, and the target customer and their journey identified, we are now ready to move into the development phase of the Boozy Bomb project.
Design solutions and prototypes should utilize the information gathered in this document to test validity and desirability of all soluitons.