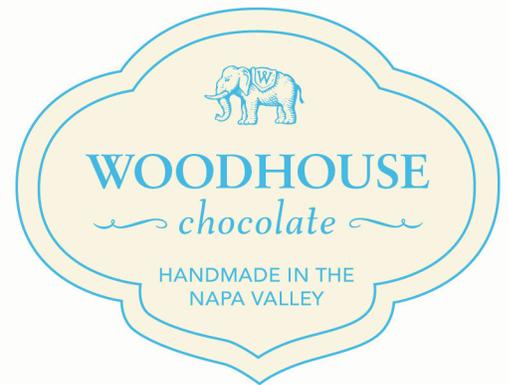


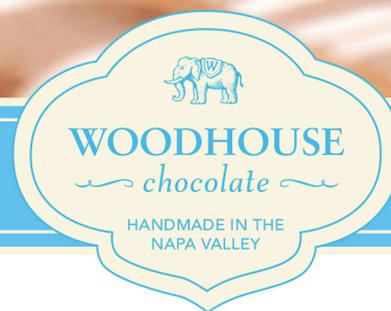
CLIENT DOCUMENTATION

Cheryl Soong

www.woodhousechocolate.com



CLIENT BRIEF



BACKGROUND SUMMARY

Woodhouse Chocolate is located on the quaint main street of Saint Helena in the heart of the Napa. The charming 19th century building resembles the chocolatiers that can be found in Paris and Brussels. The interior is sumptuous with tapestries, a crystal chandelier and rich wood paneling painted the color of butter and cream. Woodhouse is an intimate jewel box filled with chocolate gems. Behind the store a productive kitchen creates all their handmade yummy confections.

Owners John and Tracy "Wood" Anderson opened the doors of Woodhouse Chocolate on April 3rd, 2004. The idea to open a chocolate shop came after the couple attended a movie showing of Chocolat.

The shop now represents the combined efforts of three generations of the Anderson/Wood family. Their mission is to create the world's most flavorful and rich chocolates and confections using local, sustainable ingredients whenever possible. They are dedicated to one core idea: the creation of the finest chocolates is an art that requires not only the skills of a chef, but the eye of an artist. The Andersons are committed to maintaining a small family operation to guarantee the freshness and quality of every piece of chocolate. Whichever of the wide variety you choose, you'll find three things in common: the finest natural ingredients, perfectly balanced flavors and, above all, freshness.

PROJECT OVERVIEW

To redesign their website for brand image consistency and to increase online sales. With only one store location, having products available online is important for company revenue. The outdated website lacks efficiency and fails to encourage add-ons. A redesign aims to create an exceptional user-friendly buying experience which will result in new customers, repeat purchases and overall increased sales.

TARGET AUDIENCE

Woodhouse Chocolate's target market relies heavily on tourism. They range between the ages of 30-65 years old and are middle to upper-middle class. Well educated, cultured and have an appreciation for art and fine things.

COMPETITION WEBSITE

"Zagat" and "Legendary Napa Valley" lists the top chocolate shops to visit while in Napa. Woodhouse Chocolate along with competitors La Foret Chocolate and Kollar Chocolates are amongst them.

La Foret Chocolate

www.laforetchocolate.com/

pros ↪ Updated responsive design / Great blog section / Clear detailed product images and information / Big buttons / Updated cart preview in upper right when adding items for purchase.

cons ↪ Homepage does not communicate chocolates and contains a unimpressive hero section / Confusing hero message regarding allocation program / Limited selection for purchase.

Kollar Chocolates

kollarchocolates.com/

pros ↪ Updated modern design / Java-script features when clicking on images / Homepage has large image of shop and clear call-to-action buttons on slideshows.

cons ↪ Figuring out shopping feature requires numerous clicking through main page and subpages / Black background color creates clarity issues on images and the selection of main and subnav menu categories.

CONTENT NEEDED

- ◆ Product Pictures
- ◆ Product Detail
- ◆ Prices
- ◆ Story
- ◆ Specials & Best Sellers
- ◆ Product Categories
- ◆ Allergy Content
- ◆ High Resolution Logo
- ◆ Mission & Values
- ◆ Recommended Add-On
- ◆ Shipping / Return Info
- ◆ Location / Contact
- ◆ Article & Press Blog



USER PROFILE 1



Janet Summerland

AGE	30
LOCATION	Seattle, WA
EDUCATION	B.A. Brown University
FAMILY	Engaged
HOBBIES	Foodie & Wine Enthusiast, Hiking
OCCUPATION	Amazon Accountant
INCOME	\$115K Annually
WORK HOURS	M-F 9am-5pm, Occasional Nights & Weekends
DISABILITIES	N/A
COMPUTER SKILL	Very Good

WEBSITE INTERACTION EPISODE

Janet first encountered Woodhouse Chocolate during a recent trip to Napa. She fell in love with the decorative feel of the store and the assortment of delicious chocolates which were treated like precious jewels wrapped delicately in a beautiful signature blue box. In planning for her upcoming wedding Janet knew the chocolates, would be the perfect favor for her guests. Janet's first impression of their website was below average, as she felt the poorly designed website conflicted with their brand image. The buying process was simple enough for her needs, but since she works for Amazon she was unaccustomed to the outdated steps prompted. The overall experience did not leave her feeling special like she did during her shopping experience at the store.

USER PROFILE 2


WOODHOUSE
chocolate

HANDMADE IN THE
NAPA VALLEY



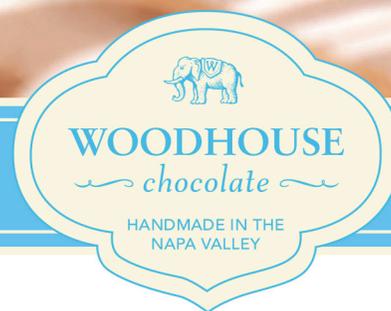
Steve Robinson

AGE	47
LOCATION	Contra Costa, CA
EDUCATION	B.A. North Western
FAMILY	Wife + 3 Teenage Kids
HOBBIES	Golf, Drinking Home Improvement
OCCUPATION	Software Salesman
INCOME	\$150K Annually
WORK HOURS	Traveling Variable
DISABILITIES	N/A
COMPUTER SKILL	Excellent

WEBSITE INTERACTION EPISODE

Steve's home in Contra Costa is fairly close to Napa Valley, so when he's not traveling for work he and the wife visit wine country quite frequently. As a software salesman, Steve has many clients in various locations, which he buys Christmas presents for in appreciation for their business. Steve's busy traveling schedule forces him to almost always do his shopping online from his phone. For the upcoming holiday he has chosen Woodhouse Chocolate for his client gifts. Steve pulls up the site from his phone and tries to figure out their shipping options and rates. The condensed mobile version has no shipping information listed, so instead clicks on their full site version. The full site version definitely has more information and a navigation directed to shipping. However, the full site is not responsive in design, which leads to unnecessary zooming in and out and lengthening the timeframe of the whole buying process.

USER PROFILE 3



Barbara Freemont

AGE	60
LOCATION	Charlotte, NC
EDUCATION	B.A. UMass
FAMILY	Husband + 2 Kids + 3 Grandchildren
HOBBIES	Traveling Antique Shopping
OCCUPATION	Bank Manager
INCOME	\$80K Annually
WORK HOURS	M-F 9am-6pm
DISABILITIES	Eyeglasses
COMPUTER SKILL	Good

WEBSITE INTERACTION EPISODE

Barbara's friend, Joan, recently returned from a trip to wine country and brought back various wines and delectable treats to share amongst friends. During a get-together, Barbara tried some of the Woodhouse Chocolates that Joan brought back and was immediately wowed. Barbara decided she wanted to order some right away and immediately went on their website to review their selection. While the selection was immense the pictures and website did very little to convey the same great experience. After surfing their website for a few minutes, she decides to put off ordering for now and makes a mental note to visit the shop whenever she visits Napa in the future.