DESCRIPTION OF BUSINESS
Temptation Candy is a web-based eCandy store located at www.temptationcandy.com. Their target audience is that of mature adults seeking candy, perhaps from their childhood, that they still enjoy or have a hard time finding locally and also adults looking for a specific candy in a certain color or of a certain flavor in bulk.

COMPETITORS
Candy.com
CandyWarehouse.com
ACandyStore.com
BulkeCandy.com
DylansCandyBar.com

OTHER WEBSITES CLIENT LIKES
Zappos.com
Nortstrom.com
RalphLauren.com
Gap.com

WEBSITE GOALS
Improve the design, search process, and checkout process to create a better user experience for TemptationCandy.com customers.

TARGET AUDIENCE
Adults, ages 25+, mostly women, looking for old retro candy from their childhood. They are sophisticated, middle class to upper-middle class customers looking to hard-to-find candy in bulk or in a certain color of flavor. They may be trying to stay on a diet or curb a smoking habit. They may be planning a function at work, a birthday party, a baby shower, a bridal shower, or a wedding. Their computer skills are above average, however, they may be using several different platforms and several different browsers on several different screen sizes with different accessibility concerns.

DEVELOPMENT CONSIDERATIONS
Website will need to be maintained by the client and their primary developer/back-end coder.

DESIGN CONSIDERATIONS
See "Temptation Candy: Logo Care Guide"
Fonts: Serif (Garamond), Script (Bickham Script)
Slogan: Anything More Would Be a Sin

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WEB REDESIGN GOALS

BUSINESS GOAL	USER EXPERIENCE GOAL	FUNCTIONS SUPPORTING GOAL
Greater Visibility	Ease in finding TemptationCandy.com	- Search Engine search terms - Social media ads - BizRate Listing/Account
Themed Headers for major holidays	Put shoppers in the seasonal mood	Design must incorporate an easy-to-update header
Product-driven site	Locate desired product easily	- Reduce text on main pages - Add more product images on home page
Reach more customers	More shipping options	- Add Hawaii & Alaska to shipping option - Add a PayPal payment option
Reduce Customer Calls	Self-guided purchase process	- Add FAQ re credit card rejection - Add a "How Shipping Works" page with links from every page - Add Customer Service hours - Add a volume/measurements page - Provide helpful links during checkout - Add UPS tracking links to orders which pass data to UPS
Connect with Customers	Stay updated on deals	Add Social Media icons and "likes"
Improve Site Navigation	Ease in finding products	- Drop-down menus on main navigation - Reduce secondary (left) navigation
Improve the Shopping Experience	Save time	- Faster image load times - Add a "guest checkout" option - Add a gift-wrapping option with personal notes - Add an item counter on cart icon (but no dollar amount until in cart)
Increase return customers	Save money and checkout time	- Add a rewards program - Add a coupon code option

OVERALL BUSINESS GOALS OF THE SITE
Increase sales, improve customer support, create a more interactive service, and enhance the brand and company image for marketing purposes.

OVERALL USER GOALS
To purchase something and have fun doing it.

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