



# CLIENT DOCUMENTATION

[TheSpicyGourmet.com](http://TheSpicyGourmet.com)

By Mahsa Crum





# DESIGN BRIEF

## BACKGROUND SUMMARY

*The Spicy Gourmet* founded by Mr. Dinesh Perera brings a unique culinary experience that incorporates authentic, delicious, exotic South Asian spice blends and classic dishes in the comfort of ones own kitchen. Additionally, a custom made precision electric spice grinder has been designed to release those tantalizing flavors and aromas. The custom designed Spicy Gourmet Spice Mill is a strong, powerful, lightweight and durable device that features the highest quality stainless steel blade and a domed top.

The Spicy Gourmet uses only chemical-free USDA certified organic spices that contain no additives or preservatives of any kind, and stand by quality, healthy alternatives and ethical practices. Organic farming is better for spice growers and the planet; while workers are healthier because they don't handle or inhale toxic chemicals. Organically farmed spices receive no synthetic fertilizers, eliminating the run-off of nitrogen- and phosphorus-based nutrients, which are toxic to the environment. Organically farmed spices also contain higher levels of the trace elements that—for centuries—have made spices an integral element of the natural healing arts. And, of course, organic spices just taste better.

## PROJECT OVERVIEW

The primary objective of this project is to redesign *The Spicy Gourmet's* website in order to create easier navigation and provide a modern yet traditional aesthetic to reflect quality and appeal. The new design will encourage and improve the shopping experience while showcasing *The Spicy Gourmet Mill Set*, as well as the exotic selection of spices, herbs and teas.

## TARGET AUDIENCE

The primary target audience includes male and female culinary professionals, and male home cooks (ages 30-60) with an expendable income.

## COMPETITION

Currently, *World Spice Merchants* located in Seattle is the primary competition for *The Spicy Gourmet*. The competition offers a selection of authentic and exotic spices, teas and herbs.

Pros | *World Spice Merchants* offers an extensive selection of spices, herbs and teas that are logically organized by region as well as alphabetically. They offer a gift card option and also provide links to their social media pages.

Cons | The navigation feature seems confusing and the website's overall aesthetic appeal is mediocre. Most of their information is found in the footer section in small text which is easily lost.

## CONTENT

Currently, *The Spicy Gourmet* website includes an introduction on how the company was founded, states their goals, and provides a reasonable description on what a Fair Trade establishment supports. It does not contain appealing imagery to draw in regular customers and lacks an aesthetic heirarchy to guide the viewer to the shopping feature.

## ASSETS NEEDED

High Quality Client Logo | Contact Form | Quality Images | Customer Service | Register | Sign In | Newsletter Subscription | Allergy Disclaimer





## USER PROFILE 1



**NAME** Marion Souza

**AGE** 29

**GENDER** Female

**LOCATION** Honolulu, Hawaii

**EDUCATION** College

**FAMILY** Single

**HOBBIES** Yoga & Baking

**OCCUPATION** Interior Designer

**INCOME** \$50,000 Annual Salary

**COMPUTER SKILLS** Average

### USER-SITE INTERACTION EPISODE

Marion Souza is a 29-year-old interior designer. She currently resides in Honolulu, Hawaii. Marion gets her inspiration from nature and practicing yoga. She has a passion for vibrant fabrics, baking, and Feng Shui. Marion spends most of her spare time browsing the internet looking for new spices and herbs for her baking activities. She stumbles upon The Spicy Gourmet and initially feels very excited upon this new discovery. However, as she delves further into the website, she feels frustrated with the limited selections and continues on to another website.





## USER PROFILE 2



**NAME** Christina Coleman

**AGE** 40

**GENDER** Female

**LOCATION** Brooklyn, New York

**EDUCATION** College

**FAMILY** Daughter and a Hamster

**HOBBIES** Zumba

**OCCUPATION** Chef

**INCOME** \$80,000 Annual Salary

**COMPUTER SKILLS** Above Average

### USER-SITE INTERACTION EPISODE

Christina Coleman is a 40-year-old single mom, chef, and entrepreneur. She is originally from Hawaii, but now resides in New York. She describes herself as a persistent woman who loves her daughter, listens to podcasts religiously, and enjoys her Poutine with a lot of ghost-pepper sauce. Christina comes across The Spicy Gourmet while she is in search of a spicy pursuit and ecstatically wants to purchase a few items from the organic-driven establishment. She finds the site outdated and lacking, however, goes through with the purchase. She claims that she would have most likely purchased more items if the site was more appealing.







## USER PROFILE 3



**NAME** Bo Chung

**AGE** 60

**GENDER** Male

**LOCATION** Ontario, Canada

**EDUCATION** Doctorate Degree

**FAMILY** Dogs & Cats

**HOBBIES** Cooking

**OCCUPATION** Philosophy Professor

**INCOME** \$70,000 Annual Salary

**COMPUTER SKILLS** Average

### USER-SITE INTERACTION EPISODE

Bo Chung is a 60-year-old Philosophy professor from Ontario, Canada. He has a passion for cooking, drinking tea and organizing things. He states that he is "single and finally ready to mingle." Bo is a very social individual, yet he finds himself on the internet a lot. For his cooking and tea collection, he finds most of his ingredients online and has become an expert online shopper. Bo understands the benefits of Fair-Trade to support small farmers and in his search he comes across The Spicy Gourmet, but due to its disorganized layout he moves on to a different site.





## FUNCTIONAL SPECIFICATIONS

Search Function

Shopping Cart

Site Hierarchy

Timely Content

Registration & Log In

Newsletter Subscription

Gallery

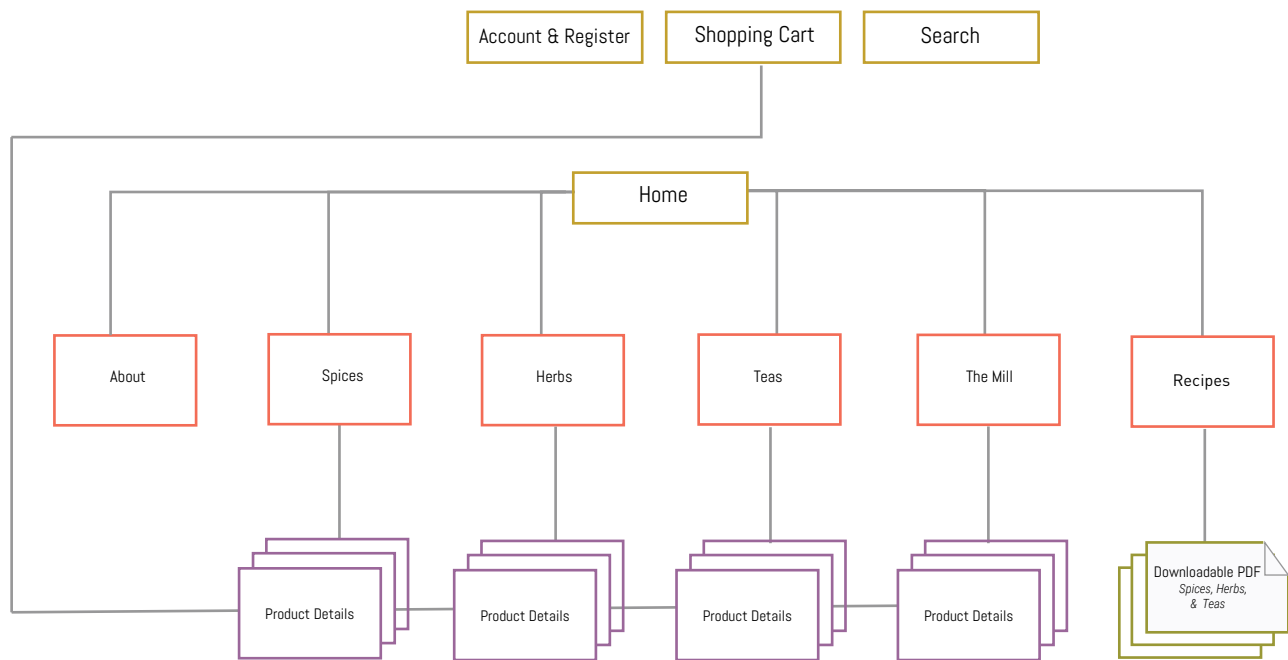
Video



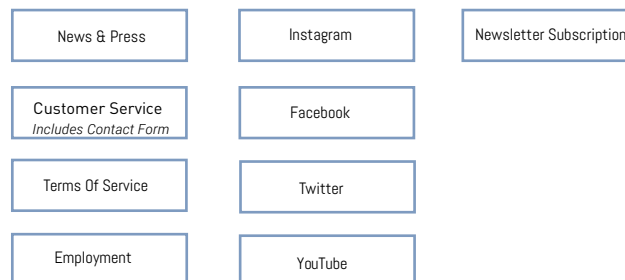


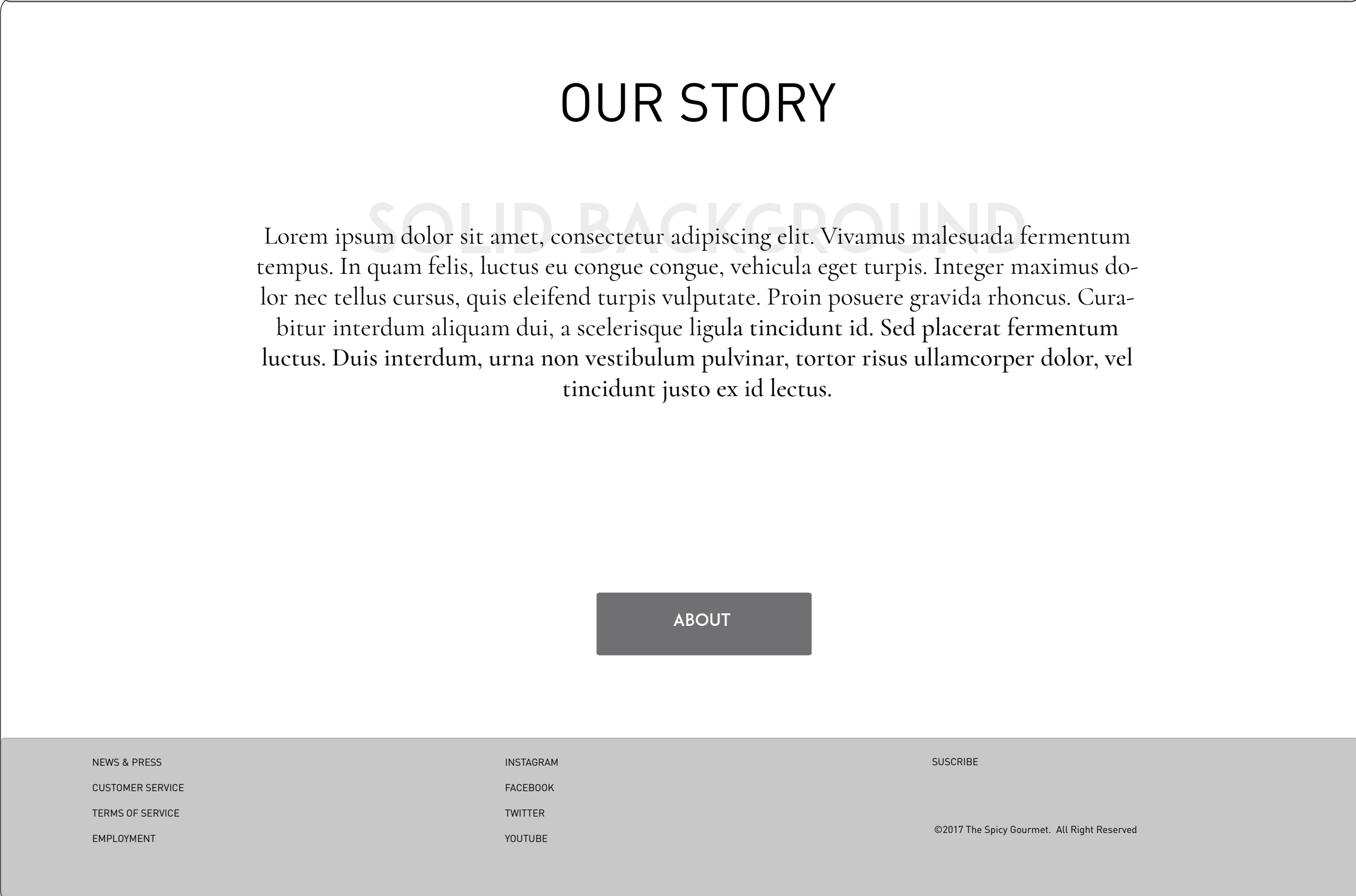
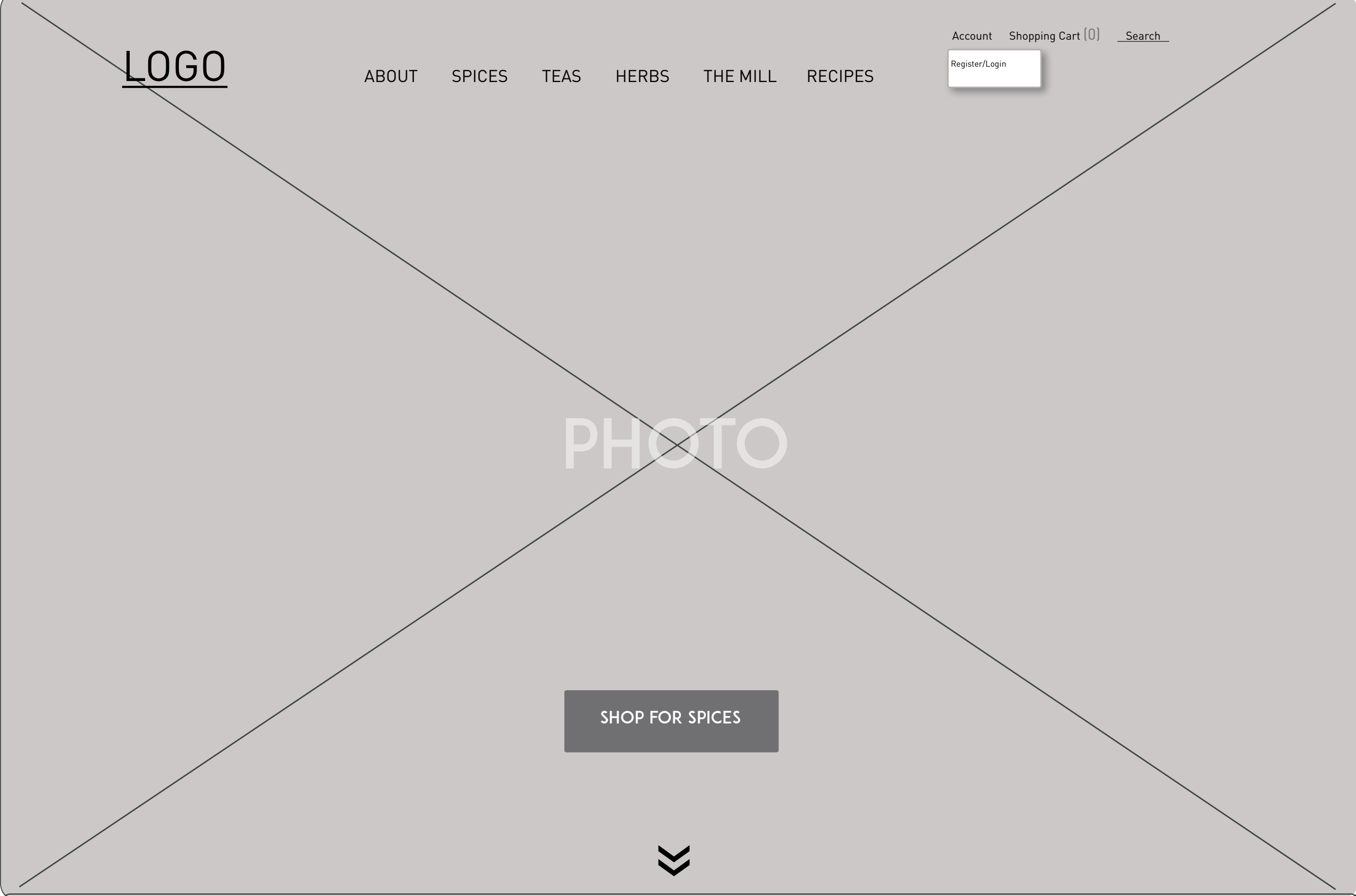
# SITE MAP

## UNIVERSAL NAVIGATION



## FOOTER NAVIGATION







SPICES

HOME → SPICES → A-Z 1 | 2 | 3

NARROW YOUR SELECTION

HOT ☐ SWEET ☐ SOUR ☐ SALTY ☐

SPICES

Browse by Region

Africa

Asia

Europe

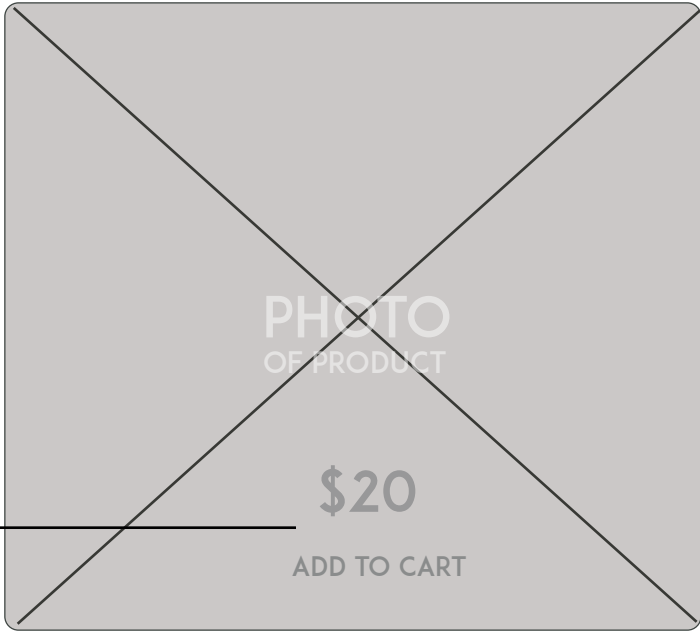
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North America

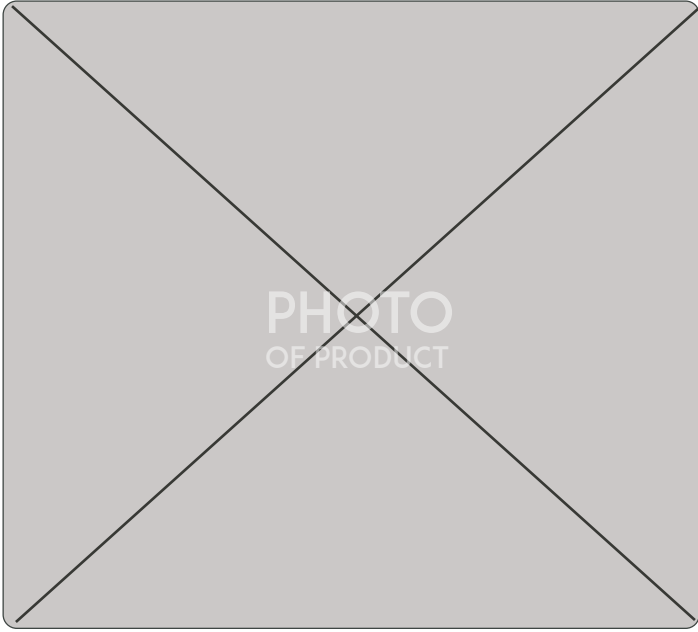
South America

Browse A-Z

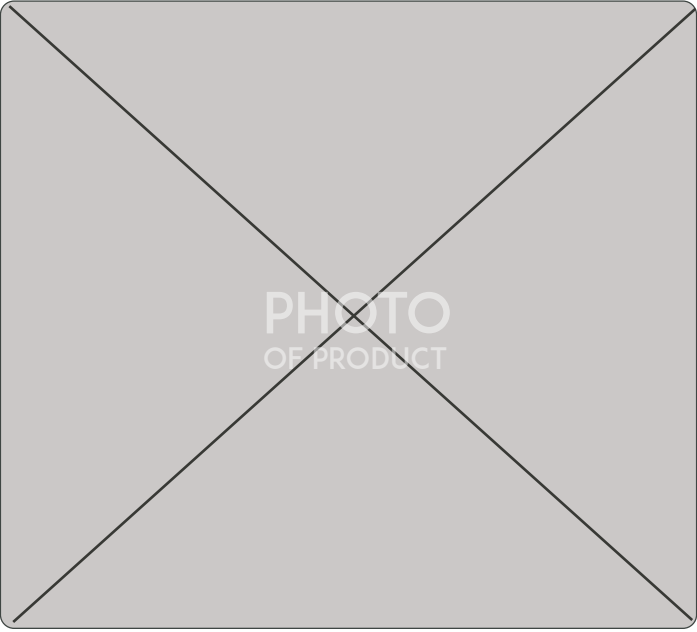
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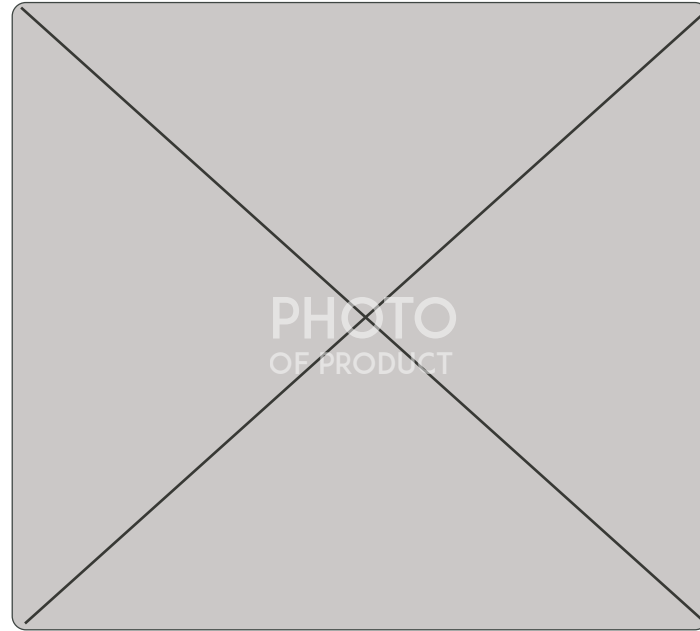
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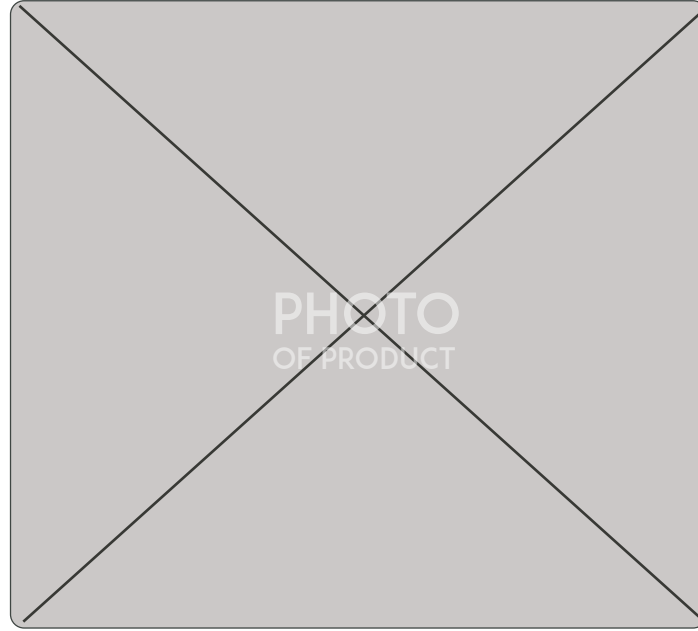
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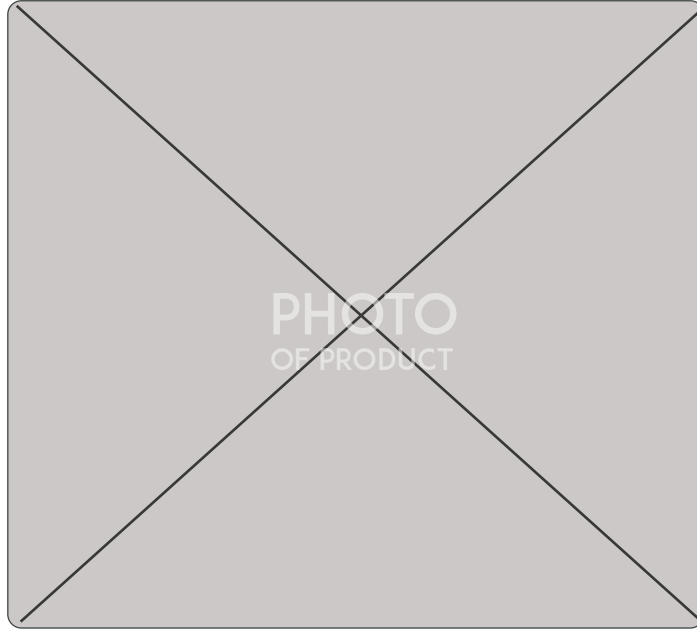
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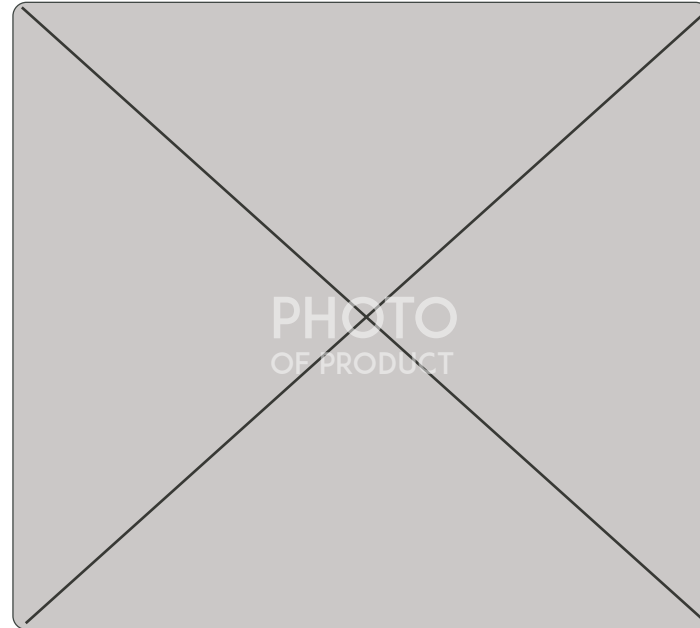
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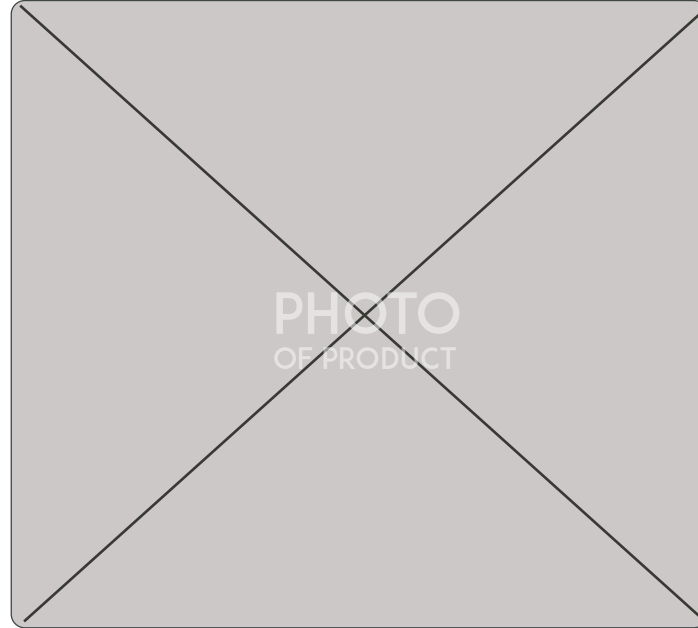
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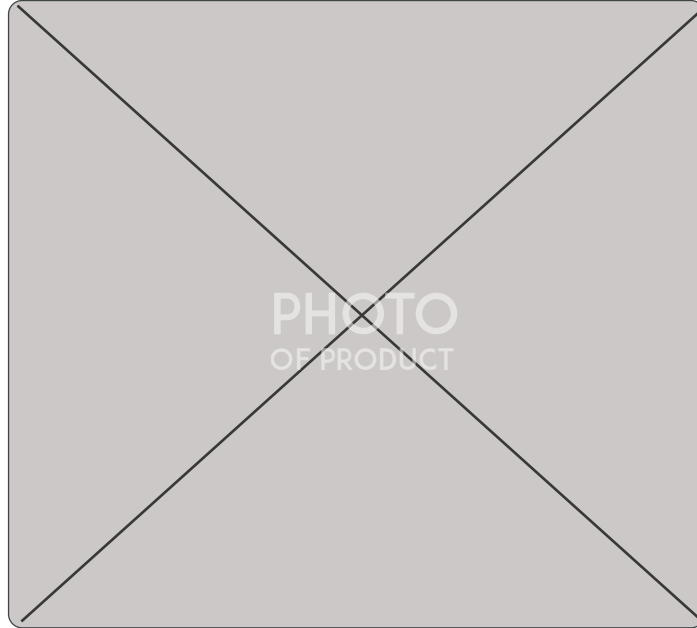
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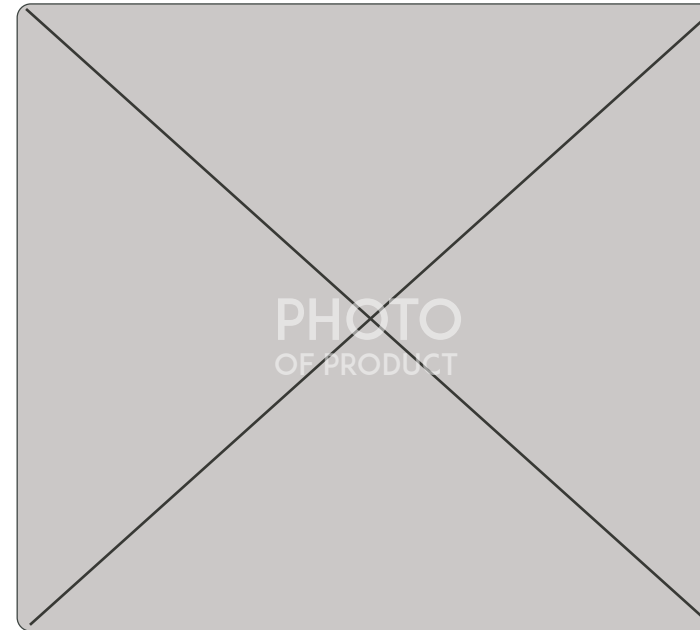
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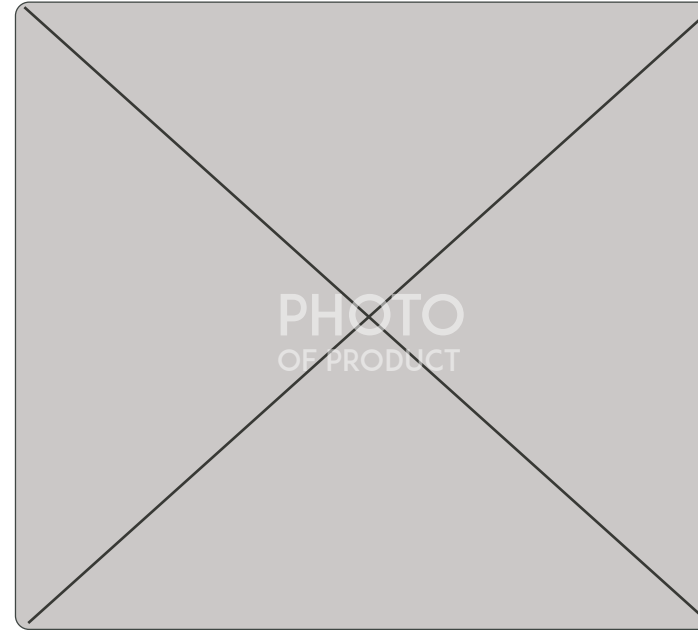
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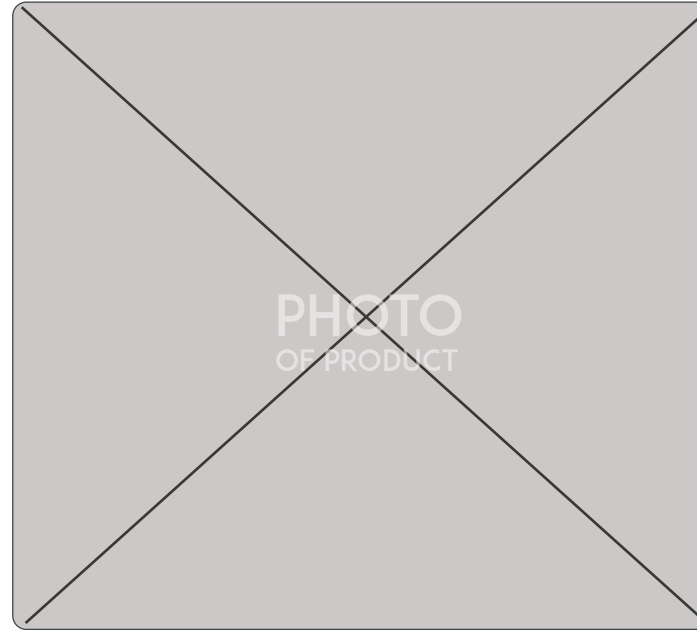
PRODUCT TITLE



PRODUCT TITLE



PRODUCT TITLE



1 | 2 | 3

Hovering over product displays the cost and option to add to basket