

Brand Identity:

Kitchen Concepts prides itself on being the premiere on-line resource for the discerning home chef showcasing only the most unique and modern in kitchen gadgets, small appliances, and cookware while still offering affordable prices.

Kitchen Concepts understands its clients take cooking and cuisine seriously and offers thorough product descriptions, in-depth customer ratings, and recommendations from renowned professional chefs. Fantastic meals come from the finest restaurants, and Kitchen Concepts brings restaurant quality equipment to your home.

Business Goals:

Kitchen Concepts is a self-service website that allows customers to view products, descriptions and recommendations ensuring that they get exactly what they want and reducing customer dissatisfaction and the amount of returns.

The site divides products into subcategories based on both product type and brand name enabling customers to search quickly and more efficiently.

The site is presented in a clean, concise, and easy-to-navigate format which creates a positive customer experience and guarantees repeat business.

By having an on-line presence, Kitchen Concepts will gain more national exposure and augment its market sector which translates to an increase in overall revenue.

Success Metrics:

The greatest parameter of success will be an increase in revenue from on-line sales after the website is launched. Secondary success metrics will come in the form of repeat customer transactions, increased newsletter subscriptions, a decrease in product returns or an increase in product return to product exchange conversion.



User Profile #1

Name: Lillian

Age: 42

Occupation: Florist and self-described Home Chef

Family: Married with 2 teenage children (ages 15 and 17)

Household Income: \$135,000

Profile: Lillian was raised in Bridgeport, Connecticut and went to school at Trinity College where she met her future husband, Matthew. After living on the east coast for several years, they moved to Seattle after her husband got a job at Boeing. They grew to love the Pacific Northwest and now call it home. Lillian is particularly fond of living near Lake Washington and enjoys gardening and strolling through her neighborhood during the fall.

Lillian is huge on entertaining guests in her home and loves to cook for dinner parties. She views dinner parties as a way to experiment and test out new recipes on her guests (or guinea pigs). She is constantly looking up recipes, dinner party themes, and ways to make holiday menus stand out. Quality and aesthetics are also important to Lillian.

Internet Usage: Lillian describes herself as knowing enough about computers to get by and tends to follow the trend in terms of technology. She uses an iPhone and a Mac book – not for any particular reason, but she has heard that Apple products are top of the line. While she does have a Facebook account, she does not use the internet much for social networking or entertainment. She does, however, use the computer to look up recipes, research products and order items for her business, and shop.

Lillian does shop on-line quite a bit. Sometimes she doesn't remember what she bought until it shows up on her door step. She sometimes fails to read return policies on-line and has had issues returning items, but it has not deterred her shopping habit. She also likes ordering from sites that have a local retail location in order to make returns or exchanges easier, but that does not play a major factor in her decision to purchase on-line. Most importantly, Lillian is affected by the look and feel of a site – if it looks badly organized or does not look professional, she will not order from it.

Frequented Sites:



foodnetwork.com



theconnoisseurclub.com



amazon.com



seriouseats.com



User Profile #2

Name: Nick

Age: 28

Occupation: Product Developer for Field Roast

Family: Single

Household Income: \$52,000/year

Profile: Nick graduated with a Masters in Food Science from North Carolina State University in 2007. After living in various areas including Minnesota, Arizona, and Ireland, he decided to try the West Coast and moved to Seattle where he found employment as a product developer for Field Roast – a company that makes vegan grain meat products.

Nick enjoys reading and came upon a book that discussed the ills of meat production in the United States which caused him to change to a vegan lifestyle of eating and cooking. While Seattle is well-equipped to cater to vegans in terms of restaurants and cuisine, Nick has found it much easier to prepare his meals at home. He enjoys researching recipes, discovering vegan cookbooks, and learning new cooking techniques and is not afraid to share his newfound discoveries with his friends or anyone within earshot. Nick is also a gadget freak and is constantly on the lookout for unique items for his apartment.

Internet Usage: Nick is constantly on the internet. He uses it to keep in touch with friends and family, get national/international news, research items for work, for entertainment, to read blogs, etc. He is particularly fond of Facebook and often posts videos that he finds on StumbleUpon and YouTube.

Nick is hesitant in general to shop on-line. He prefers to do a lot of informational research on products and then try and find a local retailer. However, if he cannot find it locally or discovers exactly what he wants, he will purchase online. He also is very opinionated and quick to judge websites if they lack the information he desires. Despite his high expectations, Nick is very loyal to companies and websites that offer a positive experience, have a proven track record, and treat him well.

Frequented Sites:



facebook.com



ppk.com



greenkitchenstories.com



stumbleupon.com