DESIGN BRIEF }

TELL~TALE HEARTH

Tell-Tale Hearth is a brick and mortar store that specializes in providing Dark Victorian, Medieval, Halloween, and Gothic decor for the discerning customer. Products of this variety, style, and interest are available in this spooky/dark style year round with special focus on the high holidays during the year.

Originally a brick and mortar store located in Salem, Massachusetts, the company came to fruition after the owners saw a niche need for this decor past the autumn/fall/Halloween season. They realized that they could use the prime location in Salem as a launching point to increase sales domestically due to the popularity of this style of decor. Asking a couple questions of their customers at the point of sale at the brick and mortar, they realized the impact an expansion could have on sales. After the store opened to rave reviews and becoming a destination store for visitors to Salem, they realized they could duplicate this success online and are looking to expand the business digitally.

1: PROJECT INFO | GOALS

DATE: 10/02/2023

PROJECT NAME: Tell-Tale Hearth online store and brand redesign.

PROJECT SUMMARY: Create and design a website/online store for Tell-Tale Hearth to sell their products and services to customers and visitors.

SPECIFIC PROJECT GOALS: The overall goal of this new design project is to duplicate the success of the brick and mortar store in the digital/online sphere. This will allow the company to expand and offer more to their customers and visitors, plus encourage and develop a different and important level of service to their customers. For example, people want to visit the store in Massachusetts, but are not able to visit for a variety of reasons, the online store would allow them to visit from the comfort of their own home. Current customers could recommend the online store to potential visitors across the country and not feel restricted to their location.

This brick and mortar store (and eventual online store) has virtually no competitors except for Spirit Halloween and Target during the fall season. Both of these only operate with the style of decor Tell-Tale Hearth specializes in during a specific part of the year. To remain competitive, TTH will offer a variety of specialty and high quality items during the fall/Halloween season, and continue to provide these items all year round. Amazon can also be seen as a competitor, but the way TTH will differenciate from that conglomerate is by offering exceptional customer service online and recommend a visit to the online and brick and mortar stores (with giveaways, coupons, and the like.)

CURRENT SITUATION: Tell-Tale Hearth has a basic website with location information and is used mainly as an advertising space. There is no e-commerce element to the website and it doesn't receive much traffic. No effort for SEO has been made and TTH is realizing how important it is to have an online presence beyond a basic website. The company plans on employing employees to ensure brand cohesiveness and also ensure the products and store online work as expected.

2: SPECIFICS

TARGET AUDIENCE: Tell-Tale Hearth's target audience are the following:

- **Home type:** Homeowners & Renters
- **Age:** Millennials, Gen Xers, Goths, Victorian enthusiasts, folks who fondly remember participating in Halloween activities.
- **Earning/Money:** Middle Class earners $60,000-$100,000 per year
- **Tastes/Attitudes:** Wedding planners, event planners, interior designers, hobbyists, folks who love Halloween
- **Location/Geography:** US/Domestic for the online store, encourage visits to the brick and mortar store in Massachusetts.

DESIGN/IMAGERY/COPY NEEDS: Tell-Tale Hearth will provide the imagery, their designer will create and curate the brand and keep everything on brand/cohesive. Brand colors and fonts will be developed alongside the design and development of the website.

TTH's copywriter will provide copy needs and product descriptions. Products sold by TTH but made by an external vendor, the external vendor will provide imagery and TTH will provide copy.

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3: OTHER SPECIFICATIONS

SIZE: Website design & development, brand identity creation and company voice creation, marketing collateral creation.

OTHER MARKETING COLLATERAL: Brand identity will be updated, brand colors and typefaces/fonts will be determined, company voice will be established. A brand guide will be created and distributed. Business cards, stationary, and printed marketing material will be created. Social cards for the company social channels announcing the website launch will be made. All alongside the creation of the online website store. Banners and signage will be updated and hung at the brick and mortar store.

OTHER SPECIFICATIONS: Any and all design materials will be owned by the company. Outside vendors using the brand will need to adhere to the established brand guidelines. Questions will need to be made via email to Tell-Tale Hearth's art director.

4: BENCHMARKS

EFFECTIVE OR RELEVANT DESIGN: Tell-Tale Hearth will follow a typical e-commerce set up, similar to Amazon and/or Michael's Crafts. Restoration Hardware and Pottery Barn are another source of inspiration due to their subdued and classic style.

Please do not follow Spirit Halloween's webstore, we consider it to be low-quality and not how we would like to be perceived. Follow our brand guide or ask our Art Director/Design team for advice or information if you feel stuck.

5: TIMELINES & DEADLINES

OCTOBER 2023 - DECEMBER 2023: Brand identity and company voice established. Online brand guide created, including colors, typefaces, logos, examples of company voice. This will be used to ensure the website aligns with company goals and style.

JANUARY 2024 - APRIL 2024: Definition/Discovery Phase and UX wireframes created of the website store. The documentation developed during this period will serve as the blueprints for the project. Requirements will be established by decision makers and Subject Matter Experts (SMEs), UX/Design documents will be created, project documentation and roles will be established.

MAY 2024 - AUGUST 2024: Interface and Design phase will begin. Visual design comps based on the wirefames will be created and iterated upon. Final decisions will be made after up to 3-4 revisions/iterations. The design team will develop a couple internal pages including the home page and present to the C-level/owners for review and feedback. The following pages will be designed for this first review, with other pages to follow afterwards:

- **Home page:** Overview of Tell-Tale Hearth, welcome visitors, etc.
- **Category page:** Including filters and user interaction/search
- **Example Product page:** Showcasing a selected product and recommended products that may interest the customer.
- **Cart page:** List of products the customer has added to their shopping cart.
- **Checkout page:** Online web store checkout.

SEPTEMBER 2024 - JANUARY 2025: Website Programming phase, UX wireframes and high fidelity prototype will be made into a workable website. Q&A testing begins after website programming is determined to be functional. Iteration on design will also occur if programmers require adjustment during this phase.

FEBRUARY 2025 - APRIL 2025: Q&A testing continues on popular browsers and devices. Launch will follow after testing concludes. This website project does not include IT projects (like establishing emails using the domain names.)

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6: BUDGET | SCOPE & ESTIMATE

Here is our estimate and further breakdown of the proposed tasks. The estimate will NOT be finalized until the Definition/Discovery Phase is completed.

Title/Description	Cost	Unit	Subtotal
I. Brand Cohesion Phase Brand Identity and Guides created, Design and Programming/SME roles determined	$150.00	30	**$4,500.00**
II. Definition/Discovery Phase Definition/Discovery Phase and UX wireframes created of the website store. The UX wireframes developed during this period will serve as the blueprints for the project. Requirements will be established by decision makers and Subject Matter Experts (SMEs), Design documents will be used from prior phase, UX Design and roles will also be established.	$150.00	50	**$7,500.00**
III. Interface and Design Phase Visual design comps based on the wirefames will be created and iterated upon. Final decisions will be made after up to 3-4 revisions/iterations. The design team will develop a couple internal pages including the home page and present to the C-level/owners for review and feedback. The following pages will be designed for this first review, with other pages to follow afterwards: • **Home page** • **Category page** • **Example Product page** • **Cart page** • **Checkout page**	$150.00	75	**$11,250.00**
IV. Programming Phase UX wireframes and high fidelity prototype will be made into a workable website. Q&A testing begins after website programming is determined to be functional. Iteration on design will also occur if programmers require adjustment during this phase.	$175.00	30	**$5,250.00**

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6: BUDGET | SCOPE & ESTIMATE   { CONT'D }

Here is our estimate and further breakdown of the proposed tasks. The estimate will NOT be finalized until the Definition/Discovery Phase is completed.

Title/Description	Cost	Unit	Subtotal
V. Testing and Launch Phase Q&A testing continues on popular browsers and devices. Launch will follow after testing concludes. This website project does not include IT projects (like establishing emails using the domain names.)	$150.00	50	**$7,500.00**
		GRAND TOTAL:	**$36,000.00**

Estimate is not to exceed 10% without a change order requested and approved by Tell-Tale Hearth SMEs and company owners/leadership.