

# Nātur Frozen Yogurt

Process Book

Graphic Design for Web  
Southern New Hampshire University

Ray R. Rodriguez  
9 November 2015

## CLIENT PROFILE:

Natur Frozen Yogurt is Boston, Massachusetts based soft-serve frozen yogurt company established to provide a healthier, fun, and exclusive product to Boston's millennial and college population. The core of their business is located within 5 miles of 10 colleges and universities and would like to make a web and social media presence. They would like to establish themselves with logo and brand identification.

## COMPETITOR PROFILE:

### **Pinkberry** (<http://www.pinkberry.com>)

Established in 2005 in Los Angeles, California, Pinkberry has grown from one store to be in 21 countries in 10 years. Known for selecting the highest quality products, they are dedicated to providing outstanding service, outstanding quality, and outstanding experience. Pinkberry targets consumers who are interested in a fun and healthy yogurt. They target upscale markets usually in upscale shopping centers. This competitor does not target children.



### **Red Mango** (<http://www.redmangousa.com/>)

Establishing in 2007, Red Mango has grown to over 200 stores across the United States. As in a mango that is at its ripest, it is red, it is at its most delicious and above all nutritious. Their focus is on healthy food, the best frozen yogurt, smoothies, parfaits, and probiotic iced teas. Red Mango targets customers who already know that yogurt is lower a lower calorie treat, but wants to make the experience even more enriched through enhanced flavor profiles. This competitor does not target children.



### **Orange Leaf** (<http://myorangeleaf.com/>)

Established in 2008 in Oklahoma City, Oklahoma, Orange Leaf started as small retail outlet that has expanded to over 300 locations in the United States and has now expanded internationally to Australia and China. Orange Leaf is known for the "ultimate dessert experience" and active partner in their local communities. They are known for their fun people and cool spoons.

Orange Leaf targets consumers who not only want to eat a lower calorie dessert, but want to have a good time doing it. This competitor does not target children.



## DESIGN PREFERENCES:

Audience – adults interested in quality and healthy products; in the high end market

Modern – easily navigable, easily legible, easy to use

Visual – bright, colorful, and professional

Logo – bright, colorful, descriptive, simple

Social Media – tie all existing social media to website development

Pages – Home, About, Menu, Contact

## ESSENTIAL COMPONENTS:

- **Colors:** bright, colorful, cheerful, expressive of the *Fancy Flavors* brand.
- **Fonts:** easily legible, overtly modern
- **Pictures & Graphics:** product photos of the highest quality to express the quality of the brand; should also express the bright, colorful, and most of all taste of *Fancy Flavors*.
- **Complexity:** simplicity while maintaining appeal.
- **Usability:** must be user friendly and easily navigable; must be straightforward.
- **Clarity:** sharpness will keep the eye appeal as well as dictate the quality of product.
- **Consistency:** all pages must be consistent and flow together.

## LEADING COMPETATIVE ANALYSIS:

### Pinkberry (<http://www.pinkberry.com>)

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### Competitor Strengths:

This competitor was chosen because it is considered a leader in the frozen yogurt industry. Their web presence greatly promotes their business and appeals to the frozen yogurt customer. With its worldwide presence, it is considered the healthiest amongst competitors ([www.healthywaytocook.com](http://www.healthywaytocook.com)), a leader in growth, and a leader in sales in the industry.

The growing tree of Fro-Yo brands.



Visual Strengths	Technical Strengths
<ul style="list-style-type: none"> <li>● Clean</li> <li>● Minimal</li> <li>● legible font</li> <li>● fun, fruity colors</li> <li>● HD and HQ photos</li> </ul>	<ul style="list-style-type: none"> <li>● easily transitions</li> <li>● minimal amount of pages</li> <li>● key areas highlighted</li> <li>● navigable</li> </ul>

## SWOT:

Strengths	Weaknesses
<p>Characteristics of the business or project that give it an advantage over others.</p> <ul style="list-style-type: none"> <li>★ small, still growing</li> <li>★ locally owned</li> <li>★ social media presence</li> <li>★ product demand</li> </ul>	<p>Characteristics that place the business or project at a disadvantage relative to others.</p> <ul style="list-style-type: none"> <li>→ small, still growing</li> <li>→ lack of capital</li> <li>→ no current web presence</li> <li>→ no existing marketing</li> </ul>

<p><b>Opportunities</b> Elements that the project could exploit to its advantage.</p>	<p><b>Threats</b> Elements in the environment that could cause trouble for the business or project.</p>
<ul style="list-style-type: none"> <li>❖ existing market</li> <li>❖ existing clientele</li> <li>❖ join the existing web community</li> <li>❖ <i>utilize</i> relationships with existing industry professionals</li> </ul>	<ul style="list-style-type: none"> <li>➤ small, relatively unknown</li> <li>➤ market share is extremely low</li> <li>➤ over-saturated market</li> <li>➤ no national presence</li> </ul>

### Thesis/Proposition:

Mission - Provide increased web and social media presence for FFF in a highly competitive market to increase market share and increase profit.

Problem - Develop a high-responsive website that integrates social media channels to further FFF into the frozen yogurt business while setting it apart from its competitors and other market leaders.

Audience – Adults interested in quality and healthy products; consumers in high end markets.

- Target audience: 18-24 (millennial)
- College/University student populations
- Health conscience consumers
- Young families

Development - Utilize web technologies to create a streamlined, modern website that give the *who, what, when, and why* of FFF Frozen Yogurt.

### Essential Components:

- **Colors:** bright, colorful, cheerful, contrast, similar hues



- **Fonts:** easily legible, overtly modern, sans serifs

Avenir

Futura

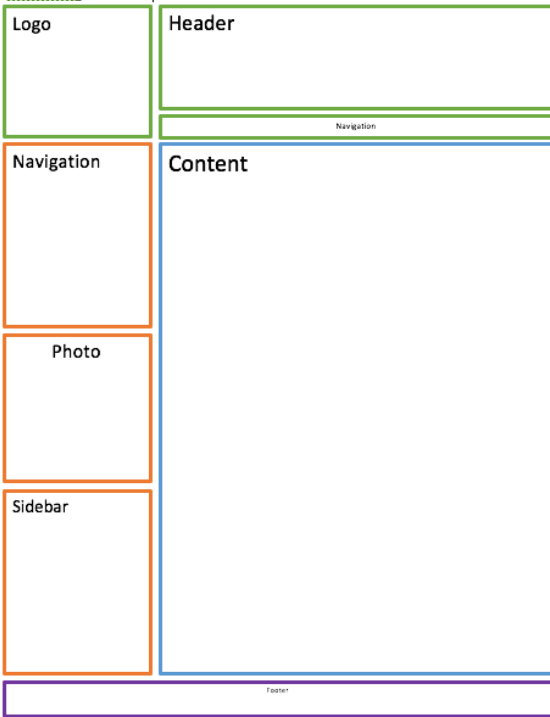
Franklin Gothic

Raleway

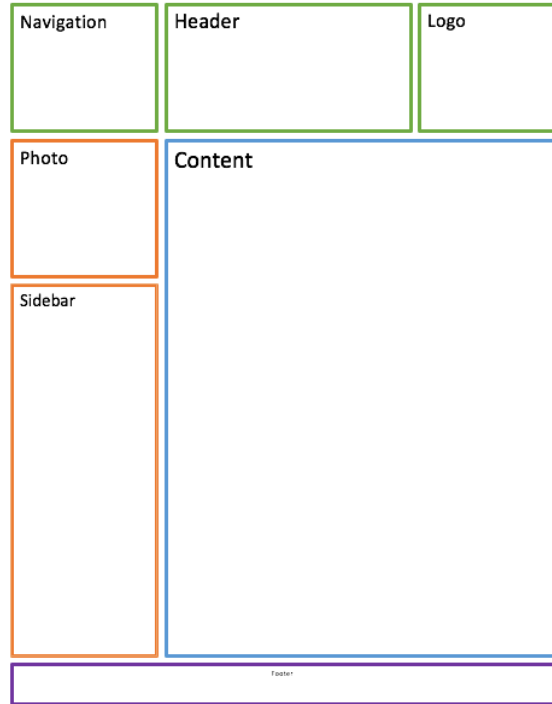
- **Pictures & Graphics:** product photos of the highest quality to express the quality of the brand; should also express the bright, colorful, and most of all taste of *Fancy Flavors*.
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# WIREFRAME DEVELOPMENT

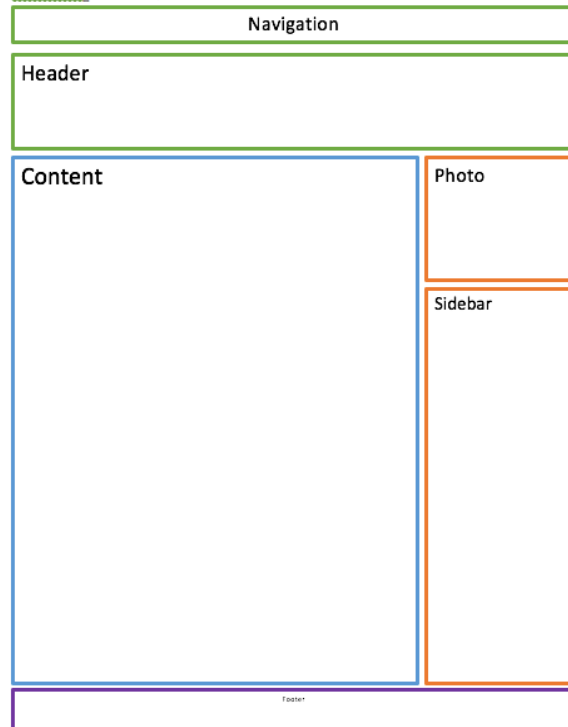
B.RODRIGUEZ\_WIREFRAME 1



B.RODRIGUEZ\_WIREFRAME 2



B.RODRIGUEZ\_WIREFRAME 3



NāTUR MOODBOARD





FINAL LOGO ELEMENTS:

**Nātur**  
**Frozen Yogurt**  
*About Menu*  
*Contact* **N**

FINAL COLOR PALLETTE:



FINAL PAGE DESIGN:

# Nātur

## Frozen Yogurt

[About](#)

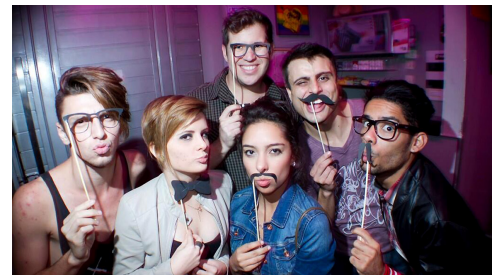
[Menu](#)

[Contact](#)

### WELCOME TO Nātur Frozen Yogurt!

We have been working really hard to get our new website out to you so you can keep track of our fabulous products and events. We look forward to hearing from you via our social media sites, as well as through our contact page.

*Stay healthy, stay fun!*



How would you describe Nātur Frozen Yogurt?

Edgy  
Nutty  
Seasonal  
Chocolaty  
Elementary  
Desserty  
Energy  
International  
Fruity



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Any questions or comments?

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# Nātur

About

[Home](#)

[Menu](#)

[Contact](#)

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## Why chose *Nātur* Frozen Yogurt?

Because of the specific use of milk as opposed to the cream in ice cream, frozen yogurt is better for your body. It is seen as a low-fat alternative or even a fat-free alternative. The composition of frozen yogurt is mostly made up of milk (solids and fats), yogurt culture, flavoring, coloring, gelatin and sweetener.

Frozen yogurt allows for the substitution of ingredients like honey or agave nectar in place of sugar. While frozen yogurt is still not as healthy as normal yogurt, other benefits that it includes are more minerals and nutrients than regular, traditional ice cream.



## Who is *Nātur* Frozen Yogurt?

Established in Boston, Massachusetts in 2015, *Nātur* Frozen Yogurt was developed by a group of middle-aged men interested in developing a delicious, nutritious, and highest quality frozen yogurt money could buy.

The development of the frozen yogurt came from George Tumins' idea that frozen yogurt is not only fun to eat, but good for you. His team of MIT researchers development a formula that is home grown and definitely nutritious.



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# Nātur

## Menu

[Home](#)

[About](#)

[Contact](#)

creamy, satisfying, pleasurable, natural, simplistic, fruitful,  
sensible, decadent, flavorful, energizing

Flavor	Description	Calories
Vanilla Bean	Our classic recipe includes real vanilla bean, mixed and chilled to perfection.	30
Red Velvet	A delicious, chocolate and vanilla mix, with a distinct cocoa undertone.	35
Strawberry Banana	A mixed fruit fusion, mixed with creamy yogurt, blended to fruity perfection.	35
Coffee Caramel	A savory, sweet flavor with real coffee beans and house made caramel.	40
Toasted Marshmallow	Warm Marshmallow blended with our signature yogurt crafts a distinct sweetness.	35
Mango Citrus	Tropical and tangy, this bright, fruity flavor blends fresh mangos with lemon, lime, and tangerine.	30

*A scoop of happiness in every cup!*



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Questions, comments, or suggestions  
for the Nātur staff?

## Contact Us

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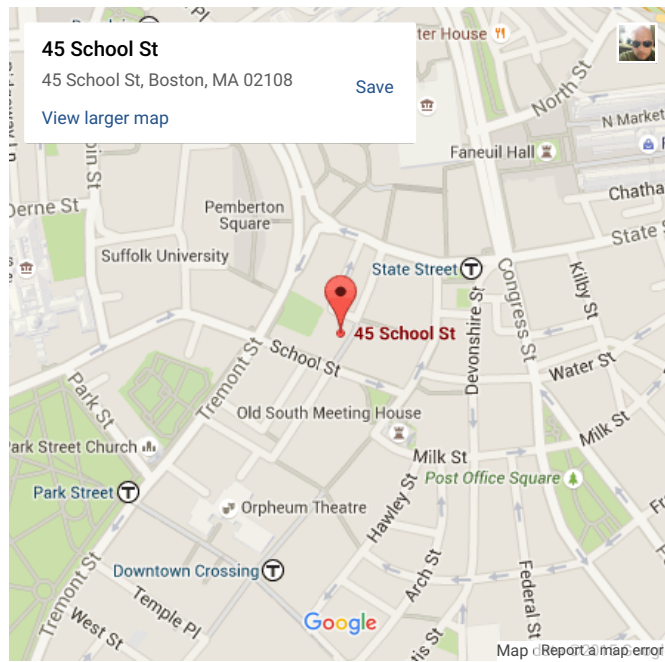
First Name:

Last Name:

E-Mail:

Comments:





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