

# User Persona: The Client

**Name:** Isabella Thompson

**Age:** 45

**Occupation:** Owner & Head Baker at Bella's Artisan Bakes

**Description:**

Isabella is passionate about the art of baking and has been perfecting her skills for over two decades. Having established her bakery five years ago, she's proud of her loyal customer base but recognizes the need for an online presence to reach a wider audience. Though not overly tech-savvy, she believes in the importance of adapting to modern business strategies.

**Goals:**

Showcase her bakery's specialties and entice potential customers.

Share the story of how Bella's Artisan Bakes came to be.

Make the website easy to navigate for her customers, ensuring they can quickly find essential information like the menu, store location, and hours of operation.

**Business/Brand Name:** Bella's Artisan Bakes, a website for artisan baker Isabella Thompson

**Relume.io prompt:** a website for artisan baker Isabella Thompson and her company "Bella's Artisan Bakes". Her goals are to: Showcase her bakery's specialties and entice potential customers. Share the story of how Bella's Artisan Bakes came to be. Make the website easy to navigate for her customers, ensuring they can quickly find essential information like the menu, store location, and hours of operation.

## Business Goal:

To establish an online presence that showcases Bella's Artisan Bakes' unique offering of handcrafted pastries and bread, thereby driving foot traffic to the physical store and increasing online orders by 20% in the next six months.

# User Persona: Bella's Customer

**Name:** Sarah Jenkins

**Age:** 28

**Occupation:** Marketing Executive

## **Description:**

Sarah is a discerning food enthusiast who values quality, authenticity, and presentation. She is in the midst of planning her mother's 50th birthday party and wants it to be a truly memorable event. For Sarah, the little details matter, and this includes the choice of pastries and bread for the celebration. Having been disappointed by chain retailers in the past due to their lack of uniqueness and mass-produced taste, she's on the hunt for an artisan bakery that can meet her high standards.

## **Goals:**

1. Discover a bakery that can deliver custom and high-quality baked goods tailored for her mother's 50th birthday celebration.
2. Have a clear understanding of the menu, potential for customization, and pricing.

## **Frustrations:**

- Chain retailers often lack the unique touch and flavors she desires.
- Finding it hard to distinguish between genuine artisan bakers and those who merely use the term as a marketing gimmick.
- Difficulty in locating bakeries that offer customization for special events.

## **Beliefs:**

- Authentic, handcrafted food items add a special touch to any event.
- Local businesses, especially artisanal ones, have a genuine commitment to quality and craftsmanship.
- While pricing is a factor, she's willing to invest a bit more for authentic taste and presentation.

**Reason for Seeking an Artisan Baker:** Sarah believes that for her mother's milestone birthday, every element of the celebration should be special and memorable. She's not just looking for baked goods; she's seeking artistry, passion, and a personal touch that will make the event unforgettable. She believes that an artisan baker, with their dedication to the craft, can provide the quality and uniqueness she seeks, as opposed to the generic options available at larger chain retailers.

# Site Map

## **\*\*Home\*\***

- **Navbar**
- **Hero Header Section:** Showcase Bella's Artisan Bakes and entice potential customers with high-quality images and a compelling tagline
- **Feature Section:** Present the bakery's specialties with brief descriptions and appetizing images
- **About Section:** Share the story of how Bella's Artisan Bakes came to be, including Isabella Thompson's background and passion for baking
- **Testimonial Section:** Display customer reviews to build trust and credibility
- **CTA Section:** Encourage visitors to visit the bakery or place an order
- **Contact Form Section:** Provide an easy way for customers to send inquiries or request catering services
- **Application Form Section:** Allow interested individuals to apply for job opportunities at Bella's Artisan Bakes
- **Team Section:** Introduce the bakery's team members, showcasing their expertise and dedication to the craft
- **Locations Section:** Display the store location, address, and hours of operation, along with an embedded Google Map for easy navigation
- **Reviews Section:** Highlight positive reviews from customers to further establish credibility
- **Footer**

## **\*\*About Us\*\***

- **Navbar**
- **Header Section:** Introduce the "About Us" page with a captivating image and title
- **About Section:** Detail the background story of Bella's Artisan Bakes, including Isabella Thompson's journey and the bakery's history
- **Team Section:** Present the bakery's team members, highlighting their experience and passion for baking
- **Feature Section:** Showcase the ingredients and production process that make Bella's Artisan Bakes unique and high-quality
- **How It Works Section:** Explain the steps taken to create the bakery's delicious products, from sourcing ingredients to baking and presentation
- **Benefits Section:** Highlight the advantages of choosing Bella's Artisan Bakes, such as the use of local, organic ingredients and a commitment to sustainability
- **Stats Section:** Display impressive statistics related to the bakery, such as the number of satisfied customers, awards received, and years in business
- **FAQ Section:** Provide answers to frequently asked questions about Bella's Artisan Bakes, including dietary options, catering services, and special orders

- **CTA Section:** Encourage visitors to explore the menu or get in touch with the bakery for more information
- **Footer**

## **\*\*Menu\*\***

- **Navbar**
- **Header Section:** Introduce the menu with an engaging title and brief description to set the tone for the page
- **Features List Section:** Categorize and list the bakery's products, such as bread, pastries, cakes, and cookies, with a brief description and price for each item
- **Ecommerce Product Section:** Display individual product images, descriptions, ingredients, and pricing for each menu item, allowing customers to see details and place an order
- **Ecommerce Products List Section:** Organize the products by category for easier navigation and to help customers find their desired items quickly
- **CTA Section:** Encourage customers to place an order or visit the bakery for a taste of Bella's Artisan Bakes
- **Early Access Section:** Promote upcoming menu items or seasonal specials, giving customers an opportunity to pre-order or sign up for updates
- **FAQ Section:** Answer common questions related to the menu, such as dietary restrictions, custom orders, and catering options
- **Newsletter Section:** Invite customers to subscribe for updates on new menu items, promotions, and events at Bella's Artisan Bakes
- **Footer**

## **\*\*Individual Menu Item Page\*\***

- **Navbar**
- **Ecommerce Product Header Section:** Display the name, price, and a high-quality image of the bakery item
- **Ecommerce Product Section:** Provide a detailed description of the bakery item, including ingredients and any allergen information
- **Reviews Section:** Show customer reviews and ratings specifically for the bakery item, allowing potential customers to see others' experiences
- **CTA Section:** Enable customers to easily add the bakery item to their cart for online orders or encourage them to visit the store to purchase
- **Features List Section:** Highlight any unique selling points or special features of the bakery item, such as awards or certifications
- **Gallery Section:** Showcase multiple images of the bakery item from different angles and in various settings, allowing customers to visualize the item in detail
- **FAQ Section:** Answer common questions related to the bakery item, such as shelf life, storage instructions, and customization options
- **Contact Form Section:** Offer a way for customers to ask questions about the bakery item directly to the bakery team

- **Footer**

## **\*\*Location & Hours\*\***

- **Navbar**
- **Header Section:** Provide a title and brief introduction about the Location & Hours page
- **Locations Section:** Display the store location, address, and hours of operation, along with an embedded Google Map for easy navigation
- **Contact Form Section:** Allow customers to send inquiries or request special accommodations for visiting the bakery
- **CTA Section:** Encourage visitors to visit the bakery or place an order, highlighting the convenience of the location and hours
- **Gallery Section:** Showcase the bakery's interior and exterior through high-quality images to give customers an idea of the ambiance and atmosphere
- **Early Access Section:** Promote exclusive deals or events for customers who sign up for email notifications
- **Newsletter Section:** Invite customers to subscribe to Bella's Artisan Bakes newsletter for updates on new menu items, special offers, and events
- **Footer**