

4 Questions

1.

Avatar Profile: Emma, the Eco-Conscious Candle Enthusiast

Demographics:

Name: Emma Thompson

Age: 32

Occupation: Environmental Consultant

Location: Portland, Oregon

Values and Beliefs:

Environmental Stewardship: Emma is passionate about sustainability and believes in making choices that minimize her ecological footprint.

Holistic Well-being: She values a balanced and mindful lifestyle, including mental and physical health.

Supporting Local: Emma prioritizes supporting local businesses and artisans to strengthen her community.

Pains and Frustrations:

Limited Eco-Friendly Options: Emma often finds it challenging to discover products that align with her eco-conscious values, especially in everyday items. Most items she comes across hurt the environment in one way or another. She feels upset about this because she wants a greener and better earth.

Busy Lifestyle: Her demanding job sometimes leaves her stressed and fatigued, making it crucial for her to find moments of relaxation and self-care.

Lack of Transparency: Emma is frustrated when companies lack transparency about their manufacturing processes, ingredients, and sourcing practices. This is why Emma isn't a big fan of big companies because they are purely for the profits they make with fossil fuels and they don't truly care for the environment.

Desires and Aspirations:

Aromatherapy for Relaxation: Emma seeks products that contribute to her well-being, such as soothing scents that help her unwind after a hectic day.

Beautiful and Sustainable Decor: She desires aesthetically pleasing products that also respect the environment, enhancing her living space.

Community Connection: Emma wishes to connect with like-minded individuals and businesses that share her values, creating a sense of community.

Behaviors and Habits:

Research-Oriented: Emma thoroughly researches products before purchasing, paying close attention to reviews, ingredient lists, and company practices.

Socially Active: Engages in online communities, forums, and social media groups focused on sustainable living and eco-friendly products.

Mindful Consumer: Prefers quality over quantity, investing in products that last longer and have a positive impact on both her life and the environment.

Shopping Preferences:

Local Artisan Markets: Enjoys exploring local markets and artisan shops, valuing the unique and handmade aspects of products.

Online Platforms: Shops from online platforms with a strong emphasis on sustainability, ethical practices, and detailed product information.

Summary:

Emma, the Eco-Conscious Candle Enthusiast, is a thoughtful and mindful consumer who seeks products that **align** with her commitment to sustainability and well-being. She values transparency, community, and the pursuit of a balanced lifestyle. Emma's purchasing decisions are driven by a desire to create a positive impact on the environment and support businesses that share her ethical values.



2. They are upset that people are so mean to the earth and don't try to promote going green. They want to make an impact in their environment. They hate companies that are not transparent with their eco-friendly practices. They also don't like when their candles tunnel. Ideally, they want to try new candles and find their new favorite one while ultimately supporting sustainable practices. They want a candle that contributes to saving mankind.

3. At the end of this home page, I want my target audience to feel relaxed and calm. I want the whole process to feel happy and easy. I want the buying process to feel extremely straightforward and not a million things to clutter them with. I want the whole process to feel easy and flowy, not like you are forced to buy anything. If you resonate with our brand and identity, then sure buy one.

4. I need Emma to believe that we are sustainable (Credentials??). She needs to imagine that our candles will help her be spiritually whole. She will be able to sleep at night knowing that she doesn't hurt the environment with our candles. I want her to smell our scents and imagine she is drinking a mimosa or smelling fresh lavender. She needs to be immersed in nature, I want that to be top of mind to help reinforce the brand identity.

Roadblocks, Solutions, Products

Roadblock: Buying harmful paraffin wax candles from big companies. Paraffin wax candles emit carcinogens and other harmful air pollutants into the air. It is also not good for pets.

Solution: Buy eco-friendly waxes and candles like beeswax, soy wax, or coconut wax.

Product: SerenityByBabs soy wax candles. Ecofriendly, burns clean and burns longer.

Personal Analysis

I like the aesthetic and feel I am going for. I feel like the brand identity is pretty strong but I probably still need some kind of credential that we support eco-friendly practices.

Also, the first thing that you see is a picture in Hawaii, I have spoken with my client and we will replace that with new product pictures down the road (Candle pictures by the beach or something). I am going to take inspiration from this candle business.

The main weakness I see is that we aren't really eco-friendly credible.

I am also not sure if my website's look and feel is almost too different from my competitors. I am not sure if I deviated too far.



Squats Video

<https://vimeo.com/911280575?share=copy>

Updated Requirements

1. I have not tested my copy or the visual aspects.

Current State:

My target audience or Emma (my avatar) is frustrated that there are companies that are not transparent with their eco-friendly practices. She also doesn't like big corporations who dump harmful chemicals into their candles which result in bad air pollution for herself and the earth. She doesn't like when candles tunnel or are made in a factory, she prefers quality over quantity. They are also angry at the people who don't care for the environment so if there is any way they can reinforce their identity they will.

Dream State:

Emma (my avatar) wants an environmentally friendly candle that will allow her to take pride in knowing that she is helping the environment and is doing good. She wants to be known as the person who helps the environment, especially by her friends. She wants a candle that is made to the utmost quality (handmade) and has a clean and healthy burn. Biodegradable, non-toxic, longer lasting burn, renewable candles.

Roadblocks:

Buying harmful paraffin wax candles from big companies. Paraffin wax candles emit carcinogens and other harmful air pollutants into the air which is bad for the consumer and the environment. It is also not good for pets. Paraffin wax candles use synthetic chemicals and dyes in their blends which result in bad air quality.

Solution:

The solution is to buy eco-friendly waxes and candles like beeswax, soy wax, or coconut wax. Candles that produce clean burns and are renewable and sustainable.

Product:

SerenityByBabs soy wax candles. Ecofriendly, burns cleaner, and longer. Candles that support the environment and your personal health and well-being. Our candles will allow you to have a calming aroma experience around every space.



Personal Analysis:

I would say our main weakness is not having any credibility. I would have to show that we are actually helping the environment by teaming up with an organization or starting a fundraiser.

Also, the first thing that you see is a picture in Hawaii, I have spoken with my client and we will replace that with new product pictures down the road (Candle pictures by the beach or something). I am going to take inspiration from this candle business.

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Value Ladder:

All of my client's products are low-ticket products (\$10-\$25) currently. That gives us more opportunities because if there is a fan favorite candle, we could make a bigger size of it or do bundles, etc.

I could tie in blog posts, social media, and a lead magnet to provide more value to our customers.

Going to pop-up markets would also be great for stuff like this.

Value Equation:

Dream Outcome: An environmentally friendly candle that produces a clean burn for the consumer and the environment.

Perceived Likelihood of Success: Credentials?

Effort/Sacrifice: Less effort having to clean up candle soot from paraffin wax candles because soy wax candles produce a cleaner burn and hardly produce any soot.

Time Delay: This one might be harder to combat since we will primarily sell online but if we are at a farmer's market, then it could be directly to the consumer (more efficient). If we ship the candles, consumers won't have to go to the store to pick up a candle, the candle will just come to them.

Dream Outcome:

Ultimately, it is a greener earth and world. Less climate change and air pollution. Also, not relying on fossil fuels and oil but finding alternatives that are safer for everyone.

Awareness:

They are aware of the dangers of paraffin wax candles. The target audience is pretty aware of the problems of the world like climate change, global warming, and fossil fuels. Most people in my target market are aware of the solution and the types of products.

Sophistication:

My target audience definitely seems pretty sophisticated because they more than likely will be pretty research-oriented and know if they want to buy from our brand. They know what to look for in a business. I will have to show up differently by providing a calming aroma experience.

Home Page:**Funnel Process**

Emma (my avatar) just got home from work, she is tired. She lights her candle for one last burn, sits on the couch, and scrolls through Instagram.

She has spent all day thinking so she mainly just wants to wind down after a long day of work. She wants to relax.

She looks at Instagram and then all of a sudden, WHAM, she sees our disruptive and satisfying social media post. She laughs because the candle's name was "Cocaine & Hookers". This gets her curious so she checks out our Instagram page and sees that we are eco-friendly.

She looks at some of our other posts and then she clicks the link in bio to go to our website. She likes how calming and minimalistic the site is and how easy navigation is. She sees the website and she resonates with our brand and mission which makes her buy one of our candles.

She likes trying new scents and loves any sustainable product. The last thing Emma wants to do is read a bunch of stuff and be confused by excessive words and lying companies. She wants plain and simple honesty. She does her research so we will have to prove that we are safe and sustainable.

What are they thinking?

Emma is thinking about how she can help the environment and do something impactful for herself and others.

Where are they in the funnel?

Funnel process above.

Where are they emotionally and physically?

Emma is mainly calm but she does hate to see when people don't care for the environment. She is physically healthy because she values her own health and wellbeing as well as the environment's. Emma prioritizes self-care and wellness.

Website Objectives

What do I want the reader to think and feel when they see X marketing asset?

Overall, I want the reader to feel the calming and minimalist design to be refreshing and rejuvenating. I want them to resemble the candles as a sense of inner peace and calmness.

I want the candles to be connected with a sense of relaxation and well-being.

"You can relax and just wind down, live a life knowing that you are helping the earth stay clean."

What do I want them to pay attention to?

I want them to pay attention to the brand and to show them that it is not just a candle but your ultimate health. This candle means more than just a smell, it is reviving your soul.

I want the site to feel alluring and relaxing. Just like a walk in the woods. I want them to feel immersed in the beauty of our world and show how candles can make your health better.

What do I want the whole experience to feel like from start to finish?

The soft burn leaves you feeling at ease knowing you are not contributing to harmful acts on the planet.

I want them to know exactly what the website is about with a quick scroll.

Soy wax candles that elevate you.

I don't want the website to feel cluttered and overwhelming.

I want it to feel like a journey, not some boring online store. I want it to make the audience feel at ease knowing that they are getting a quality candle for a friendly price + supporting the environment.

I want the website to feel like a journey for life and that staying in control of your health will help you live the best life.

I want the fonts to feel earthy and calming in the eyes.

It should feel like a nice brisk walk on the beach and you can look all around you to see the views of candles that interest you.

Candles that allow you to stay serene (calm, peaceful, untroubled)

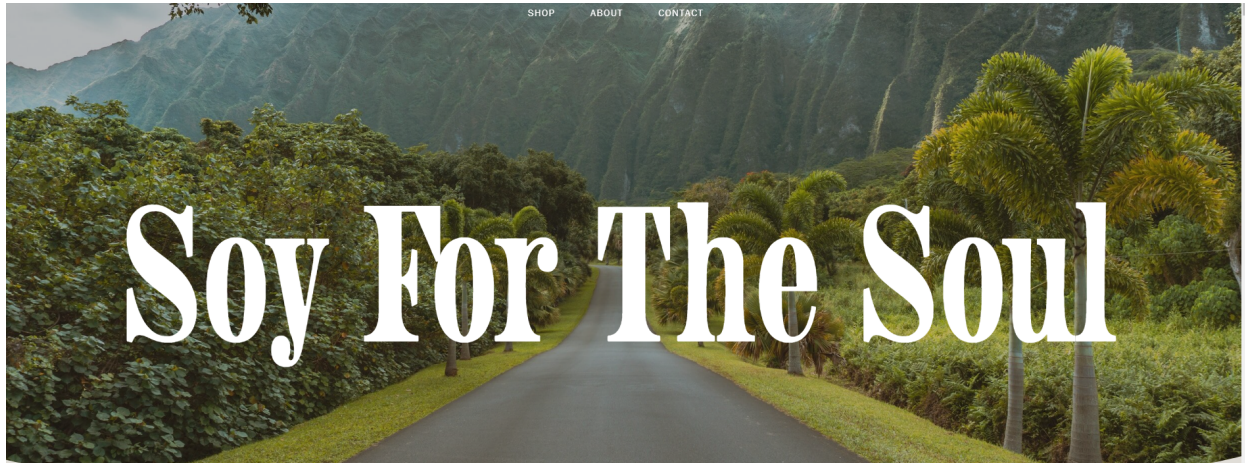
Copy/Visual Website Design

Video of the home page on mobile and desktop + Pictures of the copy.

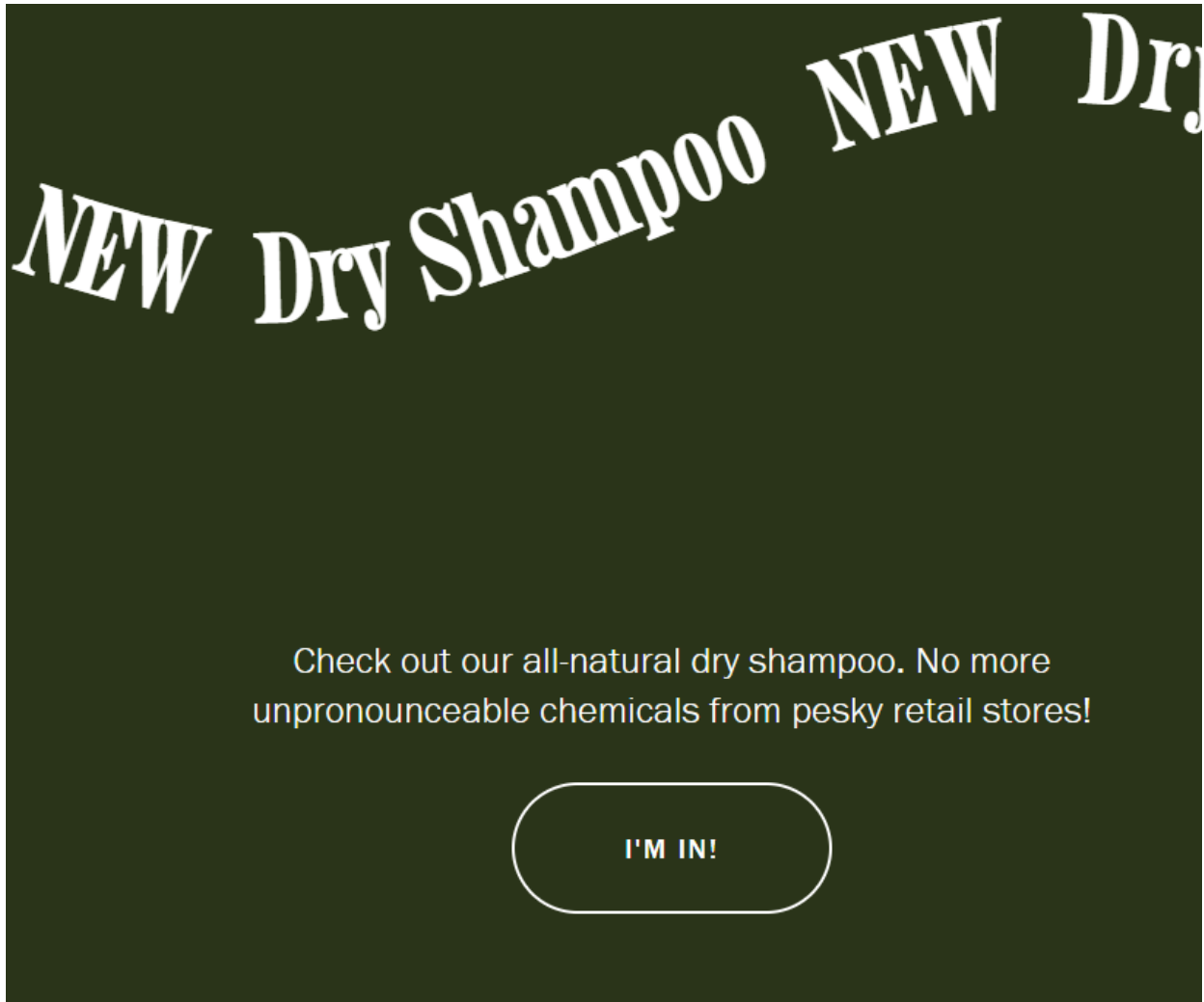
I would like to see how well I am portraying the brand identity and the visual aspects as well.

****The "Peep The Gram" section will have an Instagram collage of some sort.****

<https://www.loom.com/share/15170a01f6374eb291a264b5643805cd?sid=c34e63a9-d651-42ce-b33a-c422bafee611v>



**By The
Earth.**



Why Us?

Trust Behind Every Order

From making your handcrafted candle to shipping it to your doorstep, we pride ourselves on ensuring environmentally friendly practices. (Unlike large companies that swipe your hard-earned money and give you dangerous air pollution!)

Every Detail Matters

Trying our soy wax candles will provide you with a truly unique and artisanal experience. Jar to wick, everything is meticulously designed to give you a delicately crafted candle at a comforting price.

Independently Owned

As an independently owned business, we are deeply committed to crafting soy wax candles that reflect our passion for quality and wellness. Unlike mass-produced alternatives, our candles are infused with the dedication and care of being a locally-owned establishment.

LEARN MORE

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Word On The Street...



Hand-Crafted



Sustainable



Non-Toxic



**70 Hour
Burn Time**

Join Our Newsletter For 10% OFF!

Be the first to know about new arrivals, exclusive offers, and special events.

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