

MONSTER SCOOP

Alissa Cook
Research & Process
Fall 2019

CLIENT Monster Scoop, LLC.
PROJECT Mobile App Design
JOB NUMBER ICE4276-MS
DATE 11/6/19
PROJECT LEADS Mike, Will, Joyce, El, Lucas,
Max, Robin, & Dustin

PROJECT BRIEF

THE ASSIGNMENT

Describe the basic context of the work to be completed

Develop an iOS app for Monster Scoop's new fleet of ice cream trucks based in Chicago, IL. Once live, the app will be the main source of driving sales during the summer season.

THE TIMING

Key dates for delivery

- **KO: November 6**
 - **Full prototype to be completed by December 4 for hand off to the development team**
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THE OBJECTIVES

Describe the marketing objectives and how they relate to the marketing strategy

- **Increase awareness of the Monster Scoop-branded ice cream trucks**
 - **Drive sales of product**
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SUCCESS MEASURES

The metrics that tell us when we've achieved what we've set out to do

- **Higher than average engagement in social media posts, specifically increase in hash tag recognition**
 - **100% increase in contest entries for the giveaway**
 - **60% of sales through the mobile app**
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TARGET AUDIENCE

Describe the people we will be communicating with

Busy millennials that don't want to miss out on an exclusive dessert opportunity.

THE KEY MESSAGE

Describe the key points to be communicated

"Your breaks are too short to waste. Enjoy them while they last."

THE CTA

Describe the calls to action (what we are asking people to do)

- **Find a truck, order with the app, skip the wait.**
 - **Share your monster treats for the a chance to win the ultimate end of summer party**
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THE MANDATORIES

Describe the must-haves and requirements of the project

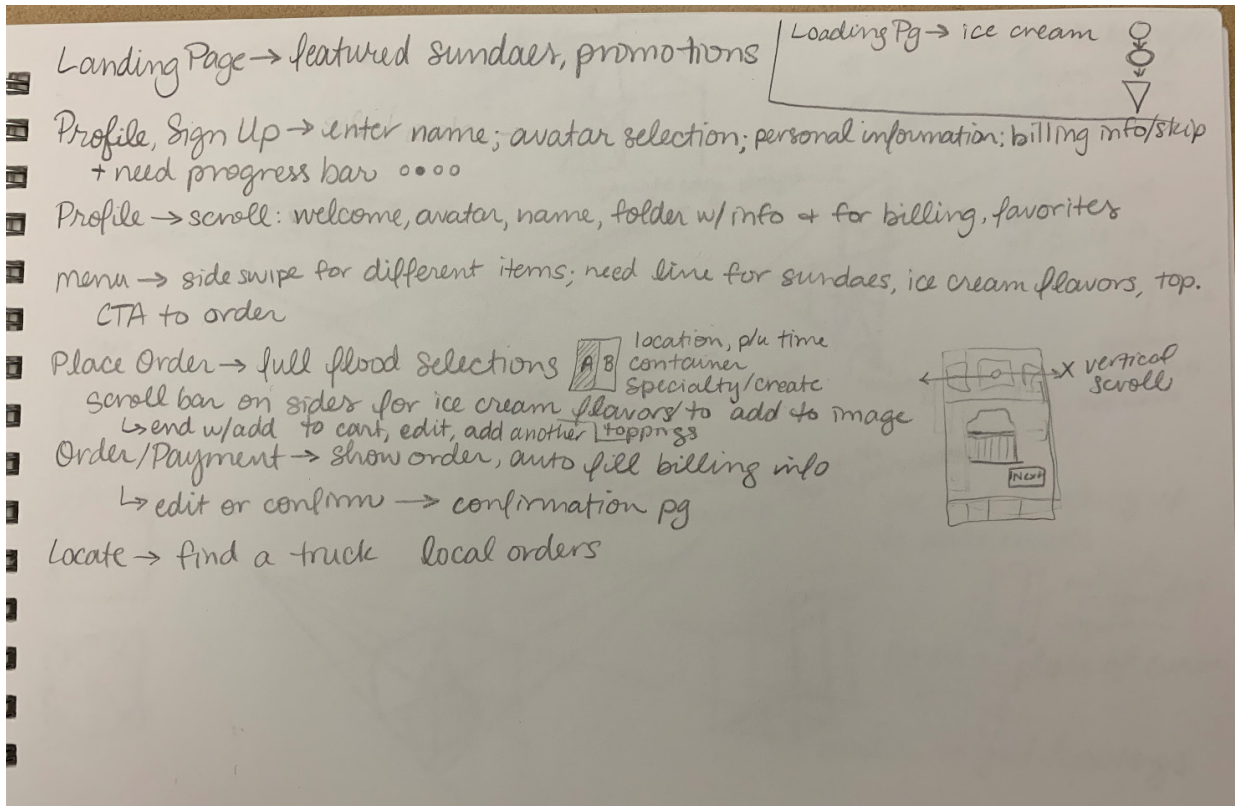
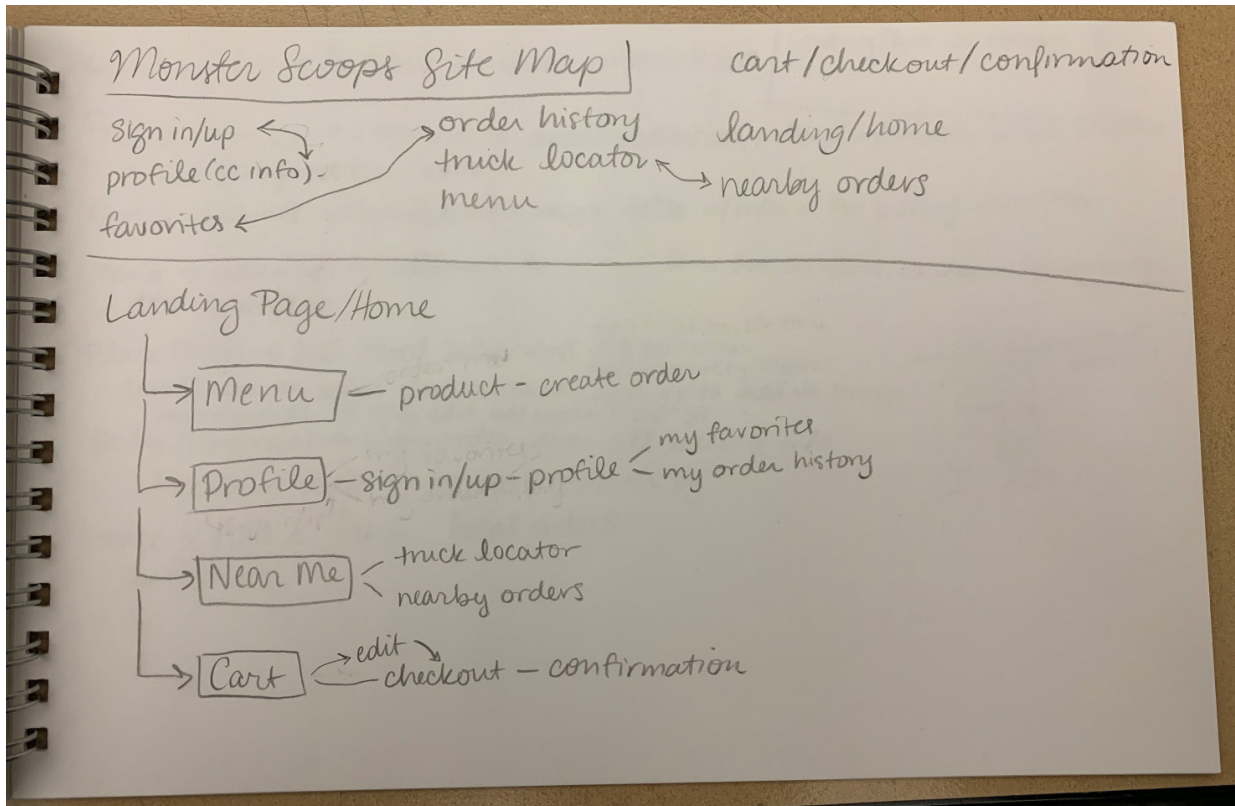
- **Must use initial assets as a starting place for the design. Initial designs use PT Sans Bold.**
 - **Mobile app interface must be fun, social, and easy to use. Must include: Sign in/sign up page, profile page w/ credit card information, my favorites & my order history, Monster Scoop truck locator/schedule, ice cream menu (select featured items or customize your own), and cart/check-out and confirmation**
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THE DRIVERS

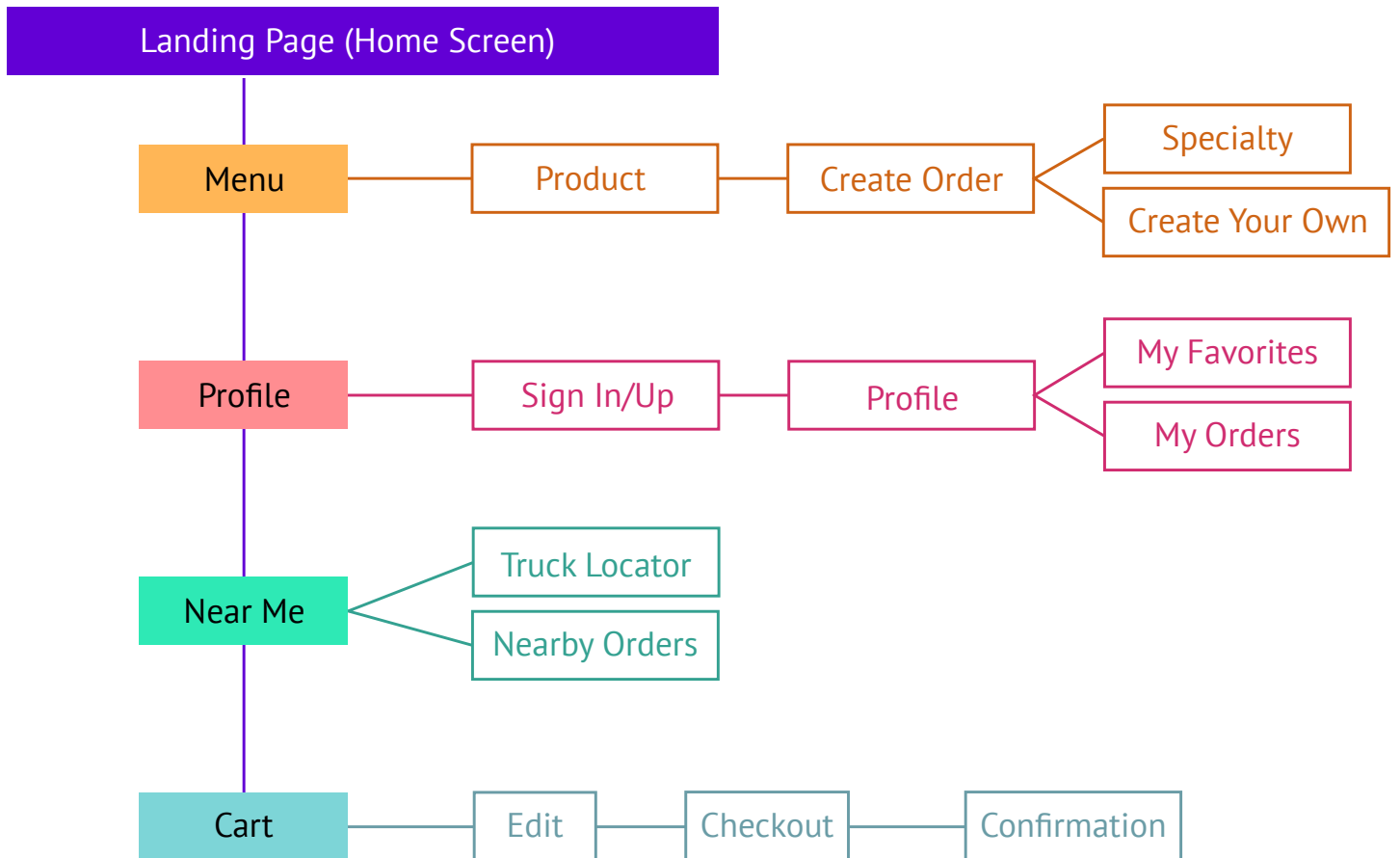
Describe any drivers planned for the project

Media campaign, instagram, billboards, and paid search

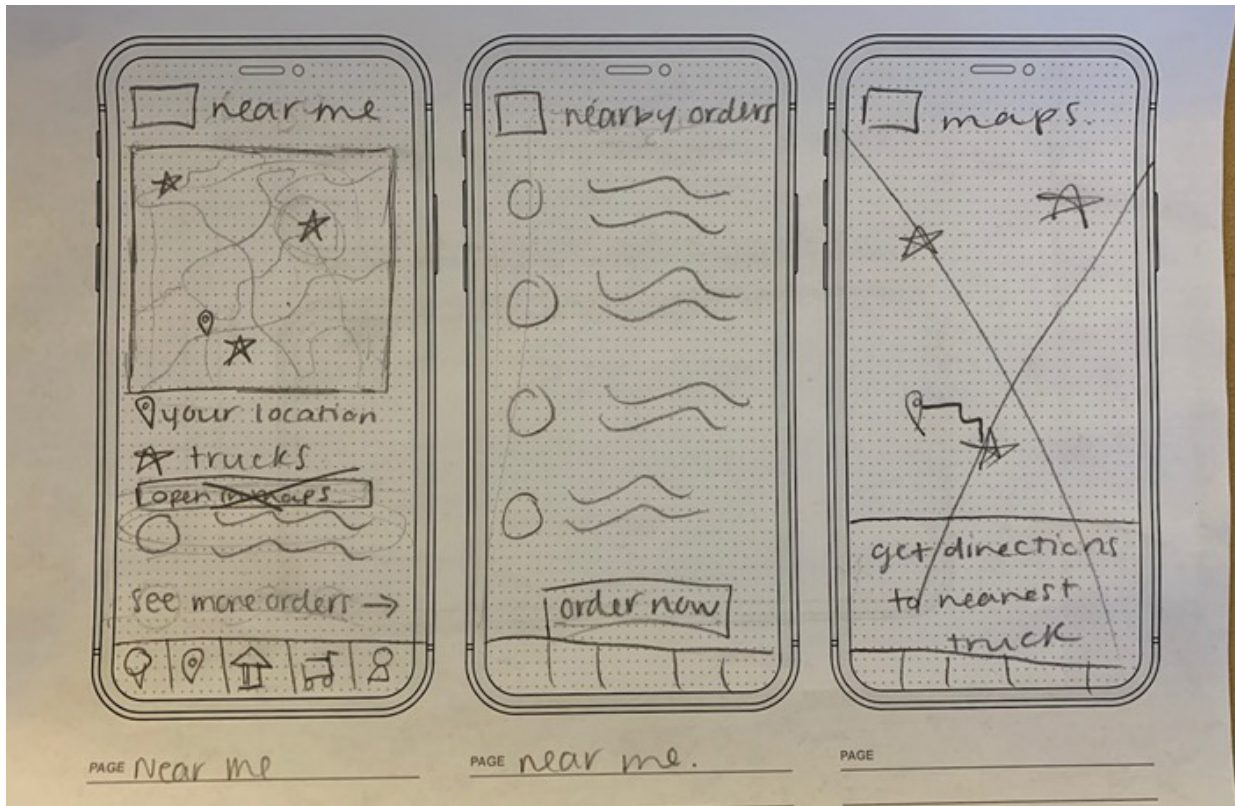
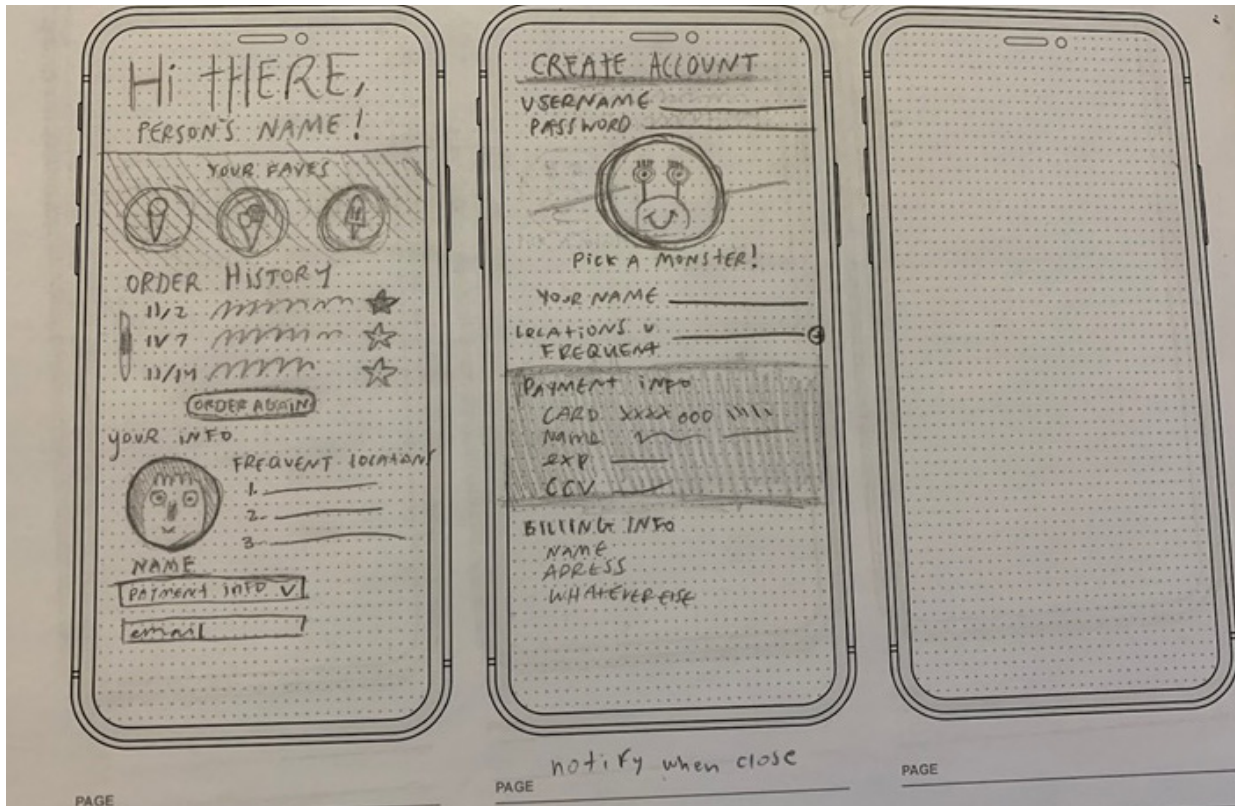
Site Map Iteration



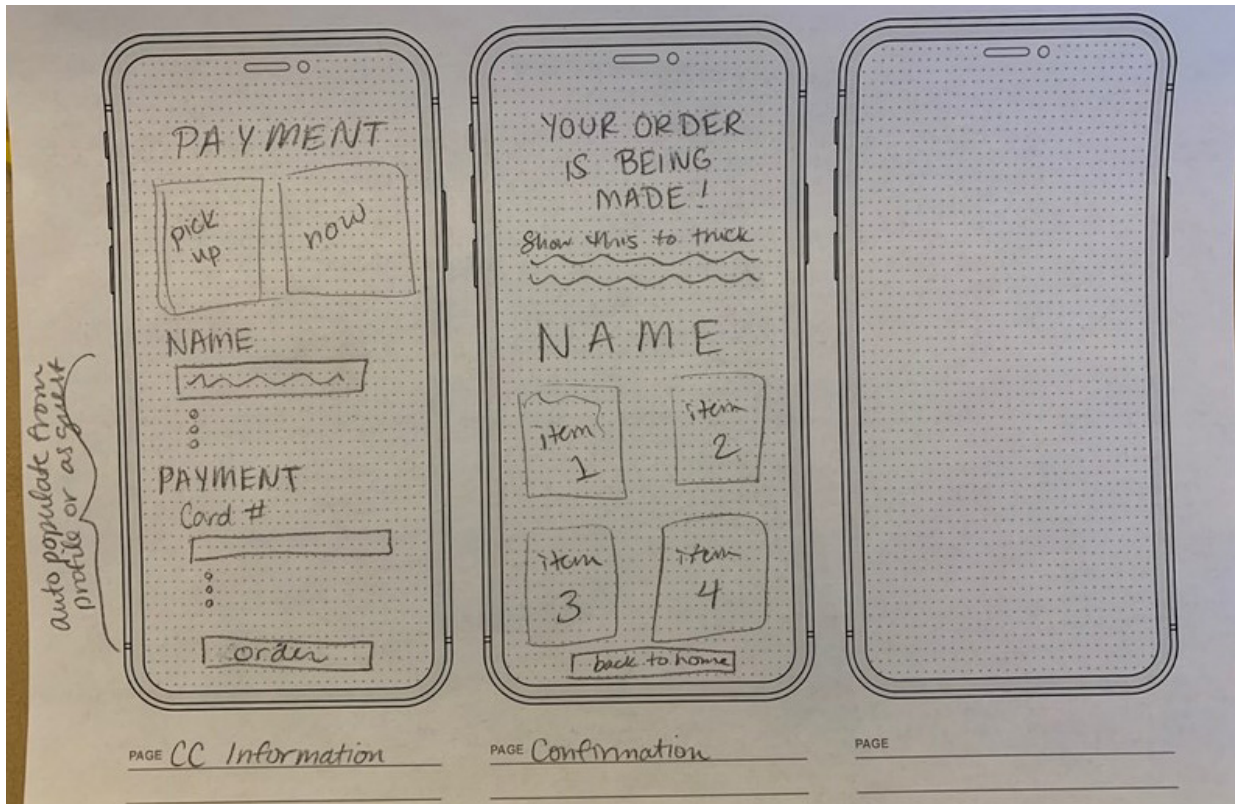
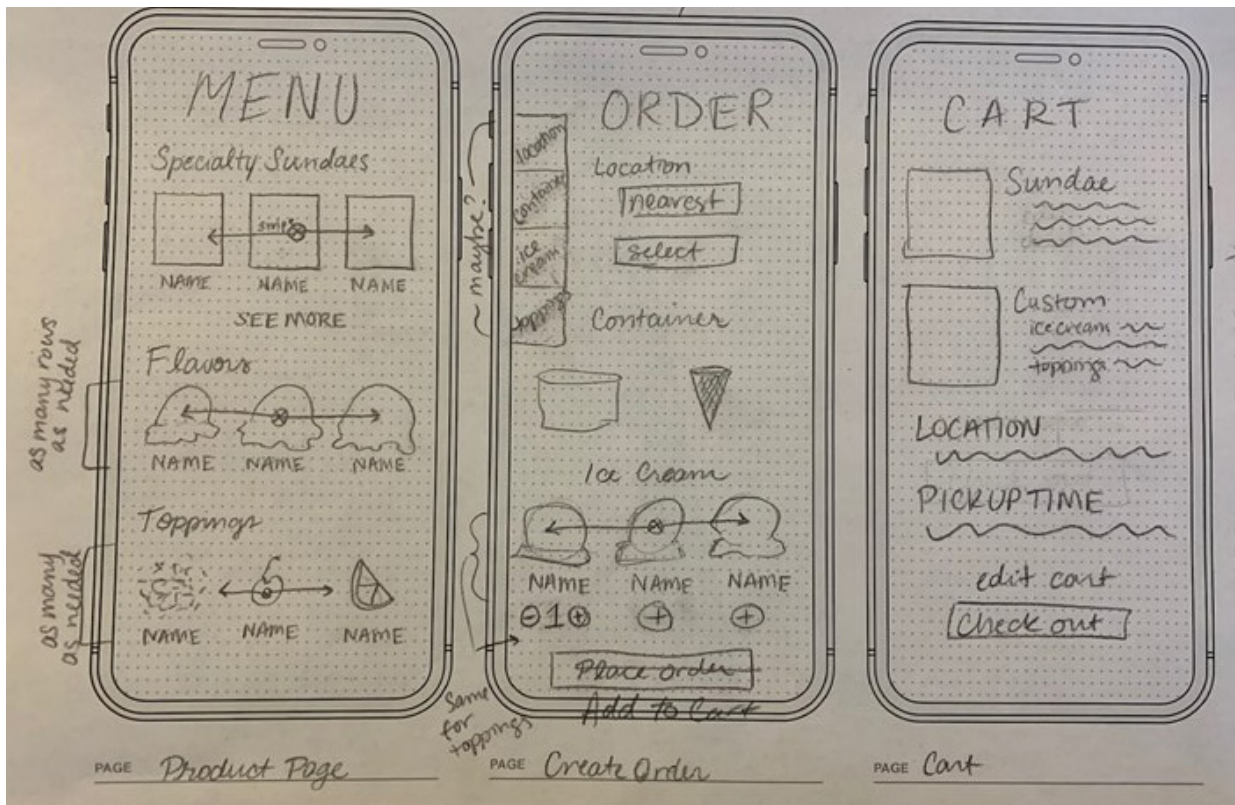
Site Map



Wireframes



Wireframes

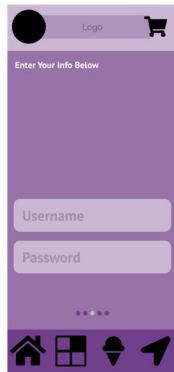


Wireframes

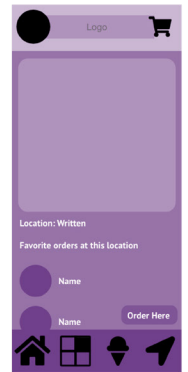
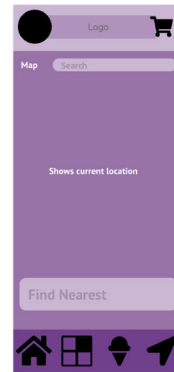
Home



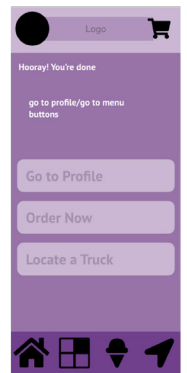
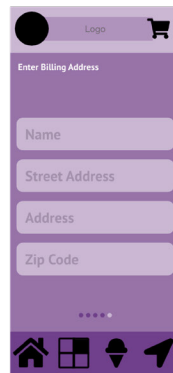
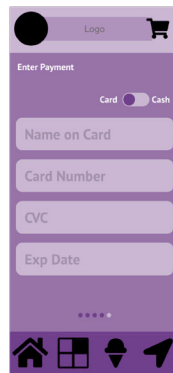
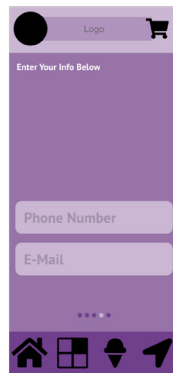
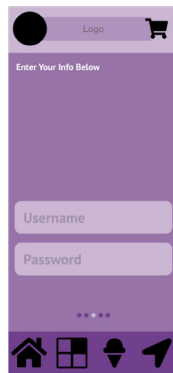
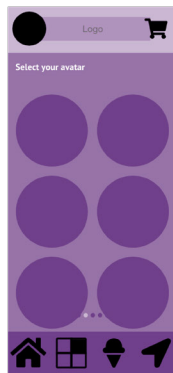
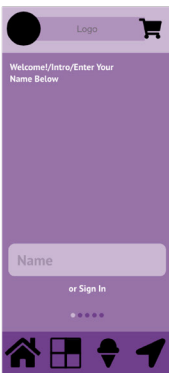
Profile Login



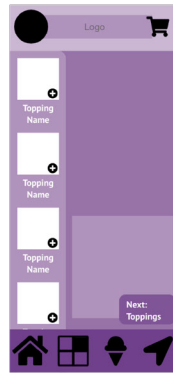
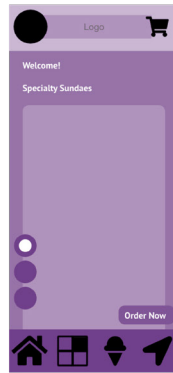
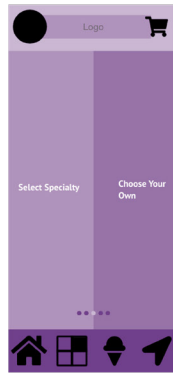
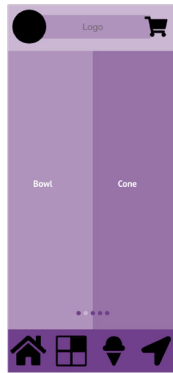
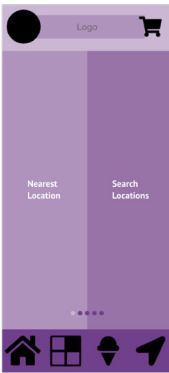
Truck Locator



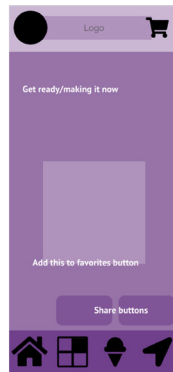
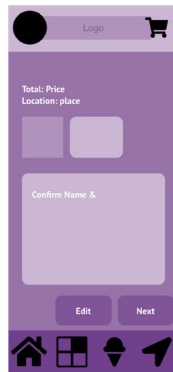
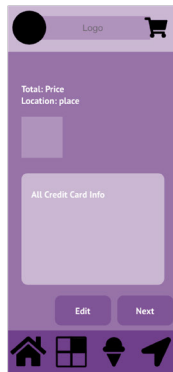
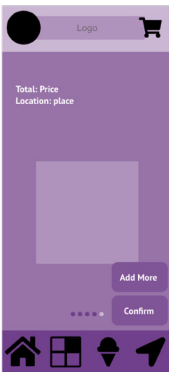
Create an Account



Place an Order

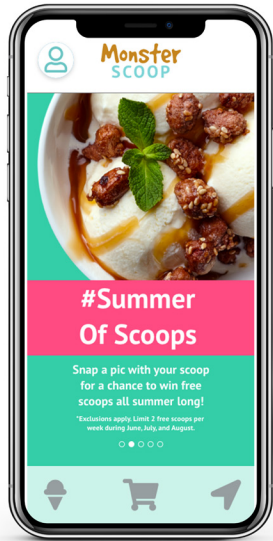


Cart/Order Information

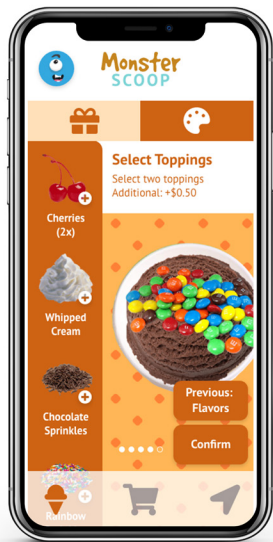


Final Design

Home Screen



Order: Create Your Own Sundae



Order Confirmation

