

Contents

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Des 3205-Spring 2023

Project 2 abstract;

Mrs Olson's Lefse

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Design Brief

Project Research:

Mrs. Olson's Lefse originated in Minnesota. It is a family owned bakery that has been mixing up batches of lefse since 1959. The founders of Mr's Olson's Lefse are Laura and her husband. The production facility is north of Gonvick, in Winsor Township which is called Winsor Products. An interesting fact about the facility is that it was originally a elementary school in Winsor that sat for years before the family refurbished and started to bake Lefse. In Gonvick the majority of people are from Scandinavian heritage which makes it even better that the production facility is located near there. Lefse is very much enjoyed my many but to Scandinavian people Mrs.Olsons Lefse is one of a kind.

Project Summary:

The current site for Mrs. Olson's Lefse needs a simple facelift that will help the company and new and existing customers. The site is in desperate need for a a better layout so it is more organized and clean. Also, in the home page there is too much happening which is confusing and there are things that are at the bottom at the page that could have their own page so they aren't lost. The purpose for this facelift is to address these issues and be able to make the whole user experience better for everyone and promote sales for Mrs Olson's Lefse.

Target Audience:

Here at Mrs. Olson's Lefse we want to attract individuals of all ages and cultures that will enjoy the authentic Scandinavian delight which is Lefse. Individuals who want to try new things or great tasting food from other cultures or their own culture

Desired Message:

Have a taste of Scandinavian authenticity! We want to make everyone feel welcomed and at home through our website and potato Lefses. The love that goes into our Lefses doesn't compare to anyone elses. This will be acomplished through the sites redesign that will make it more modern while keeping its originality. Also, creating a seamless experience for the user through having everything organized and accesible.

Look and Feel:

The overall look and feel for Mrs. Olson's Lefse is to keep its original colors that are used that represent the Scandinavian culture. By doing this it will make the customer feel welcomed and at home. Also, having a simple and organized layout will keep everyone happy by making it easy to navigate through the site and purchase some Lefses.

Persona

Emily Hansen

Age: 26

Work: Target

Family: Single

Location: San Bernardino, CA

Character: Adventurous

Charismatic

Outgoing

Smart



"Shine brighter than the sun"

Motivation

Incentive

Fear

Growth

Environment

Social

Goals

- Get to travel to at least 2 new places
- Try a variety of foods from other cultures
- Plant more plants in the environment

Frustrations

- Needs more friends from different cultures
- Not enough money for food
- Too many things to do and not enough time

Bio

Emily works at Target and loves to explore the world on her free time. She is very much a food connoisseur so she tries different foods from other cultures. She has so many friends but she wants to make many more so she can be well acquainted with other cultures and their food. Emily cares about the environment so she helps take care of it by adding new life to the soil.

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Technology

Software

Social Media

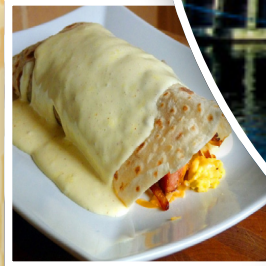
Mobile Apps

Streaming Apps

Brands



Mood Board



Typography and Color

Butler Extra Bold HEADS-Mrs Olson's Lefse

Futura Medium SUB HEADS- Scandinavian Potato Lefse

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Website Wire Frame

Home

Order
Lefse

Recipes

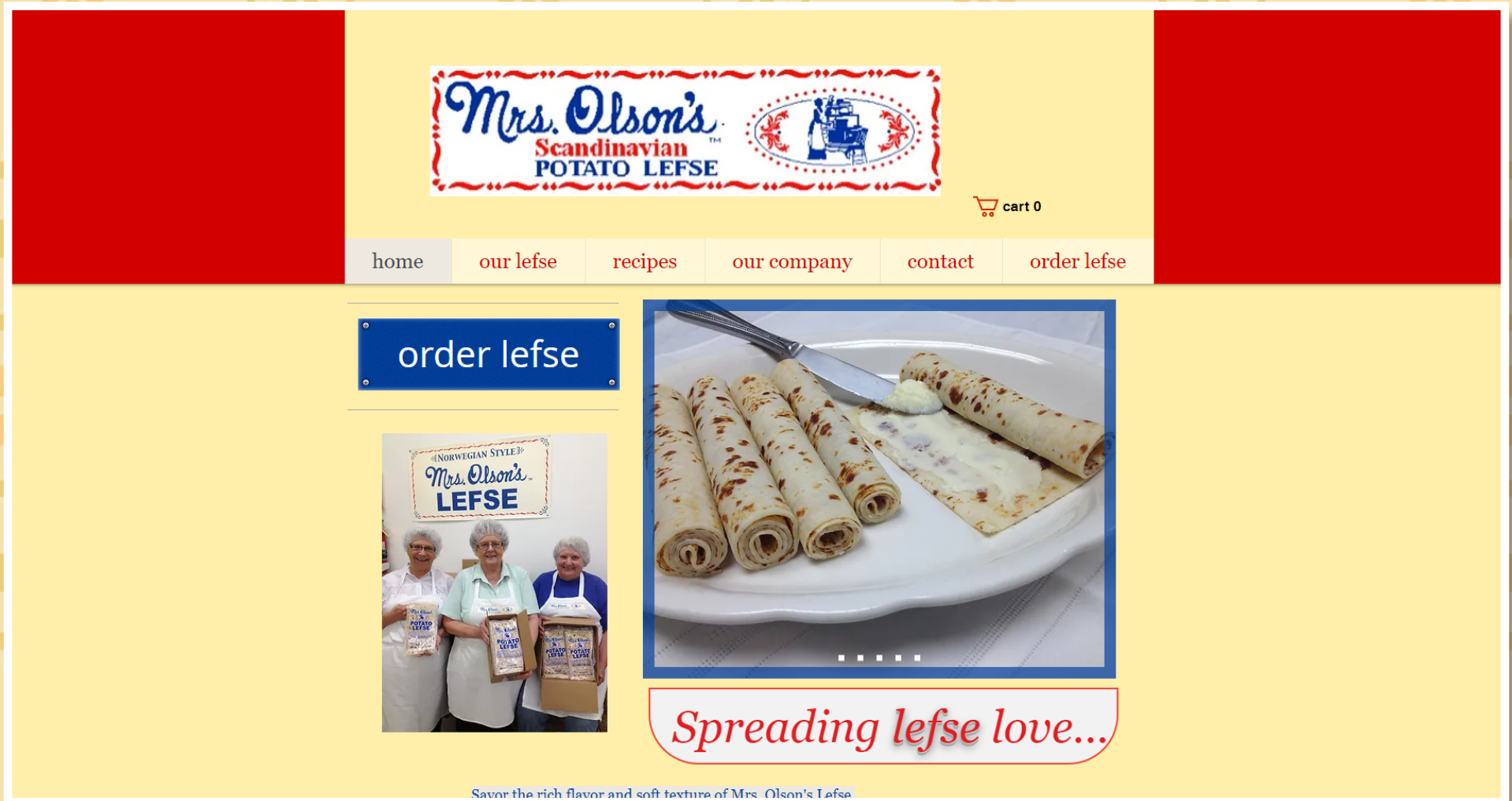
About
Us

Contact

Lefse
Info

Nutrition
Facts

Original Site



<https://www.mrsolsonsllefse.com/>

Redesigned Site

