

Brief for Webdesign

E-commerce Website HorseSweet.com

Introduction and Context

- Website name: HorseSweet.com
- Password: horsesweet2024
- Nature: E-commerce site dedicated to the sale of food products for horses, focusing on organic and conventional plants.

Design Objectives

- Trust and Clarity: The design must immediately inspire confidence and reflect the quality of the products. The user should feel that they are in the right place for the well-being of their horse.
- Consistency with the Shopify 'Local' Theme: Integrate the design into the existing Shopify theme, ensuring fluidity and aesthetics.

<https://themes.shopify.com/themes/local/styles/light?locale=fr>

- Accessibility and Ease of Use: Ensure intuitive navigation to facilitate user experience and the shopping journey.

Target and Message

- Target Audience: Horse owners, amateurs and professionals, sensitive to natural and quality products.
- Key Message: "HorseSweet.com, your natural ally for the health and well-being of your horse."

Work Required

- Homepage: Creation of an attractive design, clearly presenting product categories (recovery mixes, detox, etc., herbal candies).
- Product Page: Highlight products with detailed information, use of mockups to represent the products.
- Logo: Design a logo representative of HorseSweet.com, naturally evoking the equestrian field and the organic aspect of the products.

Product Specifics

- Nature of Products: Herbal blends for equine health.

Packaging: Products sold in kraft bags or buckets, mainly in 1 Kg packaging.

Example of possible mockup:



<https://yellowimages.com/stock/matte-plastic-bucket-mockup-119357>



<https://yellowimages.com/stock/glossy-plastic-bucket-mockup-69124>



<https://yellowimages.com/stock/matte-plastic-bucket-mockup-69613>



<https://yellowimages.com/stock/matte-bucket-w-chicken-tenders-french-fries-mockup-100571>



<https://yellowimages.com/stock/clear-plastic-pouch-w-green-tea-mockup-82768>



<https://yellowimages.com/stock/kraft-food-bag-mockup-65503>

- Product Visuals: Availability of top view photos of plants. Need to create a PSD format mockup with layers that can be adapted for product presentation.
- Example of plant photo:



Instructions for Visuals

- Image Style: Clean and high-quality visuals that highlight the naturalness and freshness of the products.
- Mockups: Create adaptable mockups for each type of product, allowing for easy updates without individual photography.

Concurrence et Inspiration

- Competition and Inspiration

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

<https://goldenhorse.fr/>

<https://www.reverdy.fr/>

<https://www.kramer.fr/Cheval/Alimentation-pour-chevaux>

<https://agrihorse.com/>

<https://www.horse-breed.fr/>

<https://www.lacerealerie.fr/boutique-alimentation-animale.html>

<https://www.cgp-horsefeed.com/alimentation-cheval.html>

<https://www.lambey.com/fr/>

<https://www.dpnutrition.fr/complements-nutritionnels/>

- Inspiration: Draw inspiration from the best practices in the sector, while bringing a unique touch to HorseSweet.com.