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# PORTFOLIO



01

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Limonitz

02

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Doctorpedia

03

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Missions

04

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Monster 2.0



# 01

## Limonitz

Limonitz is one of the most fun projects I've ever worked on. The drinks have an innocence about them, since they remind me of childhood memories, and an element of surprise with their bold flavors (in a good way).

They remind me of kids at lemonade stands - finding the courage to sell their drinks, instilling in them an entrepreneurial spirit, a sentiment I deeply share. When the founder asked me for help to expand the brand, I was delighted!



**WE**  
**R.E.A.L**  
**INGREDIENTS**





## ORIGINAL VISION

To be synonymous with:

- sporting events
- BBQs
- social events - family and friends

## 3 FLAVORS

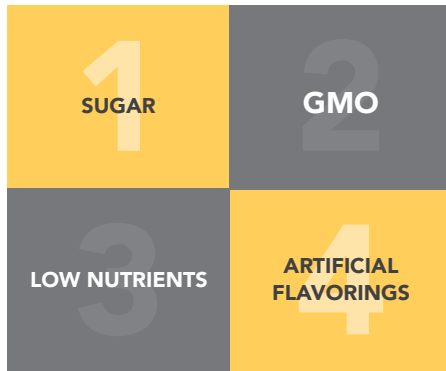
Mint, strawberry, and ginger.

## DISTRIBUTION

600+ independent and small chain grocery stores, primarily on the West Coast.

**RESEARCH OVERVIEW**

America's top four dietary concerns:



Finicky Millennials caused hundreds of new beverages pop up.



Many Americans want organic products.



Soda consumption is on a downward trend.



While organic beverages are on the rise.



The demand for sparkling drinks also keep increasing.







## STRENGTHS



- **Organic ingredients** align with demand
- Lemons have lots of **health benefits**
- Lemonade is an **iconic drink**
- **16% to 40% juice** per bottle
- **No artificial** preservatives or coloring
- Good-tasting **bold flavors**
- **Made in U.S.A**
- Small company can **shift gears quickly**



## WEAKNESSES



- **Sugar** is a big concern
- **Calories:** 130-150 /bo. is high
- **Price:** \$2.25 /bo. is higher than competitors
- **Many competitors**
- **Glass bottle** means restrictions in certain public places
- Early stages funding means **inconsistent cash flow** for marketing efforts
- Product has **little presence** and reputation
- West coast **locations not ideal**



## OPPORTUNITIES

- **Future expansion** of a product line that has little to no sugar for the more health-conscious consumers.
- Can **potentially dominate** the sparkling lemonade market, which currently isn't owned by any brand in particular.
- Highlight functional aspect of drinks: **Vit-C**
- **Partnerships** with BBQ joints



## THREATS

- If a large competitor decides to make organic sparkling lemonades and able to bring prices significantly lower, they might wipe out any market position we achieve.
- Any law changes that could potentially limit amount of sugar per serving
- Trade laws that affect imports of organic lemons can cause significant price increase

**FINDING A NICHE AUDIENCE**

The two largest competitors each has unique traits, and clearly describe the types of audience they're speaking to.

It's important that Limonitz's traits are very different, and play up the product's strengths.



**Bold**  
**Heritage**  
**Organic**

**Sparkling juice's industry giants**



**Social**  
**Fun**  
**Hip**



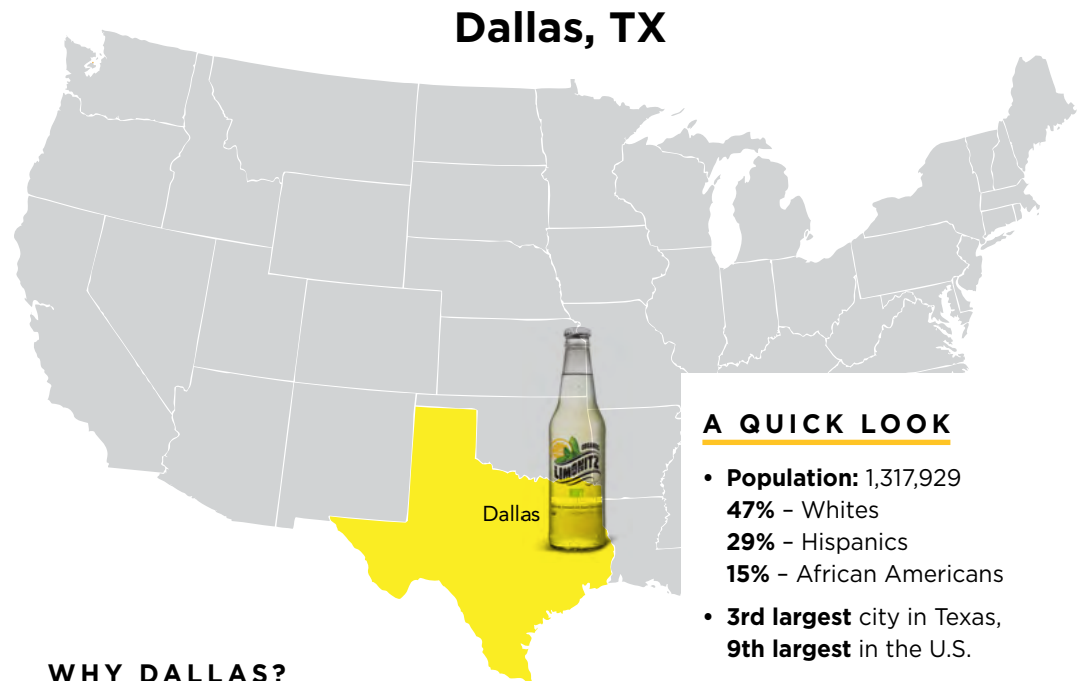
**Sophisticated**  
**Cafe Culture**  
**Authentic**

## Find Sports + BBQs + Soft drinks consumers

Since the vision is so specific, I started by searching for places that have all of the above characteristics. People who drink soft drinks are likely okay with Limonitz' sugar content. The results show marketing efforts should be invested in:



=



### A QUICK LOOK

- **Population:** 1,317,929  
**47%** - Whites  
**29%** - Hispanics  
**15%** - African Americans
- **3rd largest** city in Texas, **9th largest** in the U.S.
- **One of the fastest growing** major U.S. cities.
- **Iconic pro sports teams:**  
 NFL - The Cowboys (a.k.a America's Team)  
 NBA - Mavericks
- **Famous colleges**
- **Famous State Fair of Texas**

### WHY DALLAS?

- Limonitz already has some **distribution** there.
- **Many promotional and partnership opportunities** that align with the vision.
- More people with **pro-America** sentiment.
- **Warm climate** means year-round sales.





Home builder

**DANIEL**

Age 38

**Family:** Married, with kids

**Education:** College, AA

**From:** Dallas, Tx

**Annual Income:** \$60,000

Daniel is father to a set of 9-year-old twins. Ever since he became a dad, he was more aware of the foods he ate and shared with his children. When he started paying attention to nutrition labels, he was shocked by the amount of fake ingredients used even in simple drinks. Now, he cooks more often, and shops organic when he can.



Drives a Chevy truck

**Hardworking | Ethical | Dependable | Loyal | Conscientious**

**MOTIVATIONS**

American family values  
Ethics  
Stability  
Quality time with family and friends

**LIKE**

Spending time with family  
Kind and friendly people  
My man-cave  
Quality products

**DISLIKES**

Artificial ingredients  
Being controlled  
Arrogance



**Most used device:** Samsung phone

Wrangler



JCPenney



**Fav. food:** Stackhouse' Double Bacon Burger

**Fav. drinks:** SamAdams Lager



**INTERESTS**

Sports - football, soccer with son  
BBQs  
Paintball  
Woodworking

**SOCIAL CHANNELS**

Facebook  
Twitter



COURAGE. HOPE. BELIEF.

## LEVERAGING AMERICAN HERITAGE IS GOOD TIMING,

creates the largest separation from Limonitz' competitors,  
and aligns with the vision, audience and the bold flavors

### MISSION

To make delicious, organic sparkling lemonades in the USA, and for real ingredients to be the new norm in America.

### VALUES

1. Our ethics keep us honest
2. Be bold and pursue your dreams
3. Preserve traditions
4. Stay true to yourself

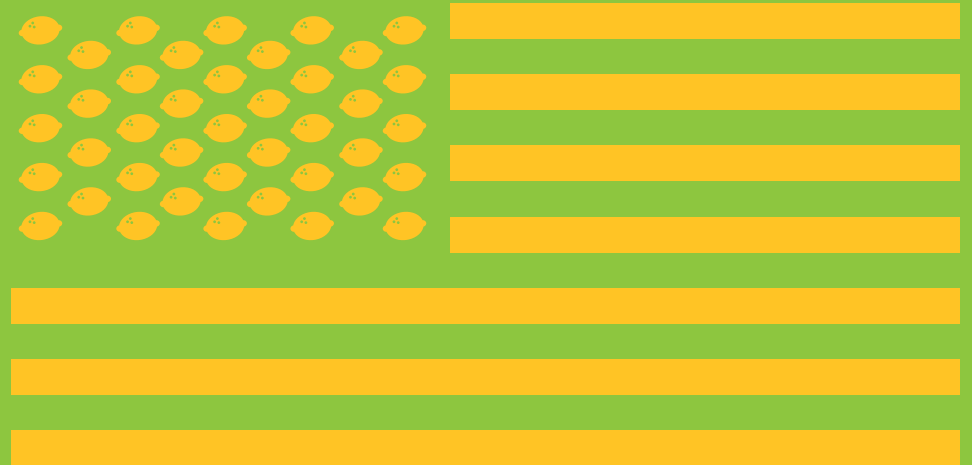
### FUNCTIONAL BENEFITS

- Organic
- Very few ingredients
- No additives or preservatives
- Vit-C from lemons

### EMOTIONAL BENEFITS

- Guilt-free indulgence
- Sense of patriotism

# THE NEW AMERICAN LEMONADE IS ORGANIC. WITH FIZZ.





UPDATED VISION

TO BE AMERICA'S CHOICE OF LEMONADE.



# CUSTOMER POOL

## OBJECTIVES

- Establish brand perception as the new U.S. organic sparkling lemonade.
- Establish brand identity and position.

## POSITIONING

America's lemonade now uses real ingredients, and with fizz.

## AUDIENCE CHARACTERISTICS

People who display any combination of these traits:

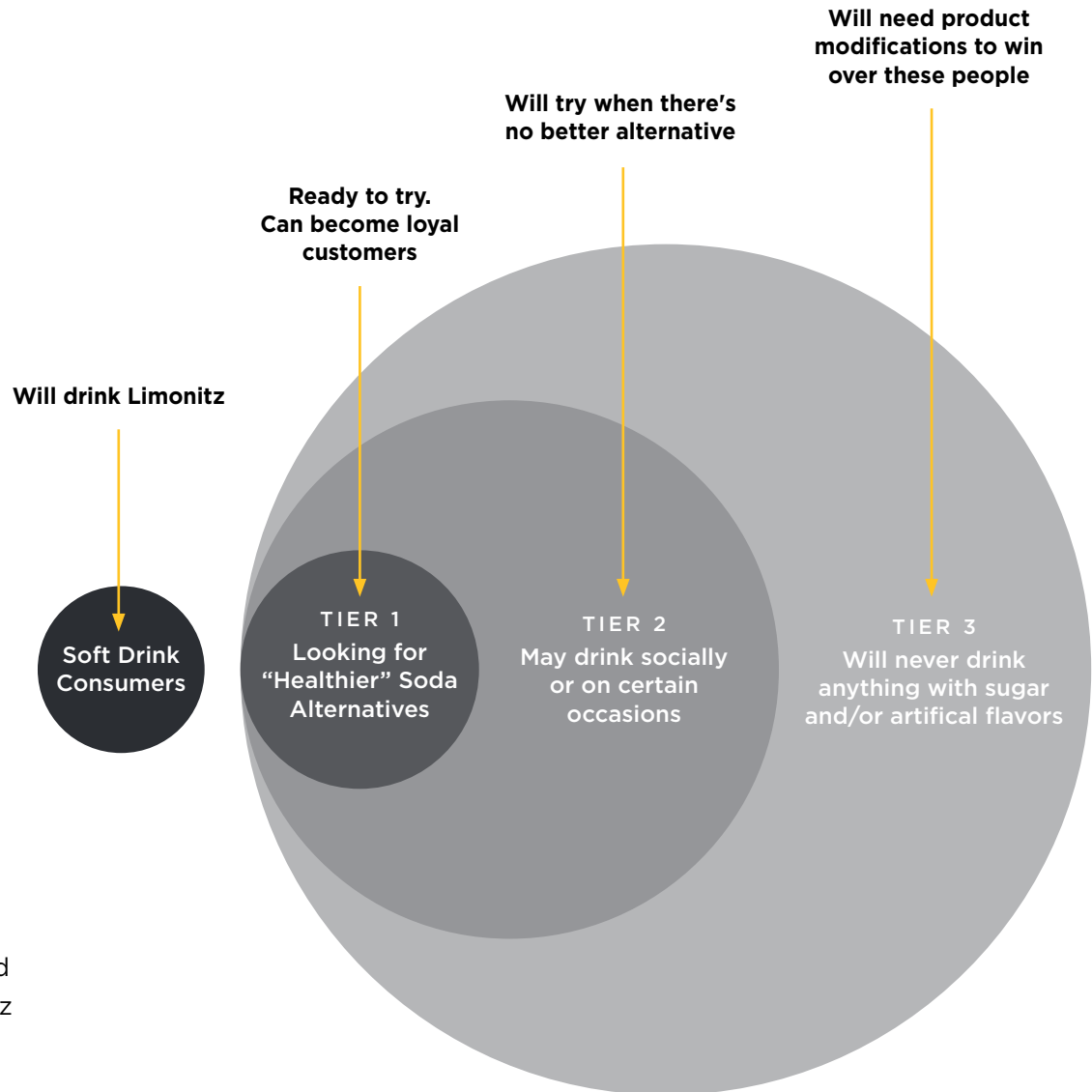
- interest in sports
- love BBQ
- family-oriented
- shop organic and natural foods
- patriotic

## COMMUNICATION TYPES

Multiple media platforms – social, digital, billboard, print

## PROMOTIONS IDEAS

Sponsor college and high school sports teams and events. Partner with BBQ joints. Hand out Limonitz to voters during election season.





### SELLING POINTS

Limonitz' execution should be bold, optimistic, and reinforce these benefits:

1. American heritage
2. Organic (real ingredients)
3. Fizz (or excitement)



Dominant yellow and black palette convey "innocence," boldness, fun, and optimism

Primary slide delivers the brand promise

Remind customers that organic is where America's headed

Participating in celebrations like July 4th is a must

Including drinks recipes hint "parties"

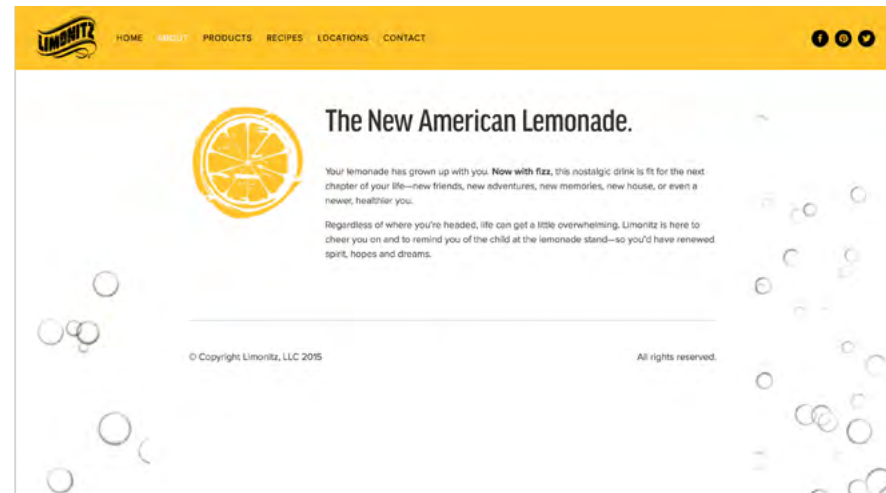




## DESCRIPTION ON “ABOUT” PAGE

Your lemonade has grown up with you. Now with fizz, this nostalgic drink is fit for the next chapter of your life—new friends, new adventures, new memories, new house, or even a newer, healthier you.

Regardless of where you’re headed, life can get a little overwhelming. Limonitz is here to cheer you on and to remind you of the child at the lemonade stand—so you’d have renewed spirit, hopes and dreams.



## DESCRIPTION ON “PRODUCTS” PAGE

### Ginger

**BOLD + MIGHTY**

Love spice but hate the heat? Our ginger lemonade satisfies your warm, exotic taste and quenches your thirst all at once.

### Mint

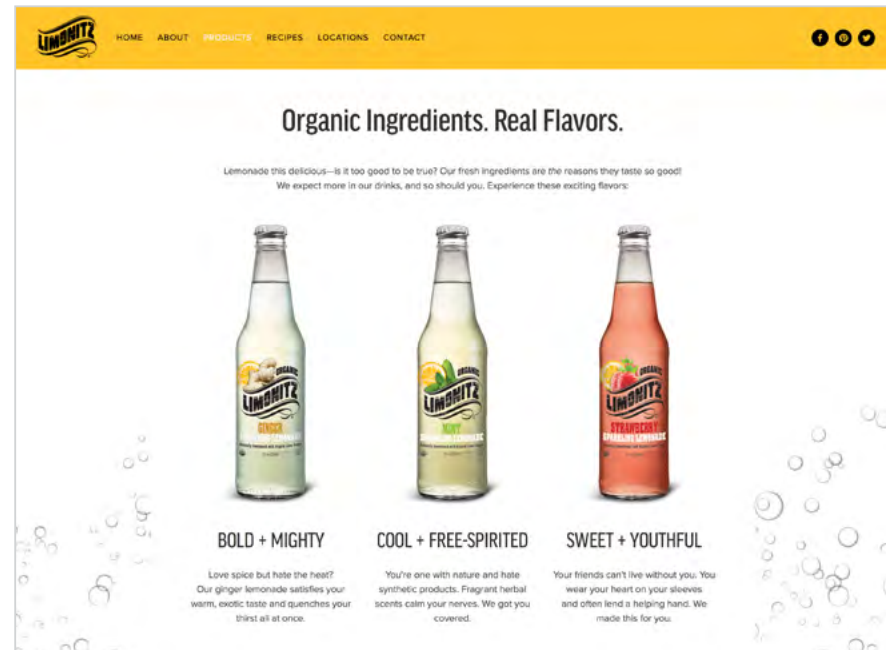
**COOL + FREE-SPIRITED**

You’re one with nature and hate synthetic products. Fragrant herbal scents calm your nerves. We got you covered.

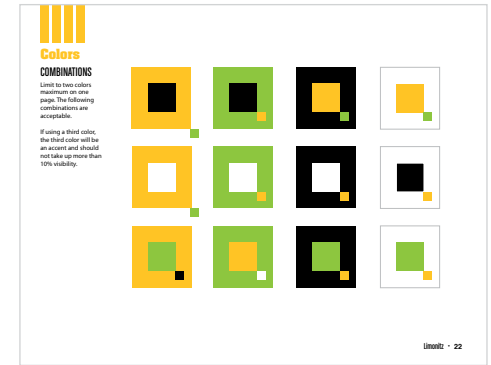
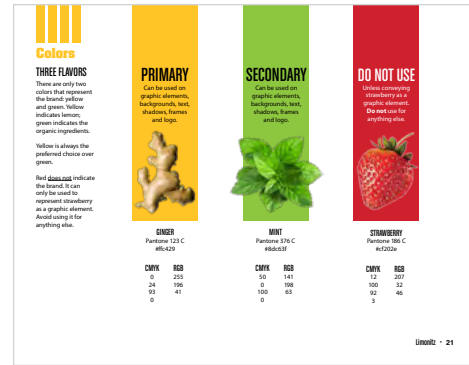
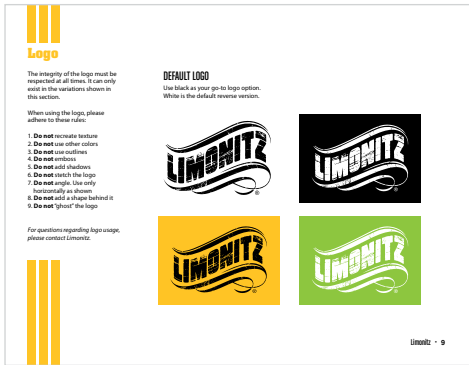
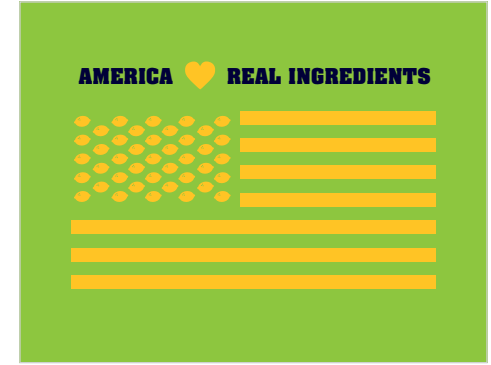
### Strawberry

**SWEET + YOUTHFUL**

Your friends can’t live without you. You wear your heart on your sleeves and often lend a helping hand. We made this for you.



Snippets from the brand book. Limonitz' bold personality really comes through!



# 02

## Doctorpedia Start-up. Seed Funding

Doctorpedia's goal was to offer the most comprehensive, credible, and reliable online health information tools & resources.

I was very excited to take on this project, as the opportunity came soon after my mom overcame cancer — which instilled a desire to contribute to the healthcare industry.

After taking on the job, my role expanded beyond art direction and into research and product development while the company worked on finalizing vision and business goals. It was a great experience, and efforts validated when the product attracted Google Israel — earning an opportunity to meet with the tech giant.

Sadly, I ended up leaving the company, as their new vision no longer aligned with my goals. I'll be presenting my work contributions up until then.







Doctors who provide informational health videos

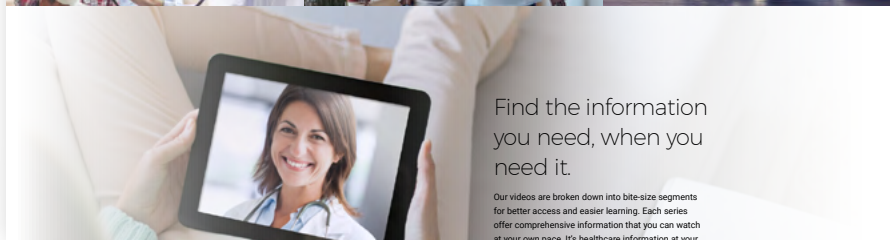
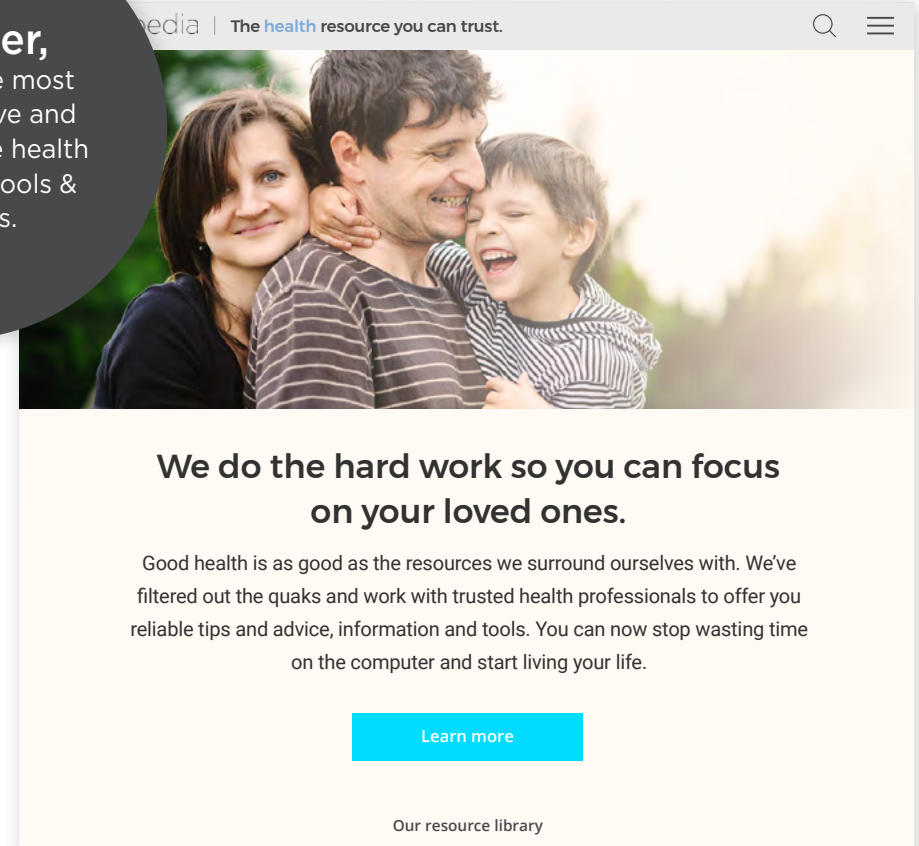
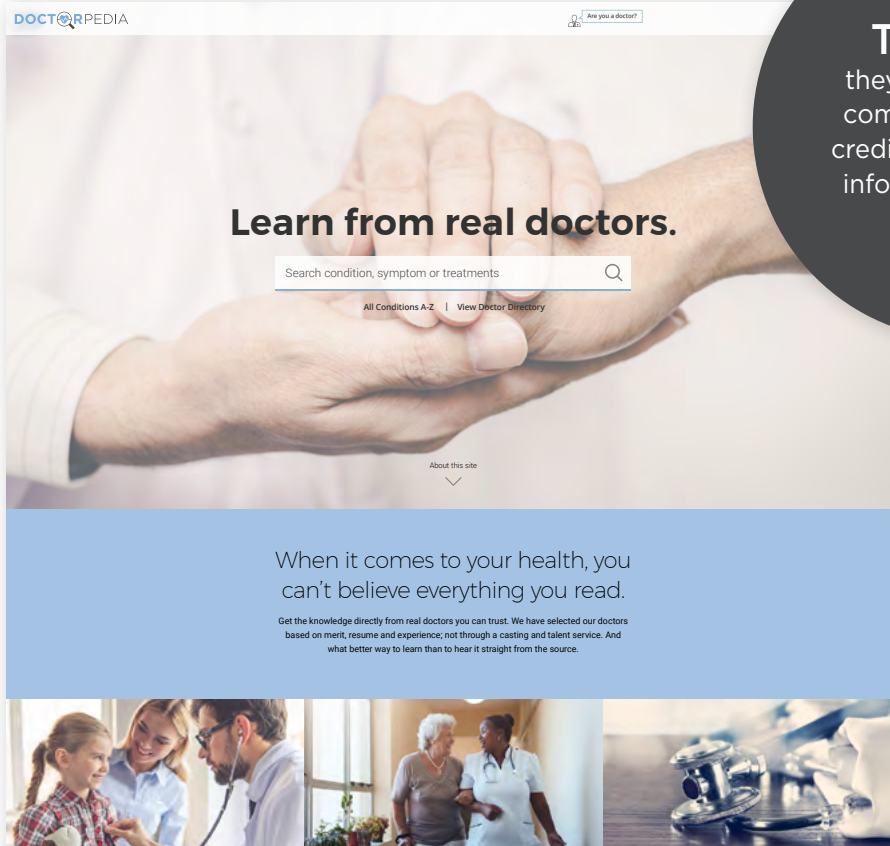
# DOCTORPEDIA

DrPedia (abbr.) is made up of two main entities



Health management professionals who provide tools and resources

Together, they offer the most comprehensive and credible online health information, tools & resources.

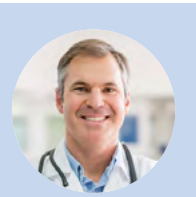


**GETTING IDEAS**

This journey sketch helped shape the relationship between DrPedia's two entities, and:

- features and content directions
- revenue ideas

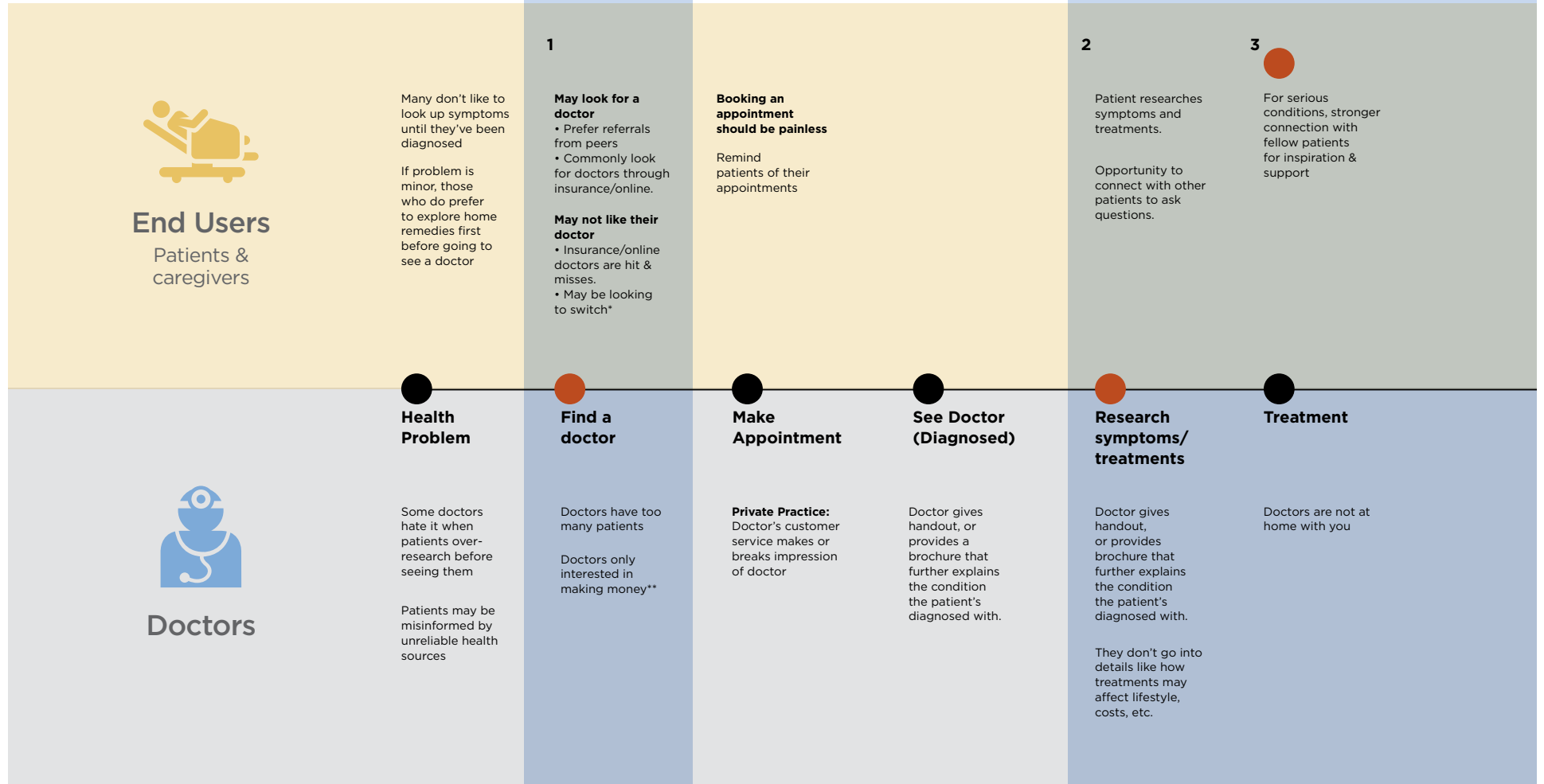
FOCUS  
Pre-diagnosis



FOCUS  
Post-diagnosis

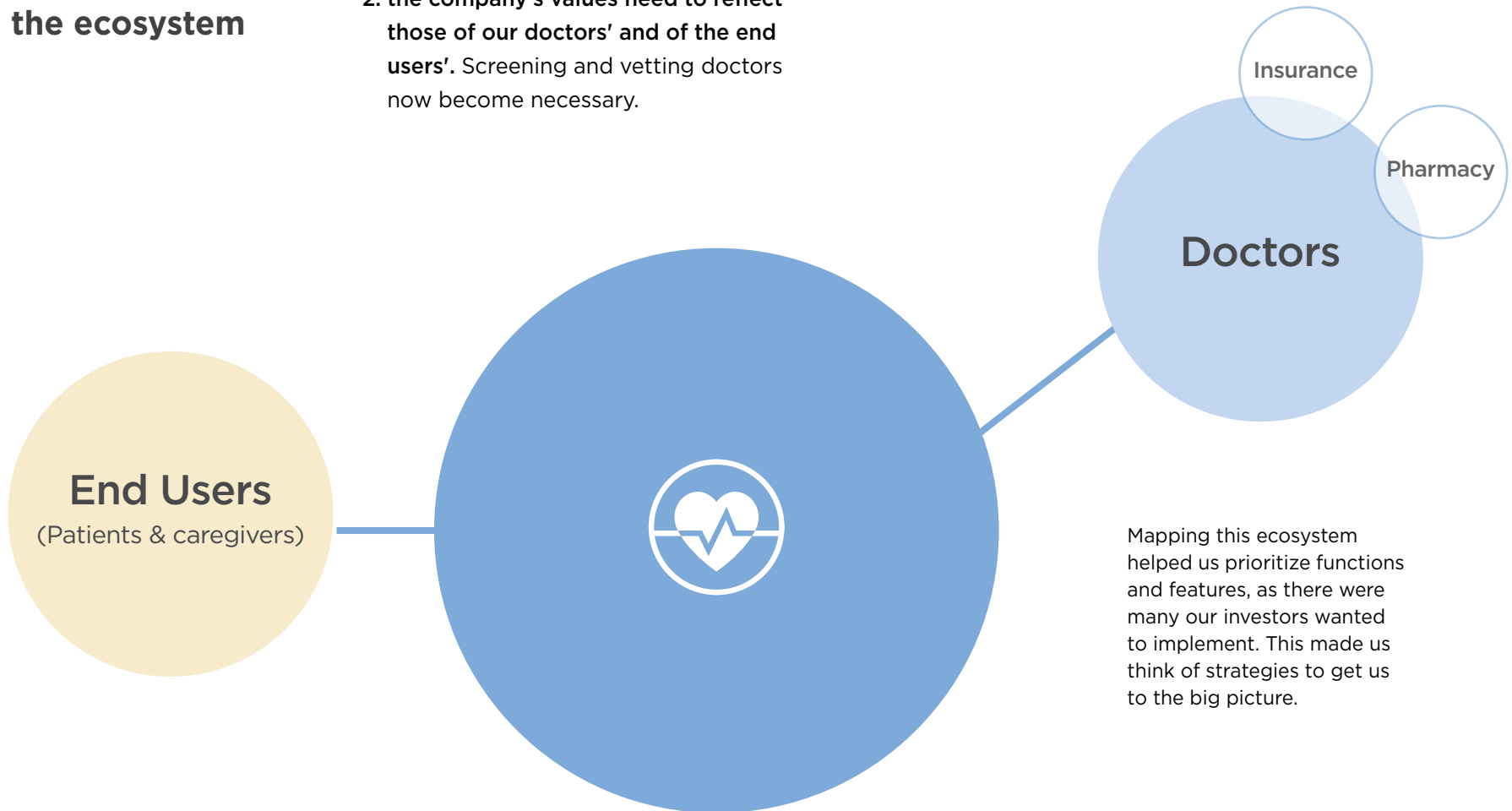


← Replicate total healthcare experience similar to real-life hospital visits. →



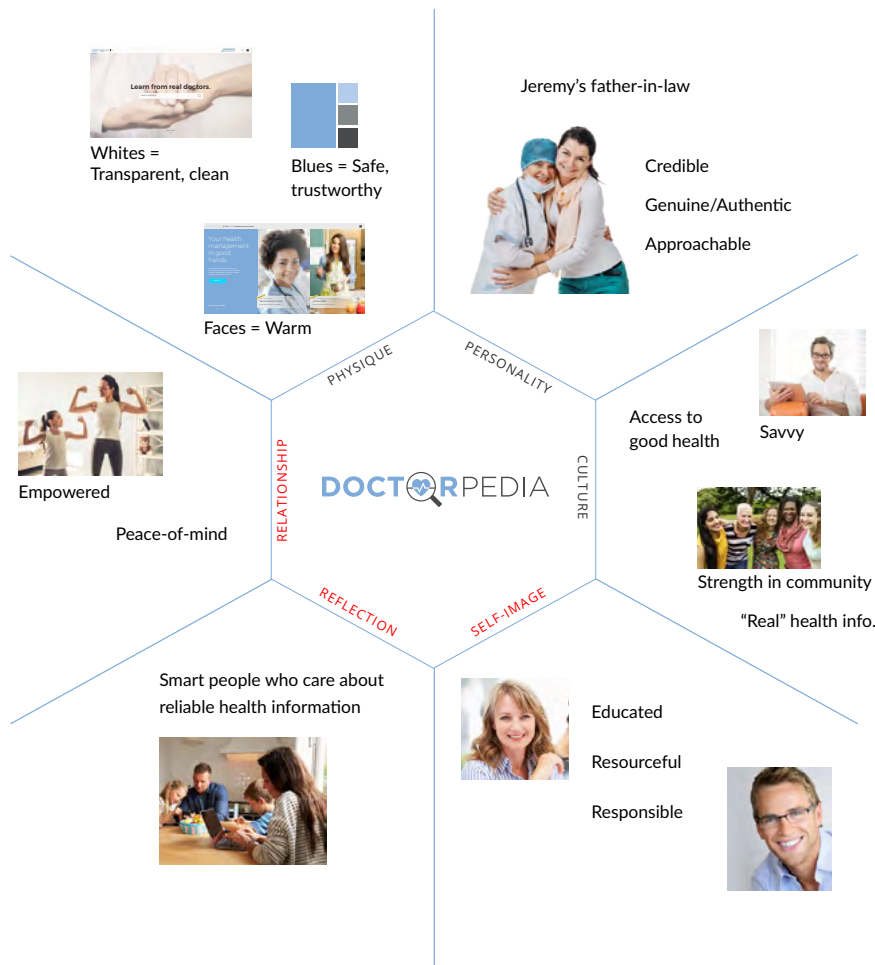
## Learning DrPedia's role in the ecosystem

1. DrPedia acts as the bridge that connects users directly to doctors, and thus,
2. the company's values need to reflect those of our doctors' and of the end users'. Screening and vetting doctors now become necessary.



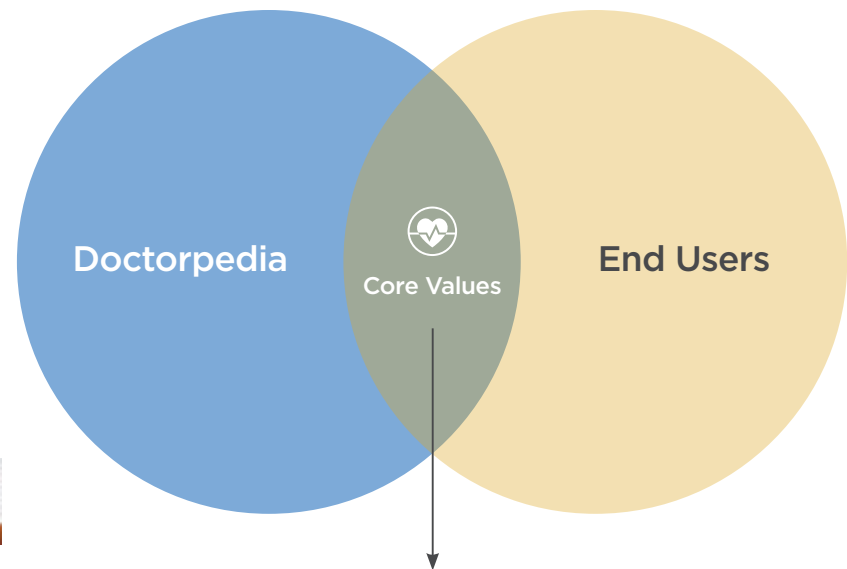
## Adapting to situations

Since there were still uncertainties about the business goals and direction of the product, attempting to fully brand the company would be premature. Instead, we did a brand prism exercise (below), so we could have some general guidelines for execution.



## CONNECTING VALUES

Thanks to user research and patient interviews, we've identified common values patients want in their doctors. We measured them against the company's and then used overlapping values as base criteria for doctor recruitments.



**Approachable. Knowledgeable. Genuine.**

Overlapping values became the company's core values and base criteria for recruiting doctors.



## Target Audience

**Age:** 35-55.

People in this age range have to take care of their children and parents, and have the most need for health resources.



The more research we did, the more we realized there isn't a one-size-fits-all UX solution to the many conditions, and had to find ways to make the product scalable without compromising quality.

### Debra

Debra is looking for treatment information for her mother who's been diagnosed with diabetes, and support and resources for her 8-year-old boy who's been recently diagnosed with mild autism. She's overwhelmed by the amount of information online - there are too many websites sharing similar information, and not one addresses the things that mattered to her like how much treatments could potentially cost, and what she needs to do as a caregiver.



**Age:**  
36

**Family:**  
Married, one kid

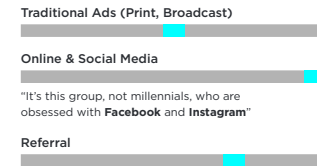
**Education Level:**  
College degree and +

**Location:**  
Boston, Massachusetts

**Annual Household Income:**  
\$75,000 +

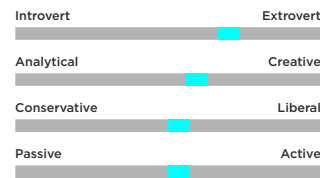
- Independent
- Pragmatic
- Fun & Informal
- Collaborator
- Adaptable
- Problem-solver
- Family-oriented

### Preferred Channels



*"The good life is one inspired by love and guided by knowledge".*

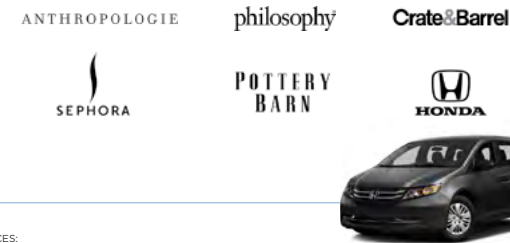
### Personality



### Motivations

- Customer Orientation
- Achievement
- Inspiration
- Identity and Purpose
- Learning
- Save money & earn rewards\* (see report)

### Brands



**SOURCES:**

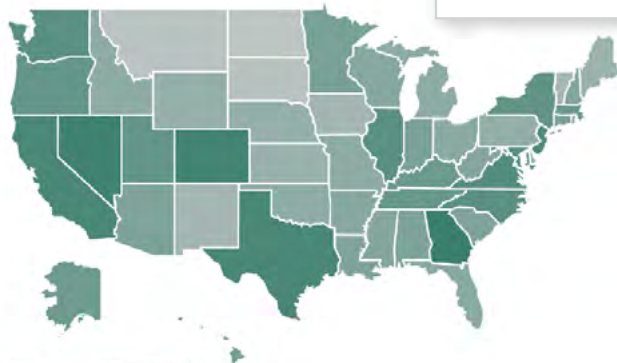
**Women are waiting to have kids:**  
<http://www.businessinsider.com/average-age-of-mother-having-first-child-going-up-2015-6>

**Women more likely to discuss health concerns with friends; men rarely do:**  
<https://newsroom.clevelandclinic.org/2016/08/15/cleveland-clinic-survey-confirms-men-rarely-talk-health/>

**SOURCES:**

**Demographic of online healthcare seekers:**  
<http://www.pewinternet.org/2013/01/15/information-triage/>

**Gen X use social more than Millennials:**  
<http://www.marketingdivge.com/news/nielsen-gen-x-more-active-than-millennials-on-social-media/435026/>



**Left:** Distribution of our target audience in the U.S.

**Right:** Knowing top concerns helps us narrow down a condition to start for MVP.

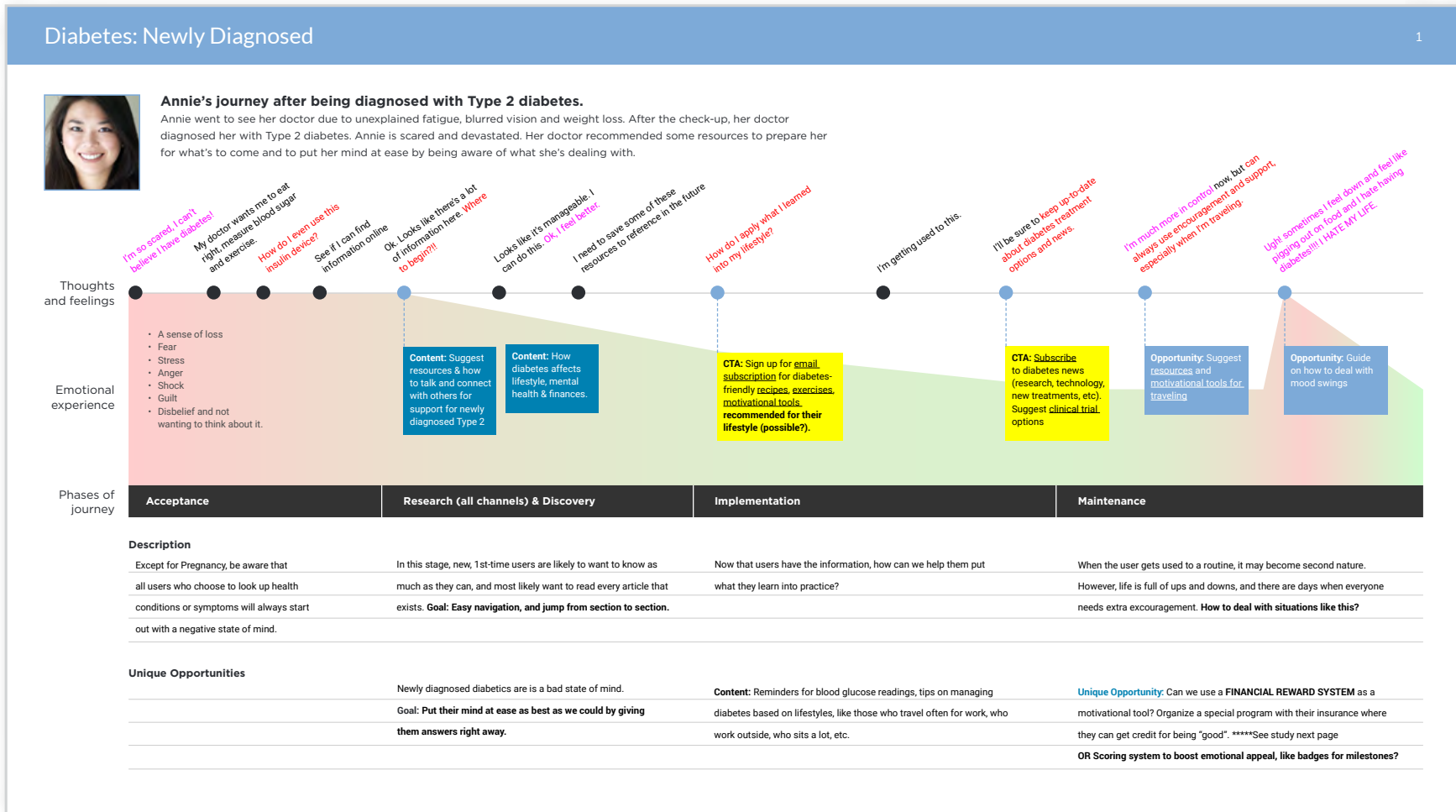
### TOP 3 HEALTH CONCERNS

1. Obesity and diabetes
2. Aging
3. Colon Cancer (Rising concern)

## Understanding audience psychology

Below is a journey map for a newly-diagnosed diabetes patient. I wanted to understand what the patient might be feeling at each stage. Perhaps we can suggest topics users wouldn't think to look up, given their state of emotional distress.

Almost all users who search for health conditions online start with a negative emotional experience, except for pregnancy. This seems like it should be common sense, but an aha! moment for me.



## Play-acting to empathize

We pretended to be our end users and doctors to see if casual conversations could reveal new insights.

*"I have a lot of experience, but I don't have the time or energy to take on the online world as it exists today. How does this service get me more patients?"*

**Veteran Doctor**

*"I am diagnosed by my doctor and starting my journey. I want access to high quality information, dialogue and referrals."*

**The diagnosed patient or caregiver**

*"I'm responsible for responding to patients and handling digital interaction on behalf of the medical practice I work for. I want a new way to market and reach patients that is easy to use and generates leads"*

**Medical Practice Operator**

*"I'm not sure what I have, it may be nothing, but I'm looking for information online. I need to eventually find a doctor if it's serious."*

**Self-diagnosing Googler**

*"I need a way to market myself online so I can build my practice and understand real patients. I am comfortable with social media since I'm a millennial."*

**Young Doctor**

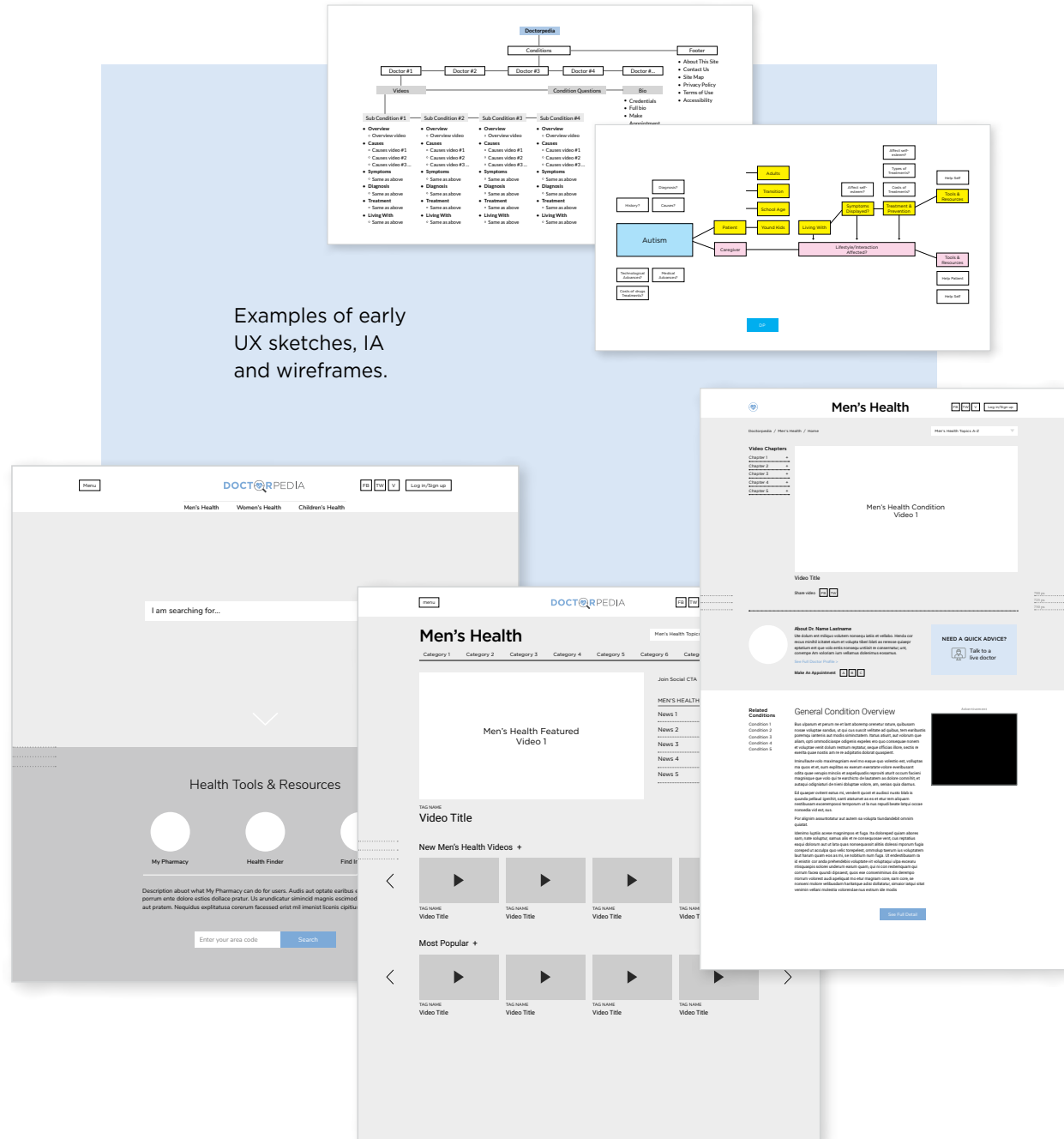


## Design goals

The early request was simple enough, as there were business decisions and scaling strategy up in the air. Although continuing work was far from ideal, there was pressure to show progress to investors, so we had to be flexible:

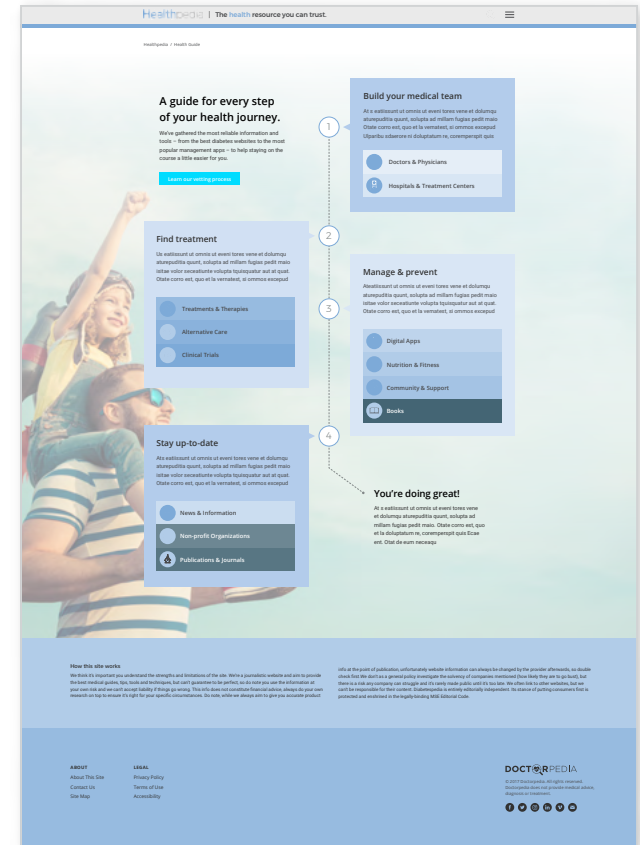
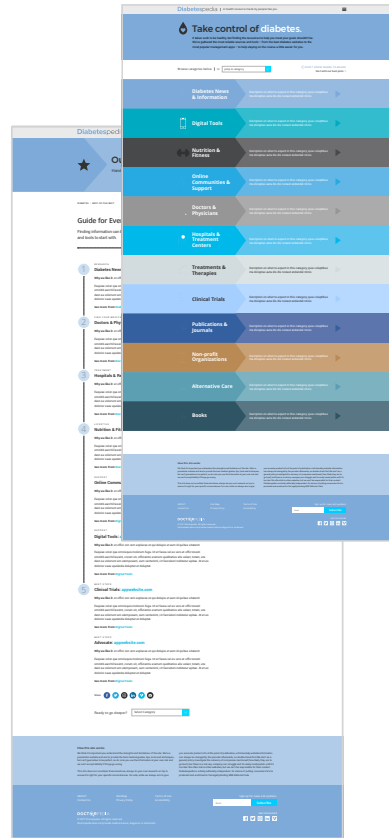
- Quickly and easily find health information
- Mobile-friendly
- Versatile and scalable

Examples of early UX sketches, IA and wireframes.

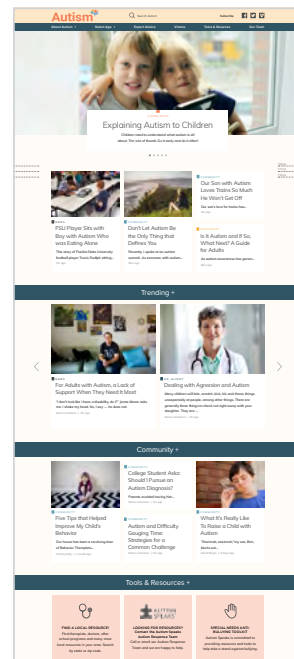
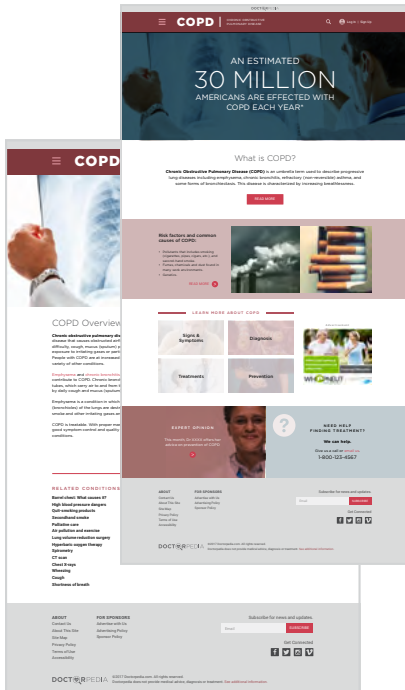




Inspiration board (left); and examples of visual and content explorations.



Research helped with discovering new experiences, like searching information based on which part of the health journey we're starting from.



## Video website

**Messaging challenge:** Not many doctors are comfortable in front of cameras, and we had to use existing pre-shot doctor videos that lacked personality. We anticipated this to be a common early-stage problem.

**Solution:** Turn a weakness into a strength. Sell credibility.

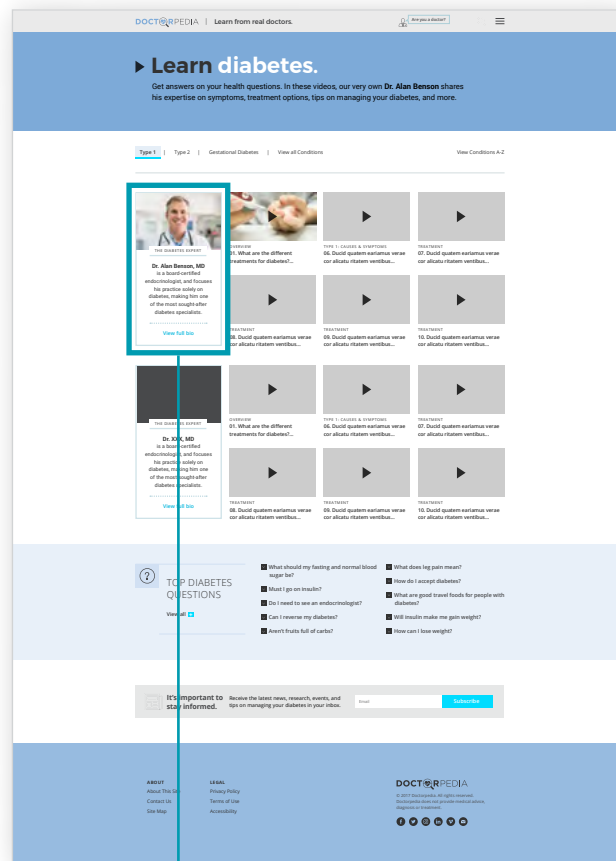
**Concept:** We recruit real doctors; not TV personalities

**How do we want the audience to feel?** A sense of calmness and security.

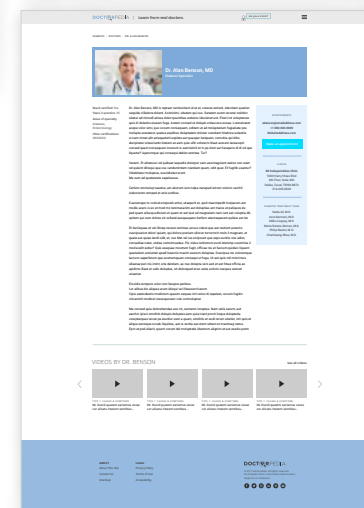
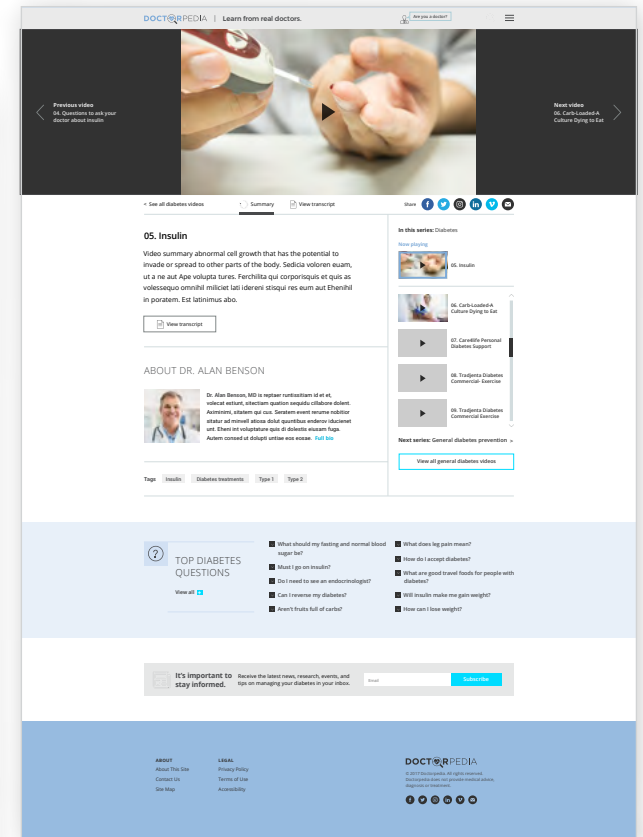
Design decisions like the color scheme below, tone and visuals, are to help evoke those sentiments.







Doctors are profiled next to their videos so users can easily access their full bios (right) to learn more about their credentials.

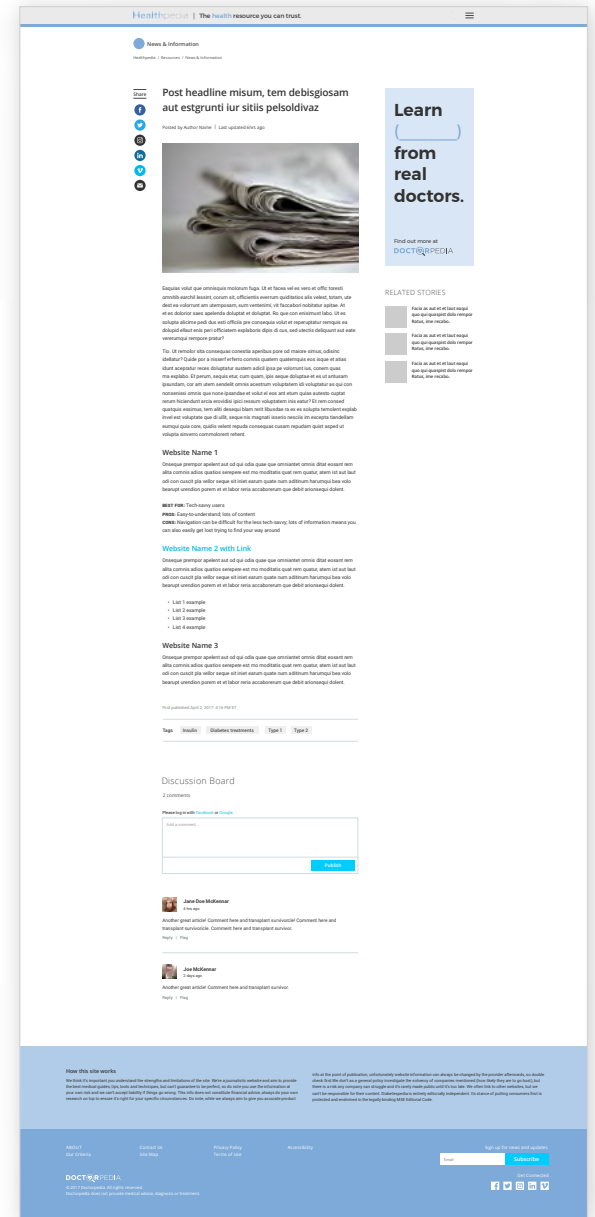


## Condition websites

Since the focus of the condition sites is health management, and community support is an important resource for many conditions, seeing faces of people add warmth and a sense of relief and belonging.

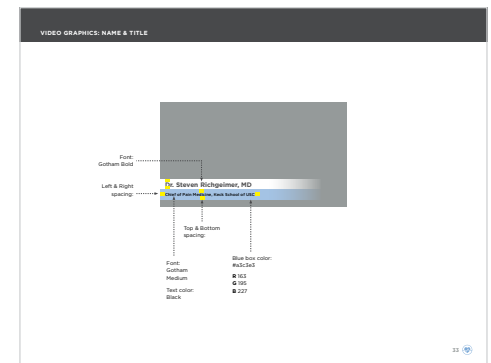
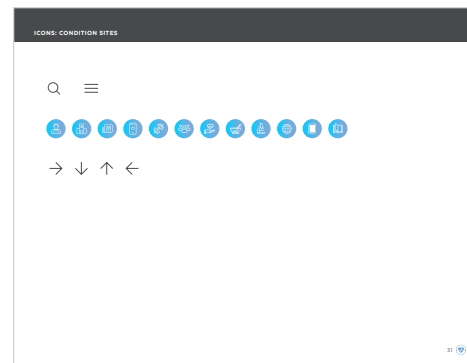
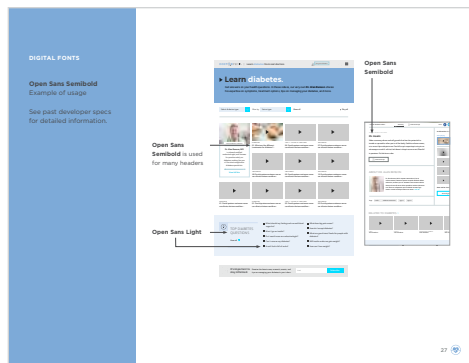
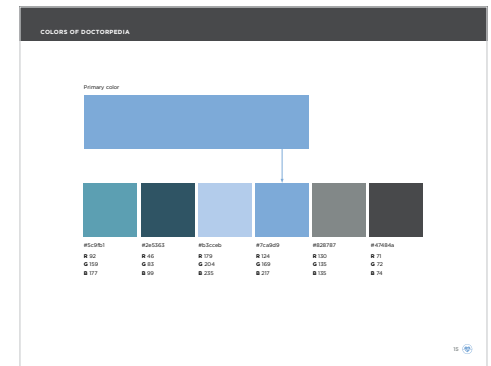
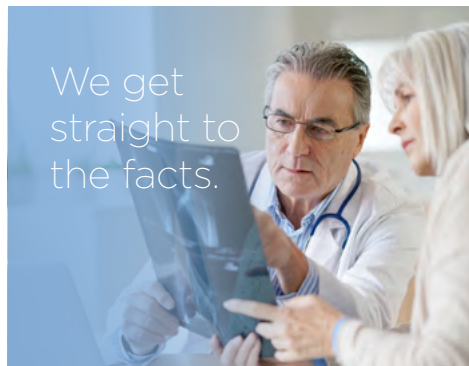
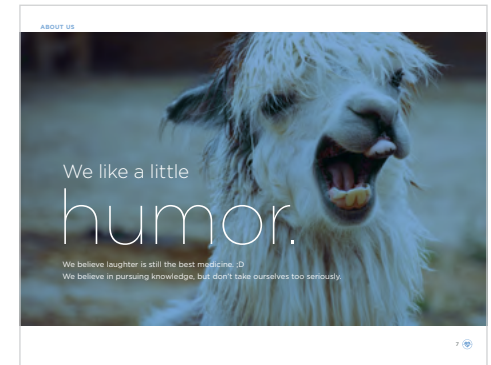
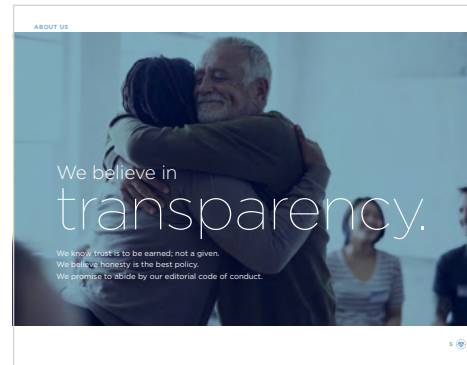
### Inspired by bookshelves:

Finding resources used to involve researching at the library, and replicating the act of browsing books add a fun, relatable experience for our users.



## SETTING THE TONE

With a couple of projects now out of the way, we have enough brand assets for basic guidelines. Below are snippets from the book.





## TARGETED MARKETING FOR BEST ROI

Finding places with high concentrations of diabetics help make the best use of budget.

Marketing guidelines and content ideas were also prepared to assist future staff with producing diabetes campaigns.

### Target Users

Understanding the mindset of 35-55 year olds

**Background**

People of this age range place more emphasis on close friends, virtual families and material success than on traditional association. Education is important as the individual's value depends on technical skills. Loyalties lie with the person they work for, not the company. They are not willing to sacrifice life for a career. Still they are highly task-oriented and will get the work done on time. They're more likely to grow up a job without having another one lined up. They do not mind being unemployed and are not worried about "putting their ego on the line".

**Defining Moments**

- MTV
- Internet
- PCs
- Rubin's Cubes
- Crack, cocaine crazies
- High divorce rates
- Watergate
- AIDS
- Women's Liberation
- Microwaves
- The Simpsons
- Kermit the Frog
- Fall of the Berlin Wall
- Challenger explosion
- Platform Shoes
- Energy crisis

**Marketing to This Group**

**Authenticity**  
 Proud and forward, be authentic. Don't hide agendas or values from them. **It means a lot to them if your company is transparent. Be forward with your intentions, no "smoke and mirrors."** When targeting this group, deliver on your promises. This generation can spot a pitch quickly, so it's important to make marketing messages clear and truthful.

**Tonality**  
**People of this age range has some issues with authority.** Quite a few of them were "Lynch-straights" come on. They grew up in a time when the economy was either rising or falling, when decisions were at the forefront of debate for schools and their parents were using their jobs.

**Small Post**  
 A mailing list, either paper or digital, works. This group still holds an appreciation for physical mail, as long as it isn't bills that sit on their desk. **They reach back at home more effectively than in their place of work.** Many of this generation have moved to management and may have their mail sorted before it's delivered to their desk.

**Email Marketing**  
 Email is an instant gratification of sorts for personal and business matters. They check their email on a fairly regular basis, so they usually see your message.

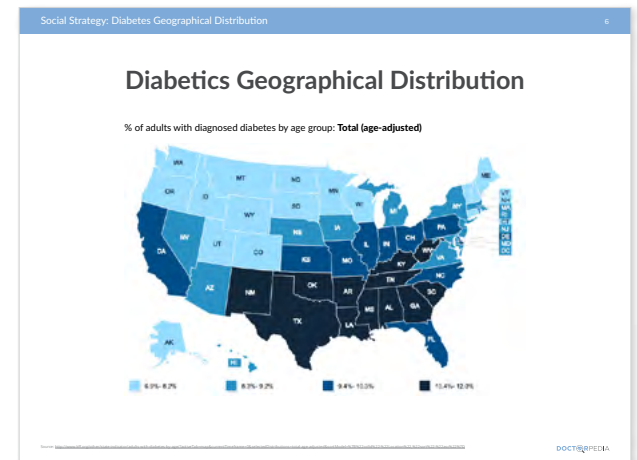
**Video Marketing**  
 Video can add a more human face to your company, which makes you seem more approachable and trustworthy.

**Social Media**  
**Videos are more likely to be shared over social media than links and articles.** About 65% of this group has a Facebook account, 45% of that using them pretty regularly.

**Social Media**  
 Facebook is our best bet for as it's the most widely used platform for this age group.

*"... doing the quiet work of keeping America from sucking."*  
 - Jeff Gordiner, critic for The New York Times

SOURCES:  
 Generation X culture: <http://www.generationonline.com/genx/genx/>

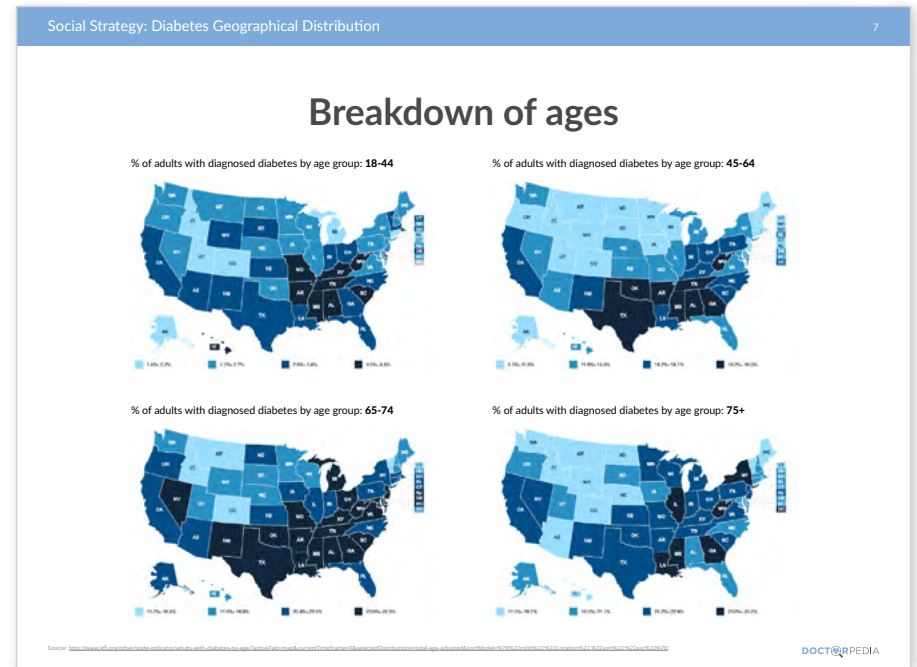


### Social Strategy: Diabetes Topics

## Post ideas/topics

- **Diabetes Facts (infographics opportunity)**
  - » 60-70% diabetics experience nervous system damage
  - » Cause of 60+ non-traumatic lower limb amputations
  - » For 20-74 yrs old, top cause of blindness
  - » Leading cause of kidney failure
  - » 7th leading cause of deaths in the U.S.
  - » Increases the risk of high blood pressure
  - » Have impaired sensation in the hands and feet or carpal tunnel syndrome
  - » More than 20% of health care spending is for people with diagnosed diabetes.
  - » Diabetes kills more Americans every year than AIDS and breast cancer combined
  - » Diabetes: Health, United States, 2010: 69,201 deaths
  - » Breast cancer 40,676 deaths, 2009
  - » AIDS, 21,601 deaths, 2009
- **Preventative: Get tested if:**
  - » Overweight
  - » 45 years or older
  - » Having a family history of type 2 diabetes
  - » Being physically active less than 3 times a week
  - » Ever having gestational diabetes or giving birth to a baby who weighed more than 9 pounds.
  - » African Americans, Hispanics and Latinos, American Indians, Pacific Islanders, and some Asian Americans are at higher risk than whites.
- **Management:**
  - » Blood Glucose Testing
  - » A1C (How Does it Work?) and eAG (What is your number?)
  - » Checking for Ketones
  - » What is Dawn Phenomenon and how to handle
  - » What is Hyperglycemia (High Blood Glucose)
  - » What Does Tight Control Mean?
  - » Walkathons/Marathons
- **Exercises:**
  - » Workouts you can do at home
  - » Tips on making workouts more fun
  - » Workout routines
  - » Invite Live workout sessions.
- **Seasonal Foods:**
  - » How to avoid holiday sugar binge
  - » Holiday diabetes-friendly recipes
  - » Seasonal fruits/vegetable nutritional info awareness
    - a) Guess how many calories in \_\_\_\_\_?
    - b) Sugar-free recipes to try

DOCTORPEDIA



**BRANDED CAMPAIGNS**

Expansion of a couple diabetes campaigns to set the tone for future posts.

**A twist on BS (blood sugar) for a little humor:** Learning diabetes lingo helped with relatable messaging.

Diabetes In-Situ Campaign 1: In Control

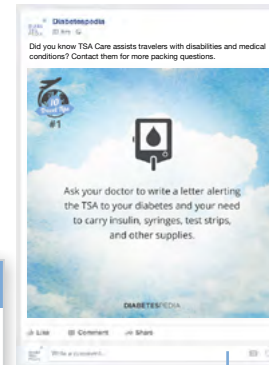
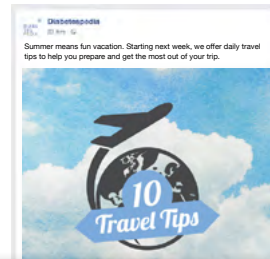
Strengthen product eco-system:  
Tie in social with websites by creating a branded featured story promo



DOCTORPEDIA

Diabetes In-Situ Branded Campaign 4: Travel Tips

5



I love to travel, and wondered how having diabetes would affect traveling, which led to the idea for this travel tips campaign for diabetics.



# 03

## Missions Brewer Direct

“It has to look kind of bad, and not too design-y” was the direction I was given for my attempt at missions newsletters. We’ve seen them in our mailboxes — the ones asking for donations to help that homeless man in the B/W photo on the envelope.

It turns out, data proves “looking kind of bad” has been effective for these newsletters. Their primary donors are 55+ seniors, and often associate “pretty design” with “why are they spending my donations on pretty pictures and glossy papers?!”

In the last few years, donations have dropped since the senior population is shrinking, and there’s urgency to start engaging younger generations. My task was to help make them more appealing to the younger audience.







Newsletters before

### GOAL

To encourage younger people to respond to the newsletters and donate to the missions.

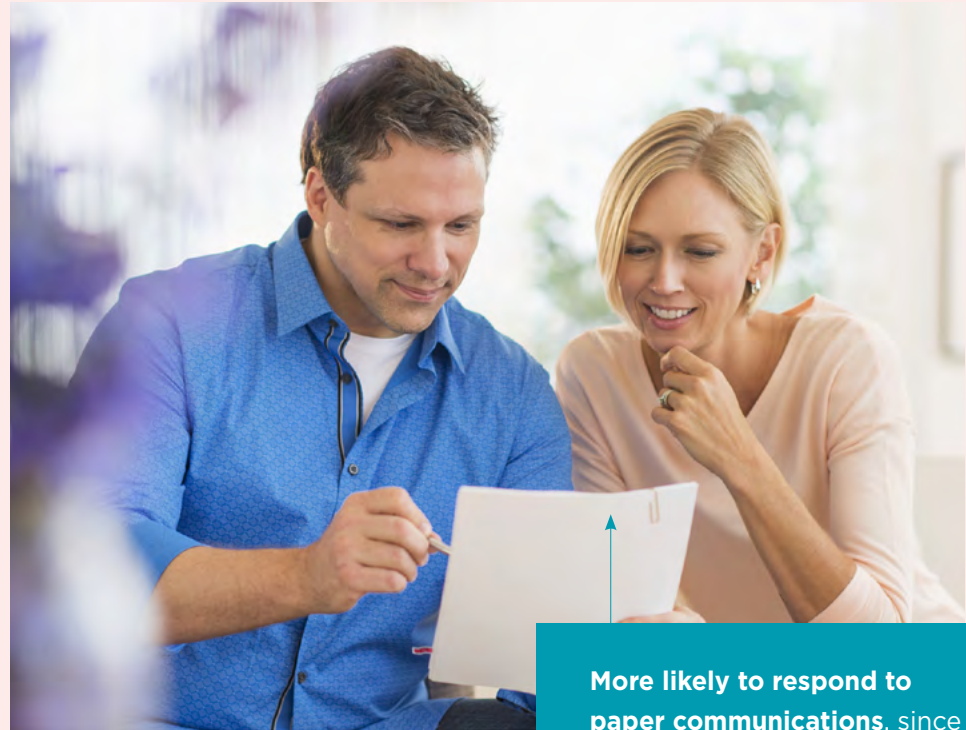
### Challenges

- 1. Specs have to stay the same**  
Paper size, paper type, folds, and cuts have to be same, as design changes will apply to all 20+ missions.
- 2. No photography budget**  
Lack of photography resources mean current photos don't appeal to younger audience.
- 3. Print budget has to stay the same**  
No opportunities for additional inserts.
- 4. No drastic changes. Keep format.**  
To minimize risk of losing donations from large donor base, seniors 55+.

### NEW AUDIENCE TRAITS

TARGET AGE RANGE  
**35-55**

People in this age range prefer information-based content, while millennials respond better to visuals. This makes them better suited for the newsletters. Other traits:



**More likely to respond to paper communications**, since they grew up with snail mails



They're very educated



They're loyal to people; not organizations



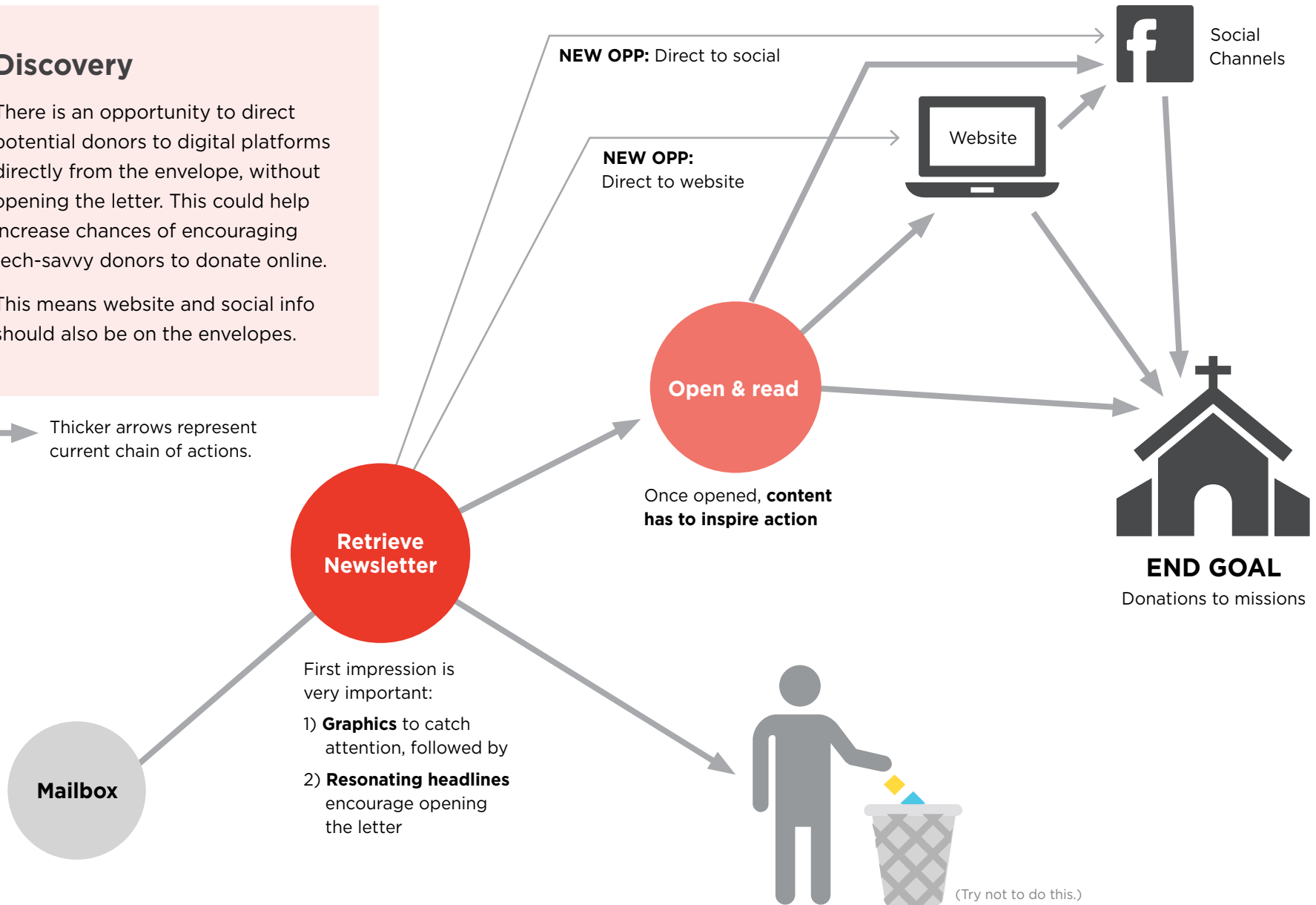
They're tech-savvy, but not glued to their phones.

## Discovery

There is an opportunity to direct potential donors to digital platforms directly from the envelope, without opening the letter. This could help increase chances of encouraging tech-savvy donors to donate online.

This means website and social info should also be on the envelopes.

➔ Thicker arrows represent current chain of actions.



## CHANGES TO ENVELOPES

### Design goals

40-55 year-olds are busy juggling work, activities, and family. This means go for convenience:

- Very clear content and info hierarchy for quick, easy reads.
- Clear call-to-actions.

In general, they respond to purpose, not the organization itself. Thus,

- Less emphasis of testimonials about the organization; and more about the subject's life and transformation.
- Express the organization's mission

**Update aesthetics:** Cleaner, more modern fonts, and more positive, graphic visuals.

**Teasers:** Strive for authenticity and provide context.



Include mission statement

**Encourage online giving:** Include website and social info on the back of the envelope.



**AESTHETICS:**

- Fewer fonts.
- Use cleaner, more modern fonts.
- Improve photography
- Visuals should support hierarchy of content.

**CONTENT:**

- Strive for authenticity; not dramatization.
- Fewer word counts.
- Include data and infographics whenever possible.
- If possible, expand story to include how the family's affected.
- Focus on transparency: updates on impacts and improvements made from donations and contributions.

Clean up fonts throughout newsletter.

Emphasize numbers: Opportunity to call out data.

**CHANGES TO NEWSLETTER**

**Eat. Shop. GIVE.**  
There's a day for giving thanks and a day for getting bargains.  
**Giving Tuesday, December 1, is the day for giving back!**  
Please drop donations off at the Mission at 801 N. Benham Ave., Elkhart. Call Kerry at (574) 293-3406, ext. 112 for more information. THANK YOU!

**Help fill our holiday pantry**  
With two holidays approaching and the dining room filling to capacity, our pantry sometimes gets very bare.  
You can help restock the shelves by donating one or more of the items listed on the right.  
Please drop donations off at the Mission at 801 N. Benham Ave., Elkhart. Call Kerry at (574) 293-3406, ext. 112 for more information. THANK YOU!

- Turkeys
- Ham
- Instant stuffing mix
- Canned yams
- Cream of mushroom soup
- Milk
- Dinner rolls
- Whipped topping
- Carrots
- Celery
- Onions
- Potatoes
- Recyclable cups & napkins
- Disposable salt & pepper shakers

**“Away in a manger, no crib for a bed...”**  
Shelter from the cold: 9,000 nights  
Holiday meals: 17,330  
For the next six weeks, the Mission will be both home and family to hundreds of men, women and children.  
Your special holiday gift will provide “tidings of comfort and joy,” including the food and shelter that can make eyes sparkle and hearts feel light!

**Get connected**  
Become a fan  
Visit us online: [www.theFaithMission.org](http://www.theFaithMission.org)

**Ross, use my gift to bless hungry, homeless people this Christmas.**  
 \$19.99 to feed and care for 11 people  
 \$50.12 to feed and care for 28 people  
 \$75.18 to feed and care for 62 people  
 \$\_\_\_\_\_ to help as much as possible  
 I'm enclosing a special Christmas gift of \$\_\_\_\_\_ to make the holidays brighter for Mission guests.

**Women's Gift Bag**  
Steeking suit  
Pair of gloves  
Pair of socks  
Disposable razor  
Shaving cream  
Deodorant  
Bath towel  
Christmas candy  
Overnight bag  
Body lotion  
A card of encouragement

**Men's Gift Bag**  
Steeking suit  
Pair of gloves  
Pair of socks  
Disposable razor  
Shaving cream  
Deodorant  
Bath towel  
Christmas candy  
Overnight bag  
Body lotion  
A card of encouragement

**Homeless for the Holidays?**  
No matter how hard we try, it is still true that "there's no place like home for the holidays."  
That's why we make a special effort to make Christmas the best celebration we can for the homeless men, women and children who are staying with us here at the Mission.  
We're blessed with families who make bankers, Girl Scout Troops who bring dozens of cookies, and volunteers who decorate the dining room and serve festive holiday meals.  
**You can join them and help us lift spirits and spread the joy of the holiday by adopting one of our guests!**  
You'll find suggested gift items listed above. Or, please use the enclosed envelope to send a special Christmas gift directly to the Mission to help us purchase these items.  
Either way, you'll help put the *Ho, Ho, Ho!* and a real blessing in a homeless person's life this Christmas.

**George gives back to the Mission**  
By helping pick up donations several times a week. He plans to continue closer at the mental health facility, eventually find work and his own place, and volunteer at the Mission. "I will always be back," George says. "The Mission is life. I truly believe it saved mine."

**There's still time to... Move your feet so others can eat!**  
There's still time to join hundreds of your friends and neighbors who will be "stamperding" through Thanksgiving morning!  
The 7th Annual Faith Mission Turkey Stampede starts at 8:30 a.m. Thanksgiving morning at the Concord Mall at 3701 South Main Street.  
Take part in one of three exciting events: a 1-mile walk, a 5K run or walk (3.1 miles) or a 10K run (6.2 miles). Or, come and line the streets to cheer others on.  
The entry fee is just \$15 for those ages 13 and up, \$7 for children ages 4-12, and free for children 3 and under!  
Shirts are just \$15, and Faith Mission will use all proceeds to feed and care for hungry, homeless men, women and children.  
For information, visit our website at [theFaithMission.org](http://theFaithMission.org) or call (574) 293-3406.

Cut down masthead size.

Content tone: Avoid over-dramatization. Keep it real.

Visuals: Include family photos when possible.

George had to make a choice.

a promise to God in that car that if He would get me to Faith Mission and get me the help I needed, I would never drink or drug again and He got me here. So I haven't drank or drugged since," he says.  
George has also grown spiritually through our daily chapels, and fellowship with staff and residents. "I've got God in my heart. I've got Jesus with me every day," he says. "I'm a new man. I don't talk the same. I don't act the same. I don't even think the same."  
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RESULTS AFTER UPDATES

**+3.25%**

increase in newsletter donations from the previous year.



Though the newsletter still has similar structure, the graphic envelope, less copy, updated visuals and fonts made a difference.

Caroling angels. Christmas pageants. Celebrations around the world. Christmas is truly a miraculous time. It's a time to share love. A time to raise hopes. A time to be joyful. And that's exactly what makes it a very difficult time for the men, women and children who make their home with us here at the Mission. Many are apart from their families, separated from spouses and children. Most would tell you they have very little to celebrate. It is your gifts that make Christmas the very best day possible for them. Special meals. Decorations. Small gifts. And above all, a celebration of that very first Christmas... a reminder for them – and for all of us – that miracles do happen and prayers are answered. This then is my Christmas wish for all who join us here at the Mission during the holidays, and for you and those who are near and dear: **Let there be joy!**



Ross Swihart  
Executive Director

8th Annual Turkey Stamped

### Join us Thanksgiving Day!

There's still time to join your friends and neighbors who will be walking, running and stampeding on Thanksgiving morning starting at 8:30 a.m. at Concord Mall. For information, go to [theFaithMission.org](http://theFaithMission.org) or call (574) 293-3406 ext. 105. Then get ready to "move your feet so others can eat!"

**26,000 meals by DEC 25**

That's our goal this holiday season. Each meal you sponsor today is so much more than a plate of food. It's a chance for you to help change a life. To end hunger. To end homelessness.

Make your gift online at [theFaithMission.org](http://theFaithMission.org) Or use the enclosed reply card and envelope. Thank you for sharing your blessings and your bounty!

**This isn't just a place to lay your head... it's a place to change your life!**

As a social worker for a Christian organization in South Bend, Melissa had helped other families get into Faith Mission. She never dreamed that she, her husband Marcus and their daughter Gabby would be here one day! Homelessness happened gradually for this little family. The loss of a job. Hours cut back. Eventually, there was not enough money to pay rent on their apartment. "We sent Gabby to live with my sister," Melissa remembers. "We stayed in a motel. It took all the money I made just to pay for the room...pretty soon we were going to be homeless." Less than two weeks later, the family was back together and headed for Faith Mission! Once they were settled, the real work began. "God gave me that experience for a reason," Marcus says. "Being homeless...living on the streets...it was the way I was headed. I drank a lot. Faith Mission gave me the opportunity to see life while not intoxicated. They helped me be more responsible. Being sober now, I can show more attention to my little daughter, and hold a job!"

Melissa joined our Training Faithful Women program, and both she and Marcus soon found jobs here in Elkhart. Living at our Family Shelter made it possible for them to save up money to get their own place once they were ready to leave the Mission. Independence wasn't the only benefit they received during their time at Faith Mission. Today, Melissa and Marcus have "a Christ-like marriage." "That's what we learned while we were here," Melissa says. "More than saving money, more than stability; it was getting a closer relationship with God. That's something we'll be grateful for forever!"

(574) 293-3406 [theFaithMission.org](http://theFaithMission.org)

### The perfect gift? Look no further!

For homeless people in our community, Christmas is a season of lonely days and cold nights. Your Christmas gift means food, shelter and the basic services that provide hope for happier days and nights ahead.

**It's easy:**  
1. Choose a gift.  
2. Add it to your reply card.

Or visit our Christmas Gift Catalog online at [theFaithMission.org/GiftCatalog](http://theFaithMission.org/GiftCatalog).

- Meals – \$25**  
A hot, nourishing meal at the Mission may be their only meal of the day.
- Warm clothing – \$35**  
New clothing – especially undershirts, shorts and socks – is a step on the journey to recovery.
- Safe shelter – \$50**  
It's more than a bed. During winter, it's protection from hypothermia, frostbite and worse when temperatures begin to drop.
- Hope & Healing – \$100**  
Our year-long recovery programs transform lives!

These Christmas gifts are representative of the needs of people served by Faith Mission. Donations may be used to support the area of ministry where the need is greatest.

A Newsletter from Faith Mission 60 1956-2016 HOLIDAY 2016

# Faith IN Action

Don't miss... 2 A Message from Ross Swihart 2 Turkey Stamped 4 The perfect gift!

**We were at our lowest point. On a narrow road... stuck in the past.**

**The Mission put our family back on its feet – helping us live in the present so we can have a better future.**





# 04

## Monster 2.0 (Start-up)

This is my second attempt at Monster's Kitchen, my food start-up business that made \$0 in revenue in my first attempt at entrepreneurship. However, the growth that came out of it was very well worth the effort.

### Lessons learned from last experience:

- It was the right idea, but the wrong execution
- Lack of resources heavily compromised the product's story
- Story wasn't focused
- Spices should be the main revenue generator
- Online business isn't always the cheaper option for food start-ups
- Shipping costs for food are expensive!
- Get the right permits.

The goal for this project I'm about to show is, first, redemption from the failed attempt. And second, **to create a vision to strive for**, and serve as motivation to keep on trying!

**RIGHT** (From top): Rendering of Monster 2.0's vision, and examples of my food and dessert creations.







# MONSTER

Devour the world together!

## MISSION

Monster's goal is to unite everyone through the rich, vibrant world of spices.

## ETHICS

Real, natural ingredients and fair trade spices.

## VISION

To be the hub where people come to experience the world's cultures through food and spices, thereby breaking down all barriers, and building and strengthening relationships.

## LEGACY

Everyone can make this world a better place. Leave inspired, joyful, and equipped to make and share great foods with your friends and family.







**Discover,  
learn & taste**  
the world through spices.



# Taste & share

foods and desserts from culture the month

# Shop

and browse spices from around the world



# Learn

how to make them through cooking and baking classes



# Annie

Designer

**Age:** 30

**Family:** Single

**Education Level:** BA

**Annual Income:** \$75,000+

**Lives in:** Echo Park, CA

## Motivations

- Authenticity
- Customer service
- Practicality
- Learning
- Budget-friendly
- Healthy living



... loves jewelry, and sometimes makes them herself.



Favorite movie

## Annie is...

- Independent
- Practical
- Curious
- Adventurous
- Crafty
- Cultured



## Anni travels solo.

She loves to explore places far away from tourist areas, and enjoys learning about the local people and their lifestyles. Once, in Paris, she was spontaneously invited by a Parisian for dinner, and was amazed by the way she prepared her food, and how amazing they tasted. Since then, she's taken many cooking classes to learn different techniques.



Annie uses AirBnb for budget travels



... tries to shop at local boutiques, like Belle's, when she can to support small businesses.

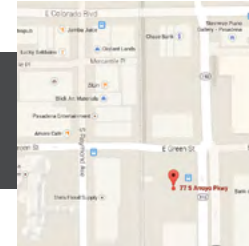


... buys groceries at Trader Joe's

## She hates...

- Superficiality
- Mean people
- Cynicism
- Divisiveness
- Close-mindedness

# 77 S Arroyo Pkwy. Pasadena Ca

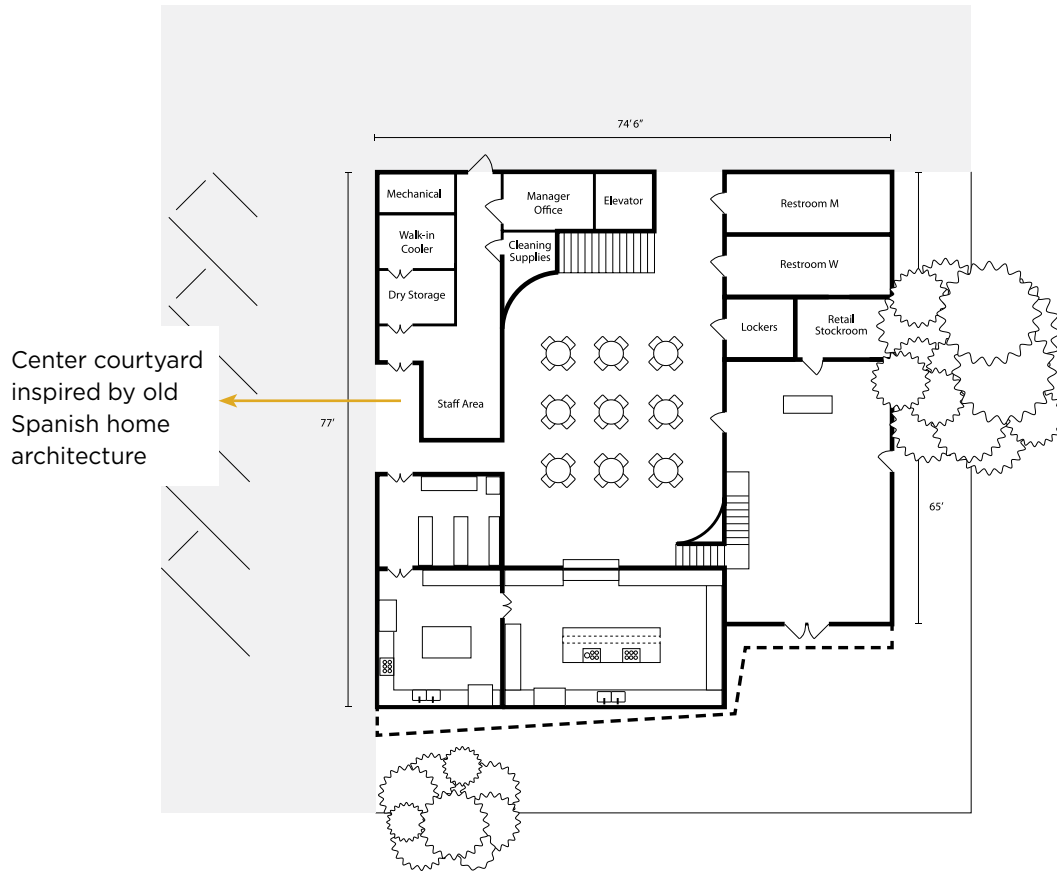


## TIME TO LAY THE FOUNDATION

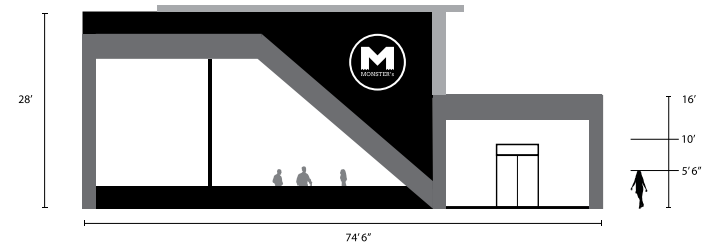
Monster's final floorplan, based on scale 1:16.

### Ground Floor

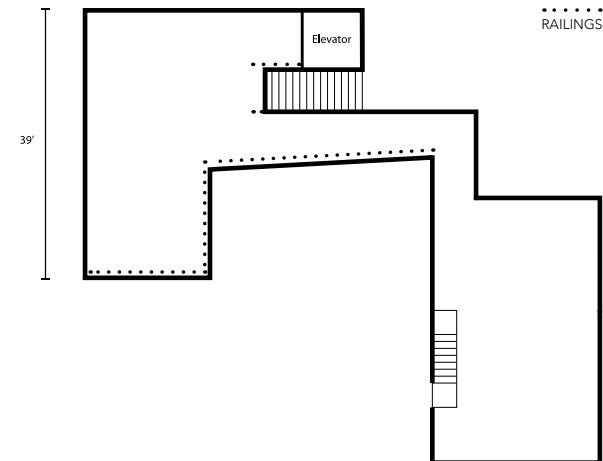
PARKING FACADE



### Elevation



### 2nd Floor





## Eye on the vision

Concept and ideation started with marker sketches, which moved on to 3D sketches using paper and cardboard, and later on SketchUp.

### PROJECT OBJECTIVE

Design a space for a retail spice shop, a cafe and workshop sessions to co-exist.

### KEYWORDS

Social Interactions; Curious; Adventurous; Joyful; Educational





## Contrast

Monster is about new people venturing into old traditions and roots. I wanted to replicate the mix of new and old with cold and warm materials. The image on the left is the source of inspiration for material choices.



**Materials:** Concrete, wood, stone, and stainless steel.

Concrete and steel symbolize strength, while dark woods represent the depth of the spice history.



**Color palette:**

Spices' natural colors decorate the spaces



## Monster comes to life

After a long journey of fine-tuning vision, Monster finally feels real again, giving newfound inspiration and energy for another attempt at the business.

**Tease with activity:**  
Cooking class area is exposed to attract passers-by.



**Setting the mood:** Retail ceiling is deliberately lower, and lighting much darker to signify the transition of entering a different world.

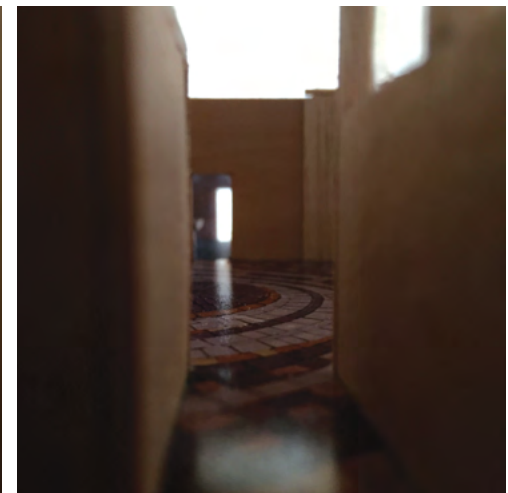




**Top:** Bird's eye view of the center courtyard. Mosaic tiles are chosen to symbolize the people of the world, and the "bulls eye" in the middle the intersection of cultures. Courtyard is enclosed by four walls to encourage conversations with one another and free from outside distractions.

**Right:** View of courtyard from the kitchen.

**Below:** Curved walls draw customers from the side entrances in.





## The old execution

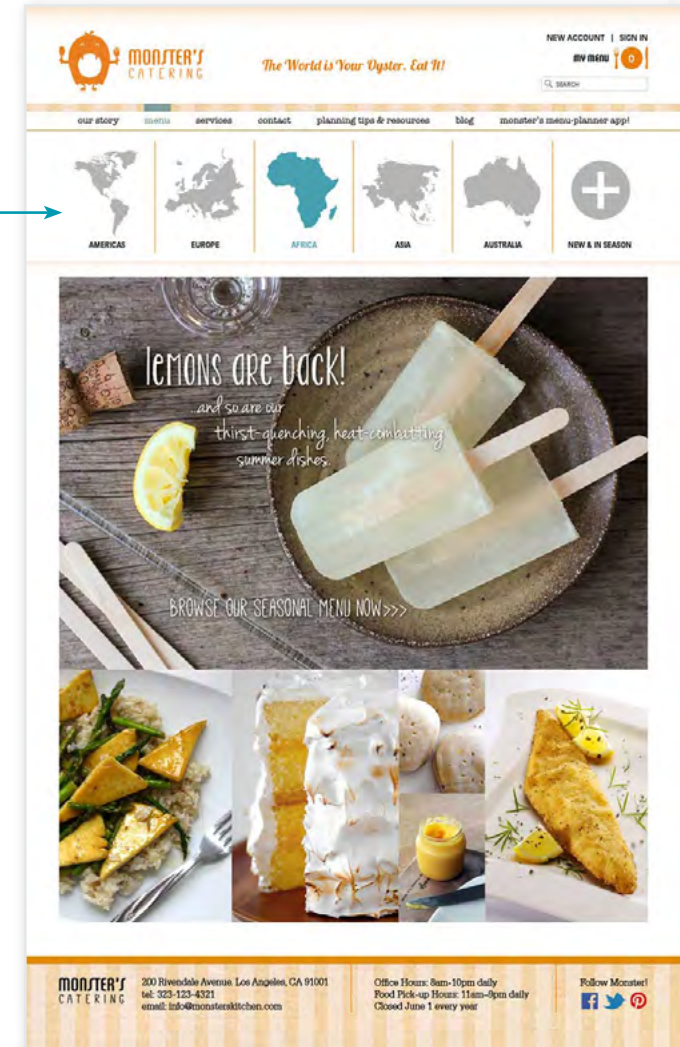
The first failed attempt taught me the importance of having a big vision to strive for. These executions were my "big vision."

What a big difference!

Monster's landing page



Drop-down menu reveals "order-the-world" selection menu



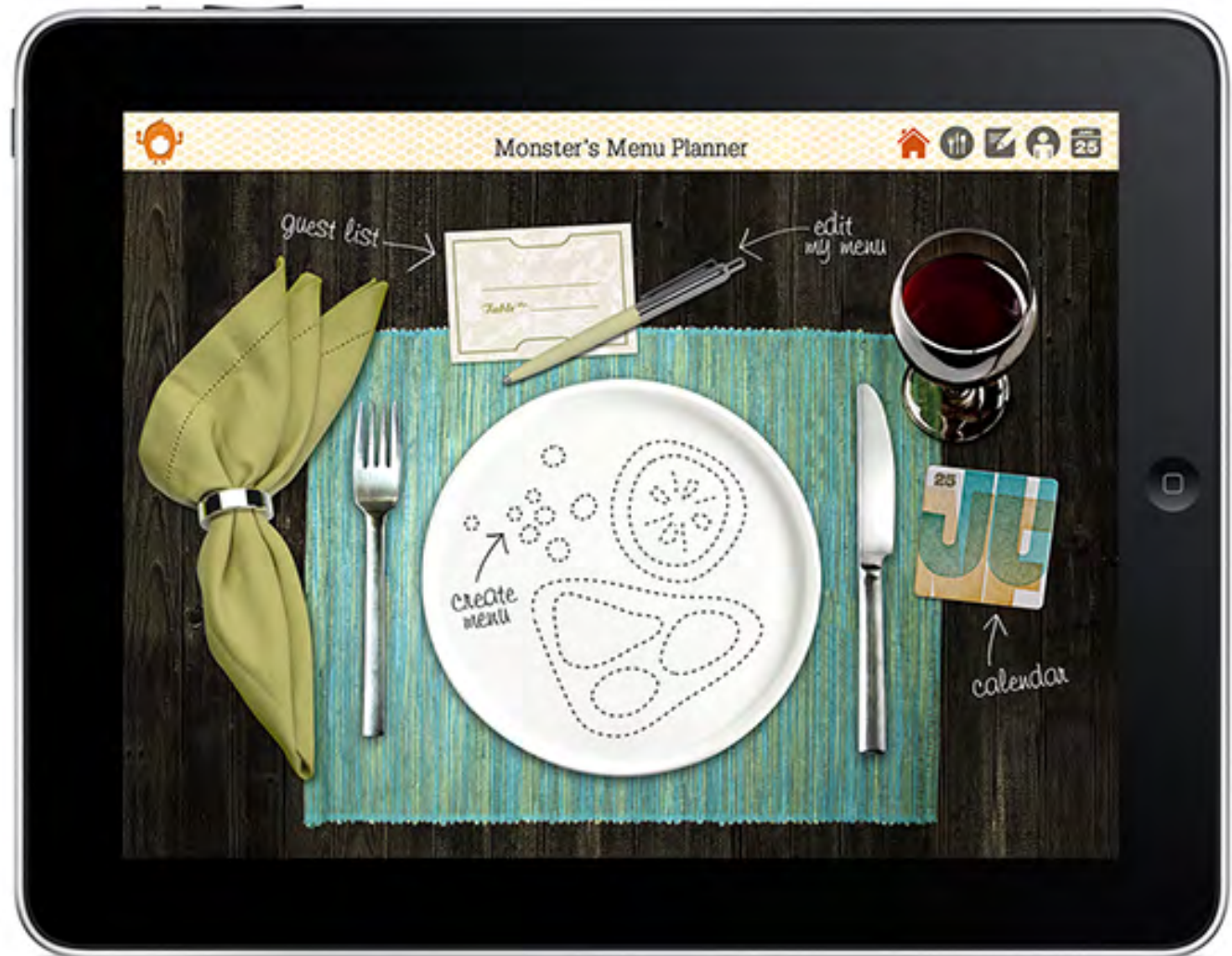
**Drop-down menu:** Had I known better back then, I would have incorporated the drop-down menu, since "ordering the world" is part of the MVP experience.

Menu planner's default home page

**APP**

**Functions:** The app's functions were centered around helping ease common frustrations and the stress of event planning, such as:

- Easy, fun way to select menus with pictures for plating examples.
- Suggestions of food pairings for added sophistication.
- Manage guests for accurate head counts to order the right amount of food.
- Seating chart of guests to identify those with food allergies.
- Reminder for future events to plan.



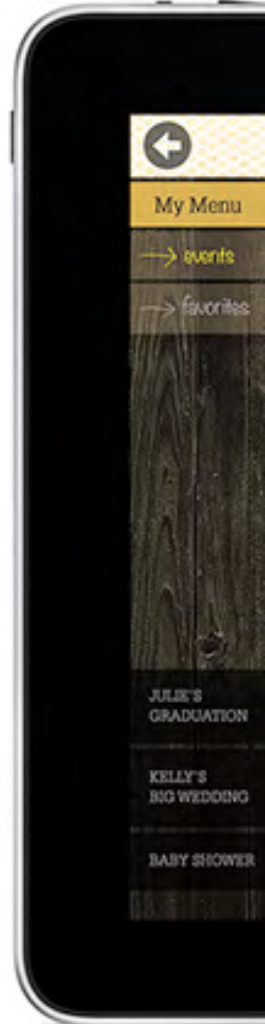
**Design concept:** I wanted the users to visualize what it's like when they're a guest at an event, waiting to be served food, which is usually the most anticipated part for many. Knowing the end goal will help with their menu choices.

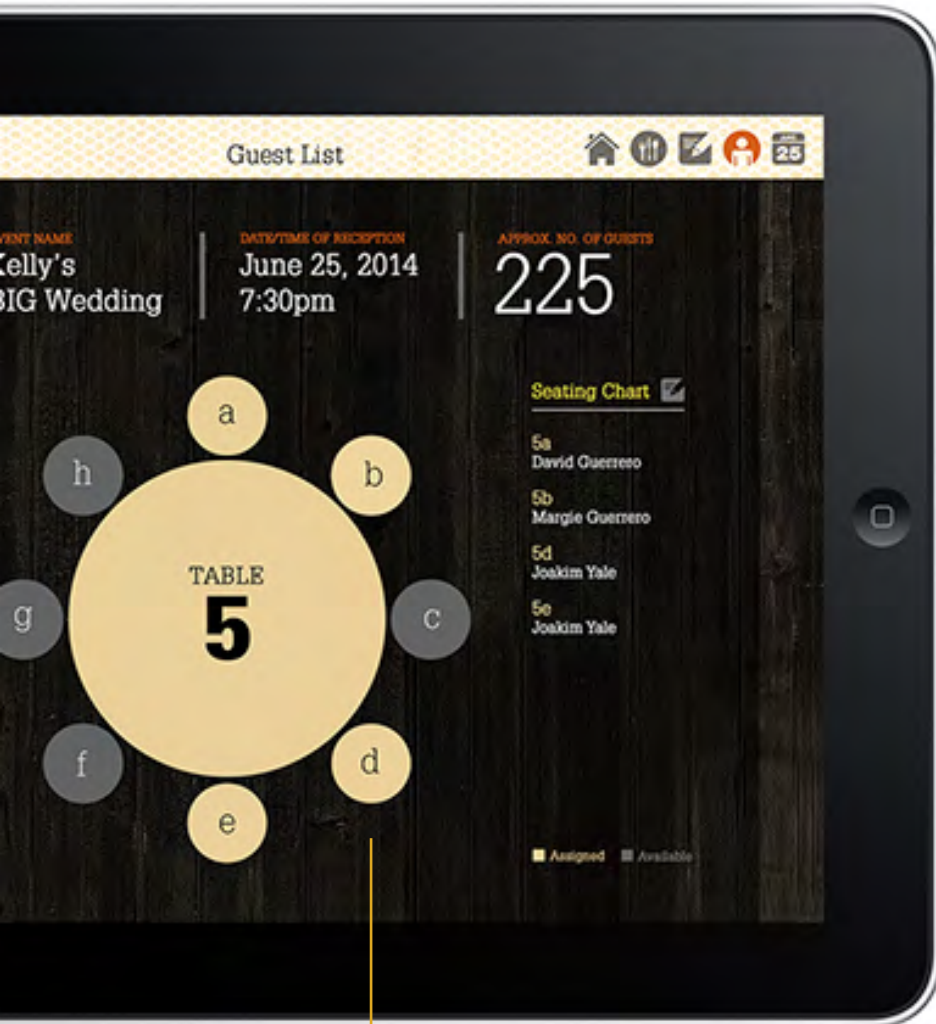


**Brand integration:** Monster's v1.0 colors and fonts are carried over for familiarity.

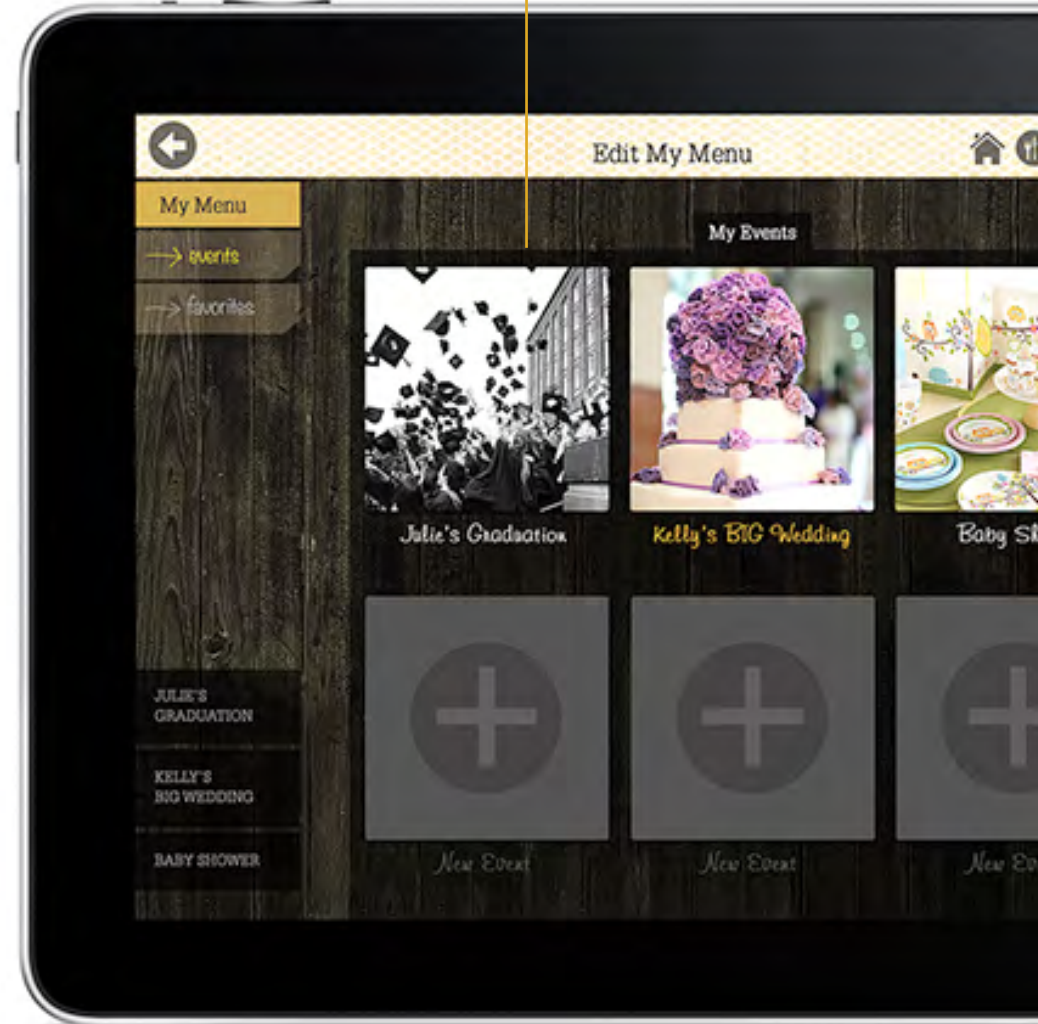


**Interaction:** The globe rotates as the user searches for food.





Use seating chart to identify people with food allergies to prevent contamination



Makes event planning more manageable



**THANK YOU!**



Agnes Limandra Carrera

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