

CONTEXT

Personal Redesign

SPRINT TIMELINE

3 Days

TEAM

1 Designer & Dev

## CASE STUDY #1

# Serano Cafe

The collage displays several screenshots of the Serano Cafe website:

- Home Page:** Features a large image of various Greek pastries (Spanakopita, Borek, etc.) and a coffee cup. Text includes "Classic & Rustic" and "Serano Cafe". A "View Menu" button is visible.
- About Us Page:** Describes the history of the cafe, mentioning its origins in a small village in Northern Greece and its move to Canada. It highlights "Savory treats made from wholesome ingredients for generations".
- Contact Page:** Provides contact information including address (1055 Page Ave, East York, ON M4K 3W3), phone number (416) 425-0809, and email (info@cafeserano.ca). It also shows hours of operation and a map.
- Menu Page:** Shows a "Cafe Gallery" section with images of pastries and coffee, and a "Some of Our Happy Customers" section with quotes and photos.
- Other Pages:** Includes a "Our Origins" section with a photo of founders, a "Come visit us at Serano Cafe" section with maps, and a "Happenings in Store" section with a calendar and map.

A large, semi-transparent Greek word is overlaid across the left side of the collage.



# Emphasize



# Define



# Ideate



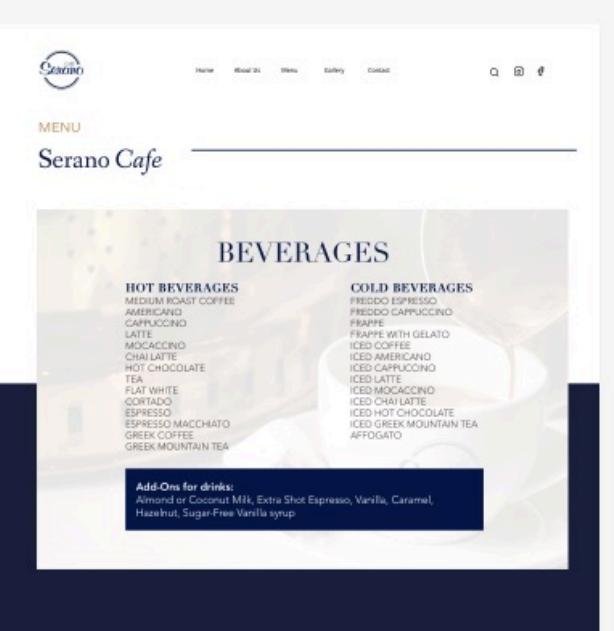
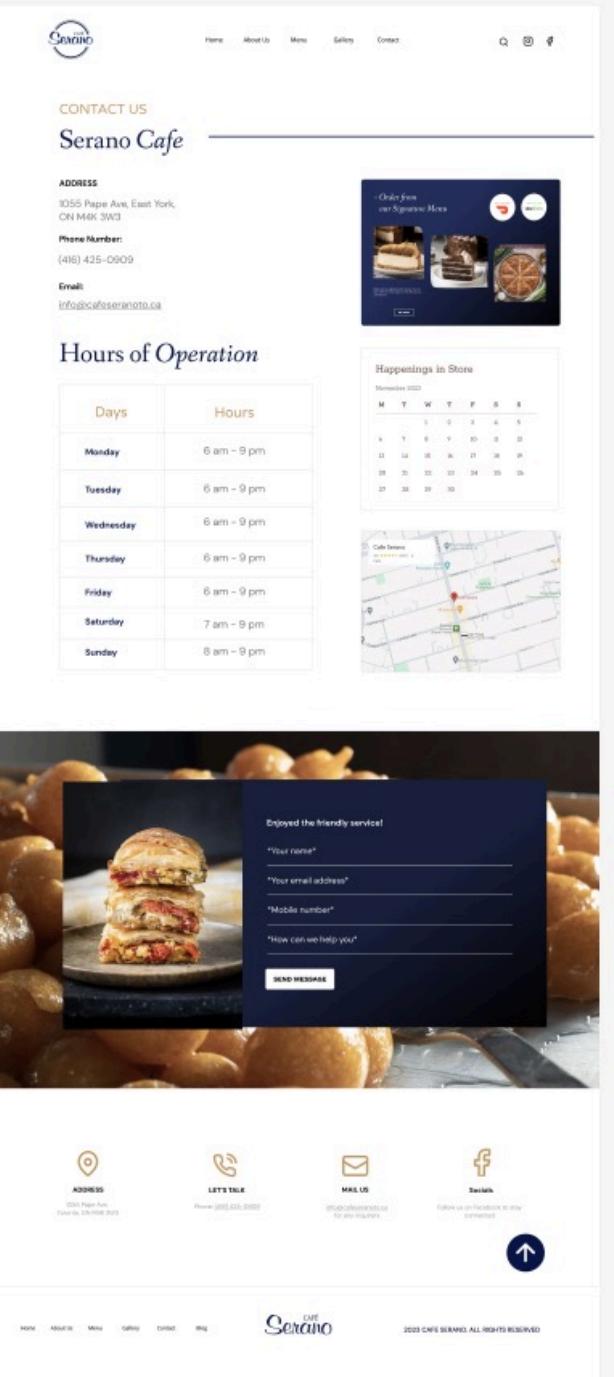
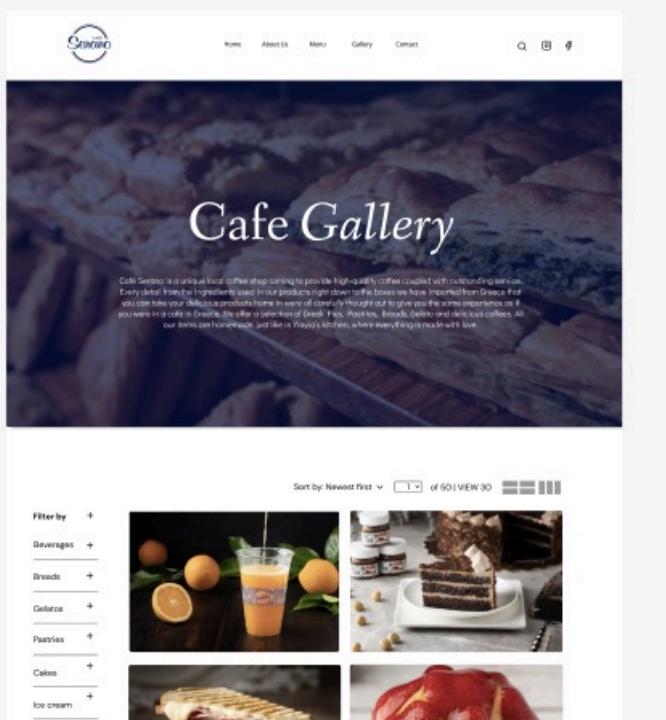
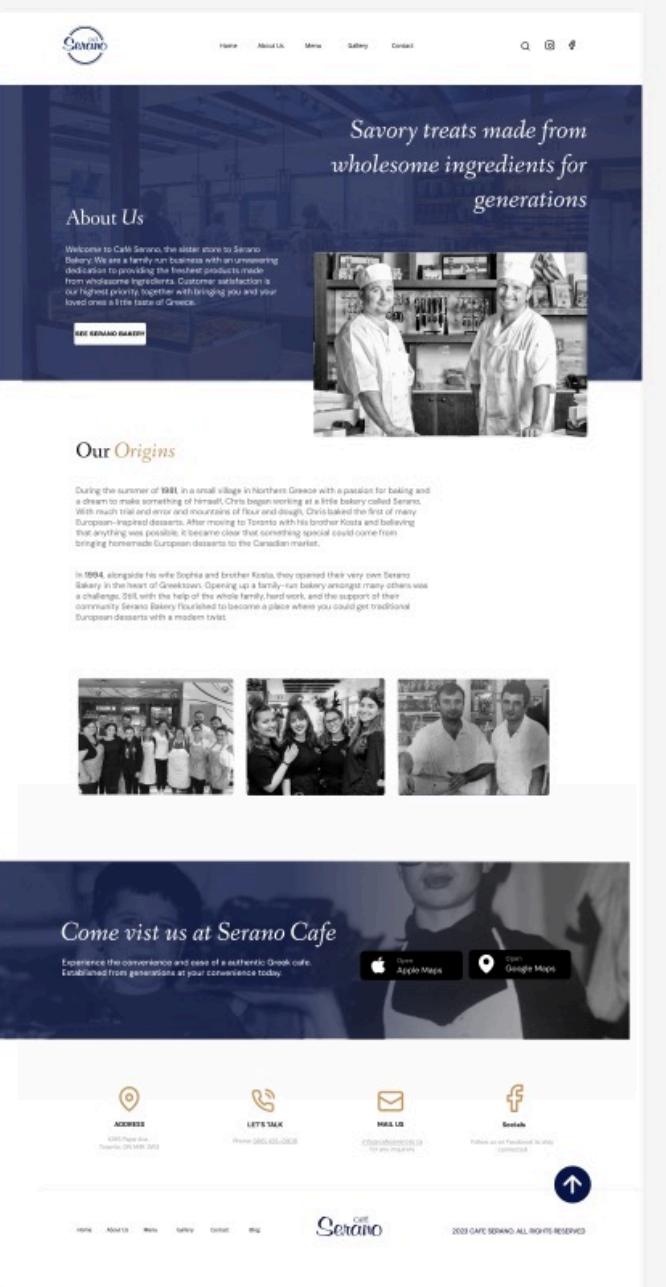
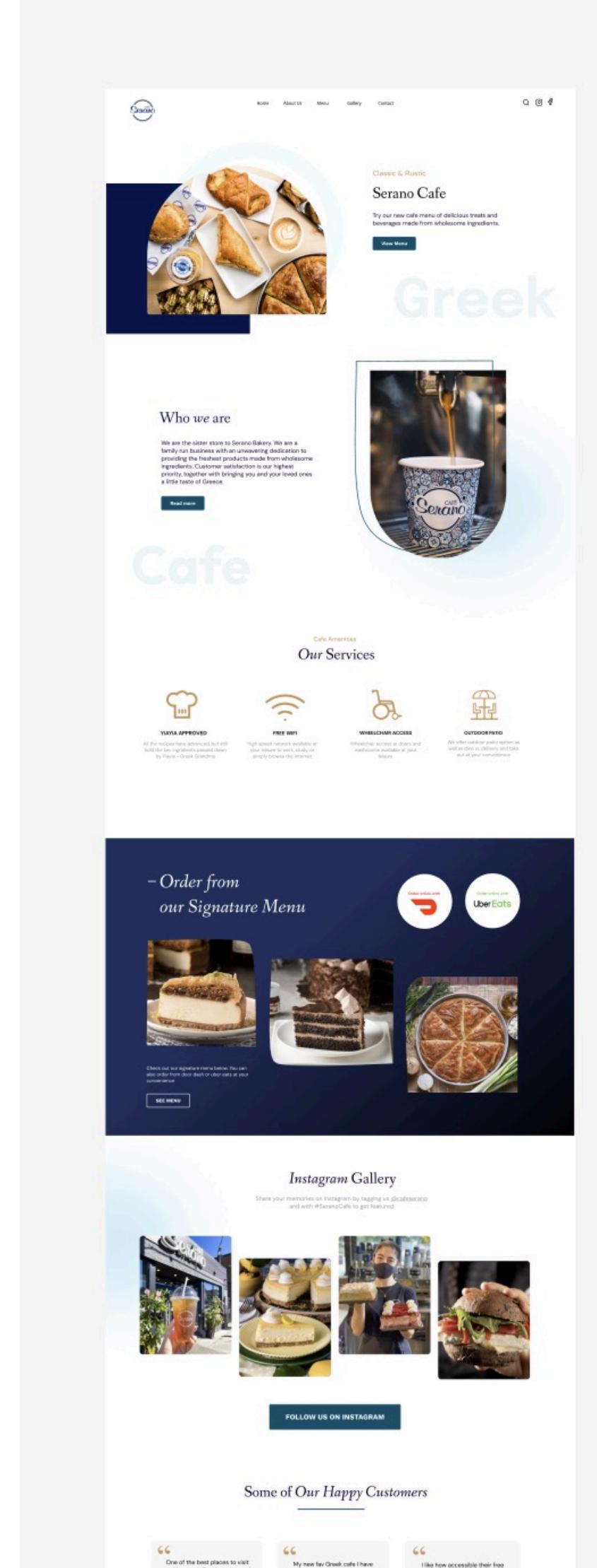
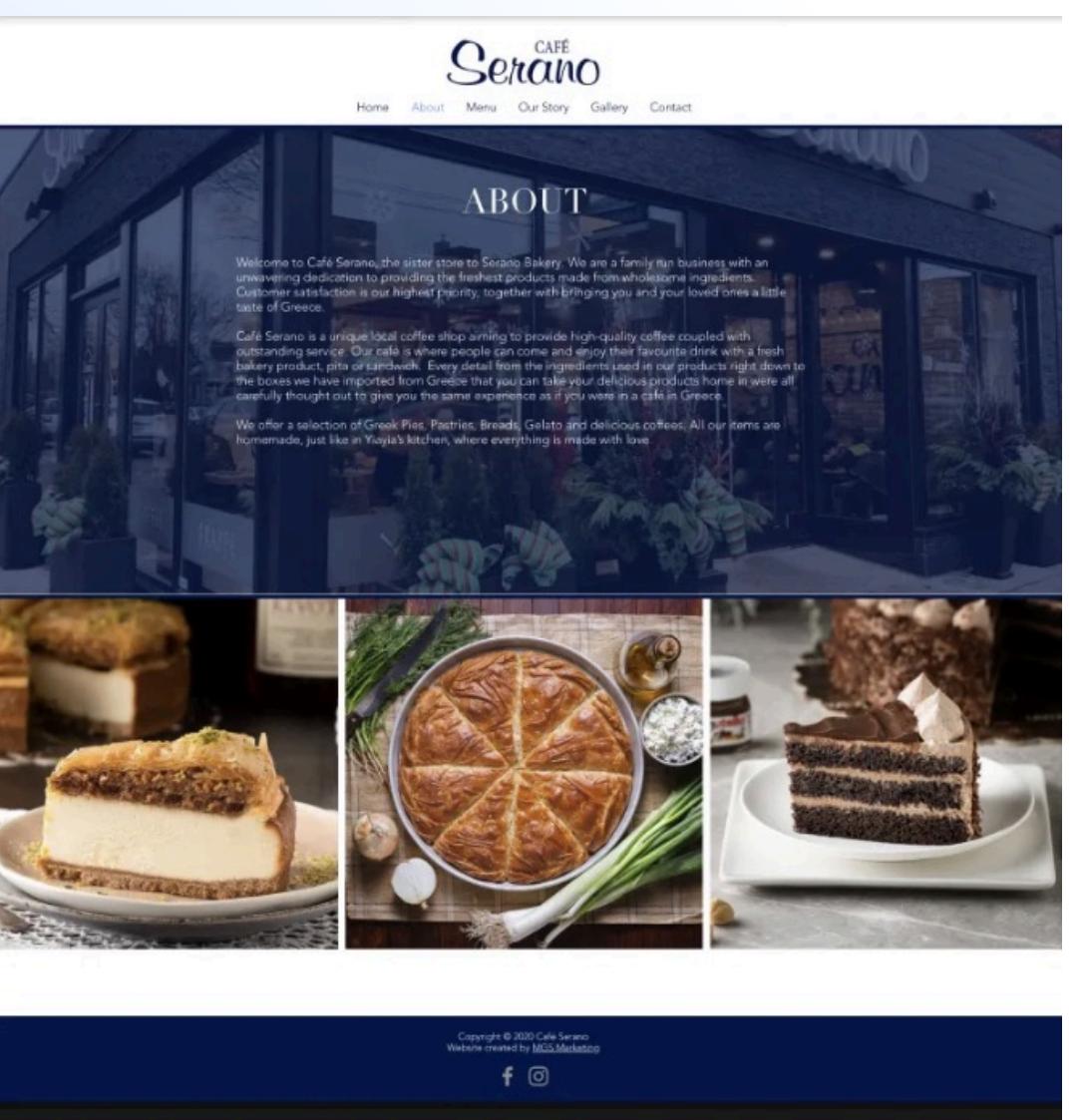
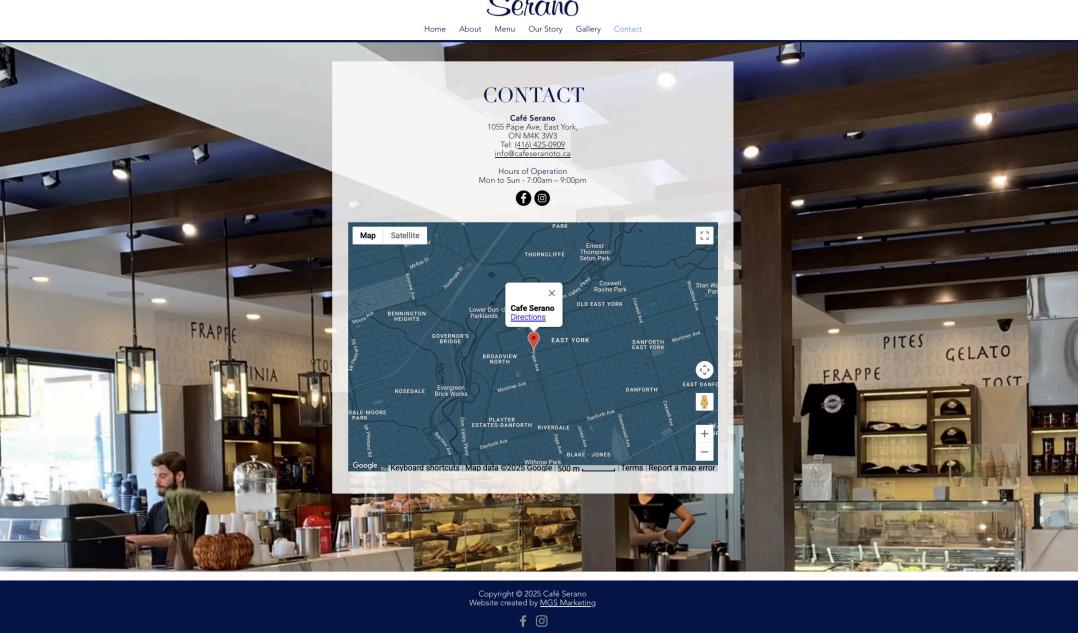
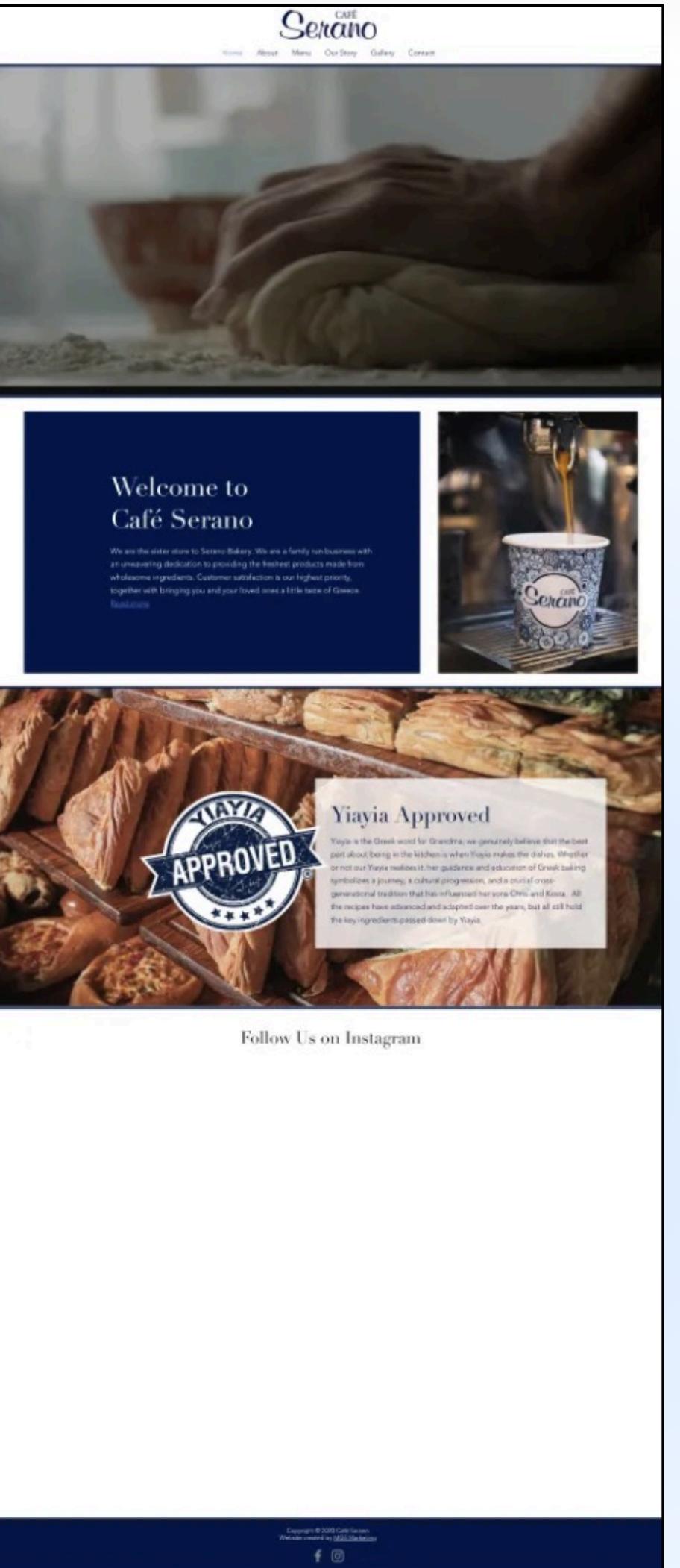
# Test



# Prototype



# BEFORE REDESIGN



# A F T E R

# What do users want, that Serano Cafe doesn't provide?

## 1 Accessibility

Does this place allow wheelchairs

Whats the price of items?

## 2 Value

How much money am I saving?

Do they offer membership?

## 3 Brand

Is this a store inviting and would purchase from?

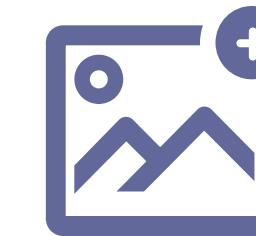


# Practical over Aesthetics Tradeoffs

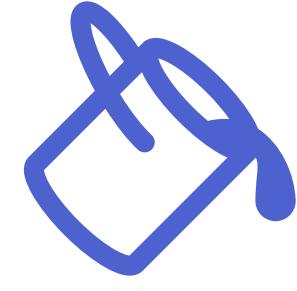


## Set guidelines

TAKEAWAYS

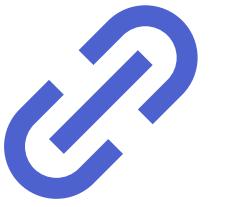


## Consider the bigger picture



## Limited aesthetics

8/10 users reported they would not continue exploring because of immediate lack of polish



## Lack of functionality

Basic information wasn't available, while existing information was often irrelevant



## Brand Ambiguity

The previous website looked like a template with a non-cohesive or unique brand identity.

# Testing Landing Pages

1

## Timed Tasks

Can you navigate to order from UberEats?

Can you navigate to find the opening time

Can you navigate to find services information

2

## Quick-Exposure Memory test

What do you remember from the landing page?

3

## Qualitative Results

Choose 3 adjectives that best described the visual and emotional impression you received

*- Order from  
our Signature Menu*



Check out our signature menu below. You can also order from door dash or uber eats at your convenience.

[SEE MENU](#)



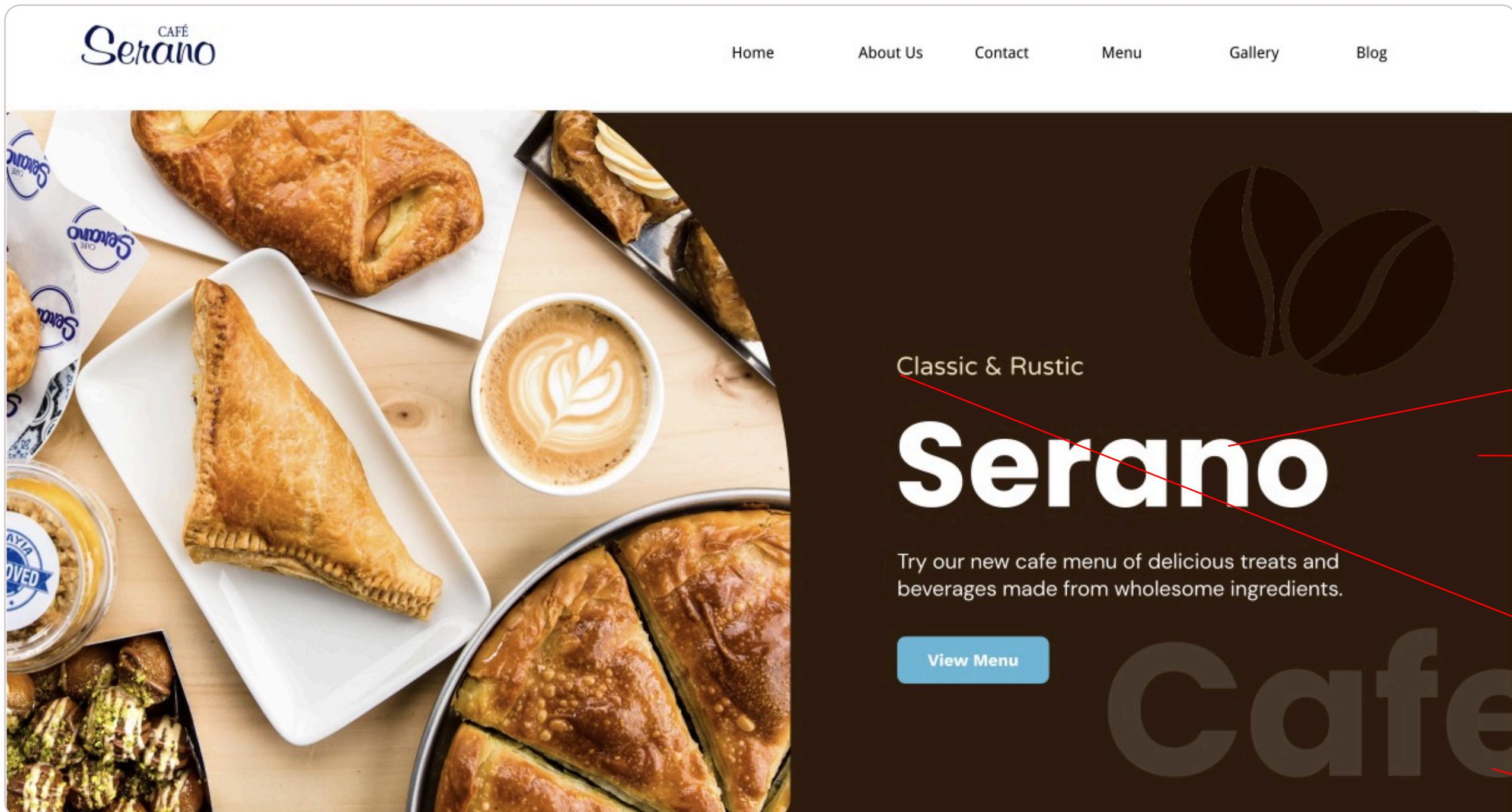
*"Looks really expensive  
but high-quality"*

75%

of testers over 25 preferred this design, and stated they would be more likely to purchase



Aesthetics don't necessary generate conversions, overly frivolous design can detract rather than add.



*"Kinda boring like 2011 vibes"*  
*"Boomers would like, clean and does the job"*

- Type appears decorative-- encouraging scanning negatively
- Mixed feelings about layout from users: Generic brown colour and very forgettable on a scale rather than unique, elegant, brand impression
- fails WCAG AA 4.5:1 requirement (contrast issues)
- Cafe typography is not needed aesthetic but detracts rather than adds



**Performed well with the millennials and older demographic**

## DESIGN DECISIONS: NO HOMEPAGE CTAS



### What about immediate call to actions?

- Already accessible through main traffic funnels
- Fixed navigation bar contains the order links while links are provided later when more trust is established

The screenshot shows the homepage of Serano Cafe. At the top right is a navigation bar with links: Home, About Us, Menu, Gallery, and Contact. To the right of the navigation are social media icons for search, Instagram, and Facebook. Below the navigation is a large image of various Greek pastries and coffee. To the right of the image is the text "Classic & Rustic" and "Serano Cafe" followed by a description: "Try our new cafe menu of delicious treats and beverages made from wholesome ingredients." A "View Menu" button is located below the description. In the center, there's a section titled "Who we are" with a paragraph of text and a "Read more" button. To the right of this is a smaller image of coffee being poured into a cup. Below these sections are sections for "Cafe Amenities" and "Our Services", each with icons and descriptions.

Home    About Us    Menu    Gallery    Contact

Classic & Rustic

Serano Cafe

Try our new cafe menu of delicious treats and beverages made from wholesome ingredients.

[View Menu](#)

Who we are

We are the sister store to Serano Bakery. We are a family run business with an unwavering dedication to providing the freshest products made from wholesome ingredients. Customer satisfaction is our highest priority, together with bringing you and your loved ones a little taste of Greece.

[Read more](#)

Cafe Amenities

Our Services

**YIAVIA APPROVED**  
All the recipes have advanced, but still hold the key ingredients passed down by Yiavla - Greek Grandma.

**FREE WIFI**  
High speed network available at your leisure to work, study, or simply browse the internet.

**WHEELCHAIR ACCESS**  
Wheelchair access at doors and washrooms available at your leisure.

**OUTDOOR PATIO**  
We offer outdoor patio option as well as dine in, delivery and take out at your convenience.

## TEXT STYLE

Primary Font Secondary Font

Fanwood Text

DM Sans

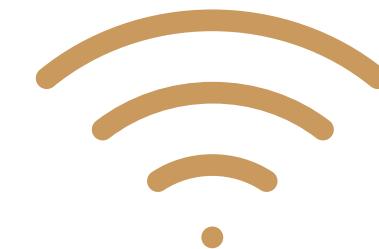
Style	Weight	Point Size	Letter Spacing	Letter Height
-------	--------	------------	----------------	---------------

Heading 1	Bold	34pt	1px	18px
-----------	------	------	-----	------

Heading 2	SemiBold	24pt	1px	18px
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Subtext	SemiBold	18pt	1px	18px
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## COLOURS



**“It’s so cute that I almost forgot you’re trying to make money off of me.”**

## ★ A success!

Users found the elegant design choices as well as the bold blue remnant of Greece to add delight and personalization to the ordering process.

Met all WCAG AA guidelines 5/5

The screenshots illustrate the website's design and features:

- Home Page:** Features a large image of Greek pastries, a "Greek Cafe" title, and sections for "Our Services" (YOGA APPROVED, FREE WiFi, WHEELCHAIR ACCESS, OUTDOOR PATIO) and "Order from our Signature Menu" (with logos for DoorDash and Uber Eats).
- About Us:** Describes the history of the founders from Kefalonia, Greece, to their current location in Markham, Canada, emphasizing their commitment to "wholesome ingredients for generations".
- Contact Us:** Provides contact information (Address: 1030 Peacock Ave, East York, ON M4K 3W9; Phone Number: (416) 425-0909; Email: info@seranocafe.ca) and a "Hours of Operation" table.
- Hours of Operation:** A table showing daily hours from Monday to Sunday.
- Cafe Gallery:** A collection of images showcasing the cafe's interior and exterior, along with a "Cafe Gallery" section featuring photos of food and customers.
- Menu:** Shows sections for "BEVERAGES" (HOT BEVERAGES like FREDDO ESPRESSO, COLD BEVERAGES like ICED COFFEE, and ADD-ONS for drinks like Almond or Coconut Milk, Extra Shot Espresso, Vanilla, Caramel, Hazelnut, Sugar-Free Vanilla syrup) and "Greece Pies".

	Desktop	Mobile	Tablet
<b>Ag</b>	Bottom Nav Text · 20/Auto	<b>Ag</b> Body · 16/26	<b>Ag</b> Body · 20/32.5
<b>Ag</b>	Caption · 24/Auto	<b>Ag</b> Small Link · 24/Auto	<b>Ag</b> Caption · 16/Auto
<b>Ag</b>	Link · 32/Auto	<b>Ag</b> Question Heading · 20/Auto	<b>Ag</b> Link · 22/Auto
<b>Ag</b>	Question Heading · 36/Auto	<b>Ag</b> Caption · 12/Auto	<b>Ag</b> Question Heading · 24/Auto
<b>Ag</b>	Body · 26/42.3	<b>Ag</b> Link · 24/Auto	<b>Ag</b> Normal · 64/Auto
	Home Text	H3	H2
<b>Ag</b>	Italics · 22/Auto	<b>Ag</b> Normal · 36/Auto	<b>Ag</b> Italics · 64/Auto
<b>Ag</b>	Normal · 24/42.3	<b>Ag</b> Italics · 36/Auto	<b>Ag</b> Normal · 78/76
<b>Ag</b>	Italics · 20/28	Large Tagline	Large Tagline
	Large Tagline	<b>Ag</b> Italic · 64/68	<b>Ag</b> Italic · 78/76
<b>Ag</b>	Medium DM Sa... · 36/Auto	<b>Ag</b> Normal · 64/68	<b>Ag</b> Italic · 78/76
<b>Ag</b>	Normal · 140/Auto	Home Text	Home Text
<b>Ag</b>	Italics · 140/Auto	<b>Ag</b> Italic · 14/20	<b>Ag</b> Italic · 18/26
	Bottom Nav	Link Page	Link Page
<b>Ag</b>	Heading · 64/Auto	<b>Ag</b> Heading · 48/Auto	<b>Ag</b> Large Link · 64/Auto
<b>Ag</b>	Subtitle · 22/Auto	<b>Ag</b> Large Link · 60/Auto	<b>Ag</b> Subtitle · 36/Auto
	H3	<b>Ag</b> Subtitle · 28/Auto	
<b>Ag</b>	Normal · 72/Auto	<b>Ag</b> Text · 20/26	
<b>Ag</b>	Italics · 72/Auto	<b>Ag</b> Subtitle · 22/Auto	
	H2	H2	
<b>Ag</b>	Italics · 118/Auto	<b>Ag</b> Italic · 48/Auto	
<b>Ag</b>	Normal · 118/Auto	<b>Ag</b> Normal · 48/Auto	
	Top Nav Text		
<b>Ag</b>	Normal · 30/Auto		
<b>Ag</b>	Bold · 30/Auto		

## PROBLEMS

## Font Scale

## Text Styles

## Complexity

# BREAKPOINTS

**Mobile**

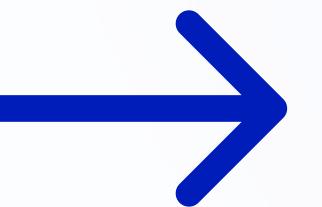
sm / 428x926

**Tablet**

md / 810x1080

**Desktop**

lg / 1920 x 1080



xs: 0,

sm: 600,

md: 650,

lg: 1400,

xl: 1536,



# Menu Tradeoffs

- Developer couldn't make a menu scalable + add an enlargeable lightbox with download functionality
- Versus linking to an external pdf – a UX sin that worsens conversions

The screenshot shows the Serano Cafe website's menu page. At the top right, there is a large, semi-transparent image of a Greek dish. Overlaid on this image are several menu sections:

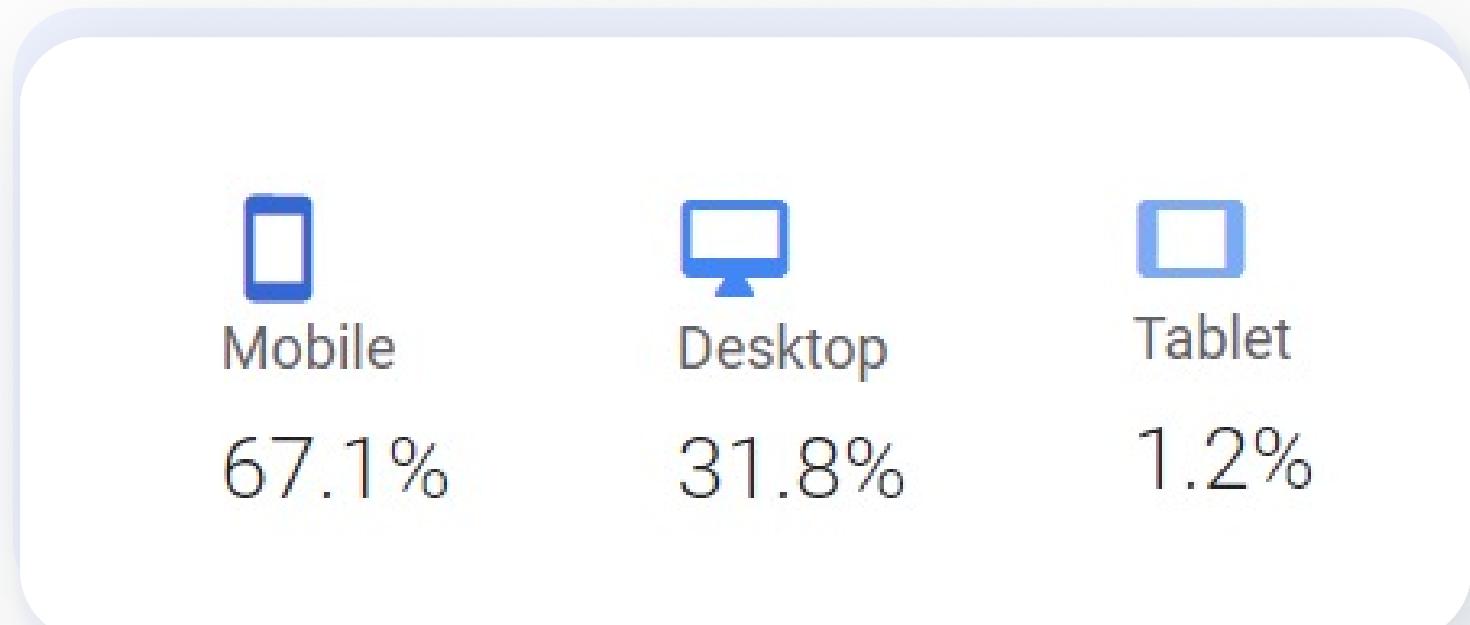
- CAFE MENU**
- BAKERY**
  - CHOCOLATE CROISSANT
  - BUTTER CROISSANT
  - BOUGATSA
  - LOUKOUMADES
  - LEMON POPPY SEED POUND CAKE
- PIES**
  - TIROPITA
  - SPANAKOTIROPITA
  - SPANAKOPITA
  - KOTOPITA
  - PRASOPITA
- MENU**
- Serano Cafe**
- BEVERAGES**
- HOT BEVERAGES**
  - MEDIUM ROAST COFFEE
  - AMERICANO
  - CAPPUCCINO
  - LATTE
  - MOCACCINO
  - CHAI LATTE
  - HOT CHOCOLATE
  - TEA
  - FLAT WHITE
  - CORTADO
  - ESPRESSO
  - ESPRESSO MACCHIATO
  - GREEK COFFEE
  - GREEK MOUNTAIN TEA
- COLD BEVERAGES**
  - FREDDO ESPRESSO
  - FREDDO CAPPUCCINO
  - FRAPPE
  - FRAPPE WITH GELATO
  - ICED COFFEE
  - ICED AMERICANO
  - ICED CAPPUCCINO
  - ICED LATTE
  - ICED MOCACCINO
  - ICED CHAI LATTE
  - ICED HOT CHOCOLATE
  - ICED GREEK MOUNTAIN TEA
  - AFFOGATO
- Add-Ons for drinks:**
  - Almond or Coconut Milk, Extra Shot Espresso, Vanilla, Caramel, Hazelnut, Sugar-Free Vanilla syrup

# Serano Cafe



Toronto, Ontario

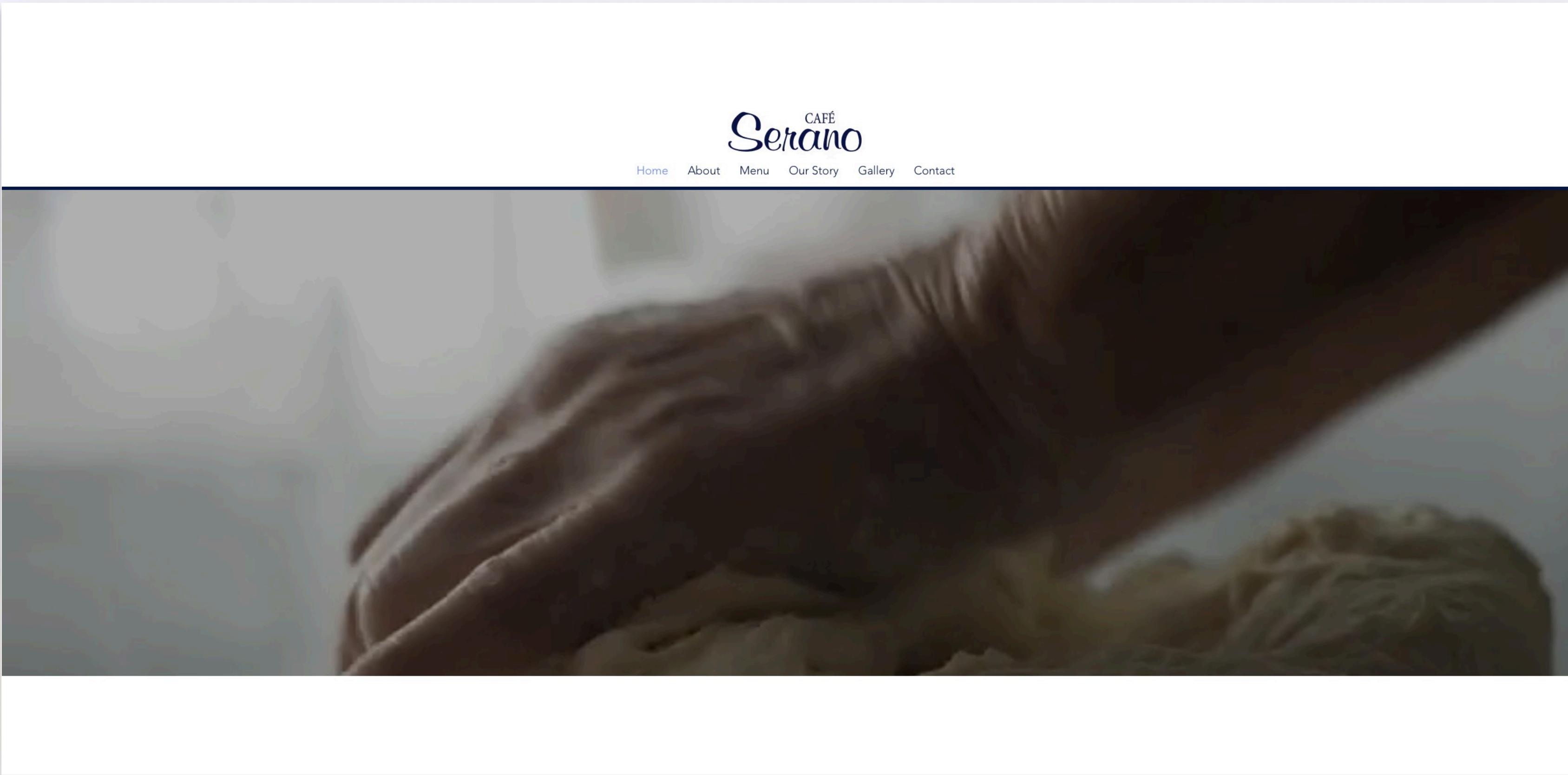
- **Device Traffic:** Majority mobile, 53% funneled from Instagram
- **Customer Demographic:** 18–26 year old students
- Majority of revenue comes from walk-in customers, digital sales are largely unsuccessful



## DISCOVERING THE PROBLEM

01

# Bounce rate > 83%



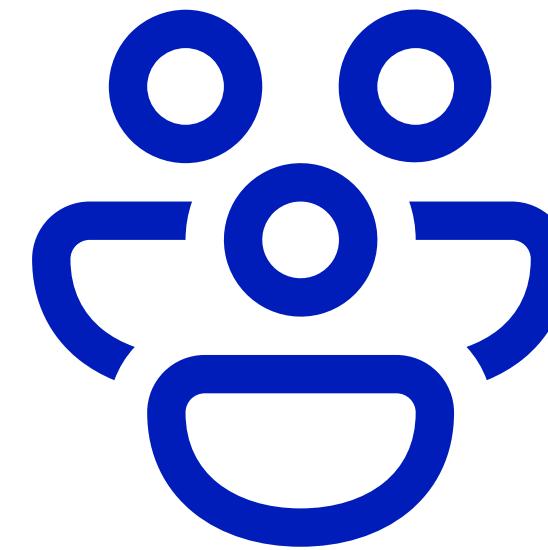
## DEFINING THE PROBLEM

How might we **rebrand** the café to **better align** with their products and **differentiate** them?

---

How might we **capture potential customers** and **increase orders**?

RESEARCH & IDEATION



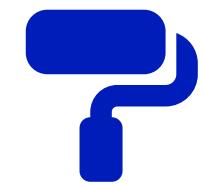
# Cognitive Walkthrough

# DEFINING SUCCESS THROUGH DESIGN GOALS



## Aesthetically pleasing but not frivolous

Limit extraneous elements for clarity but utilize the aesthetic-usability effect to maximize conversions



## Purposeful and accessible

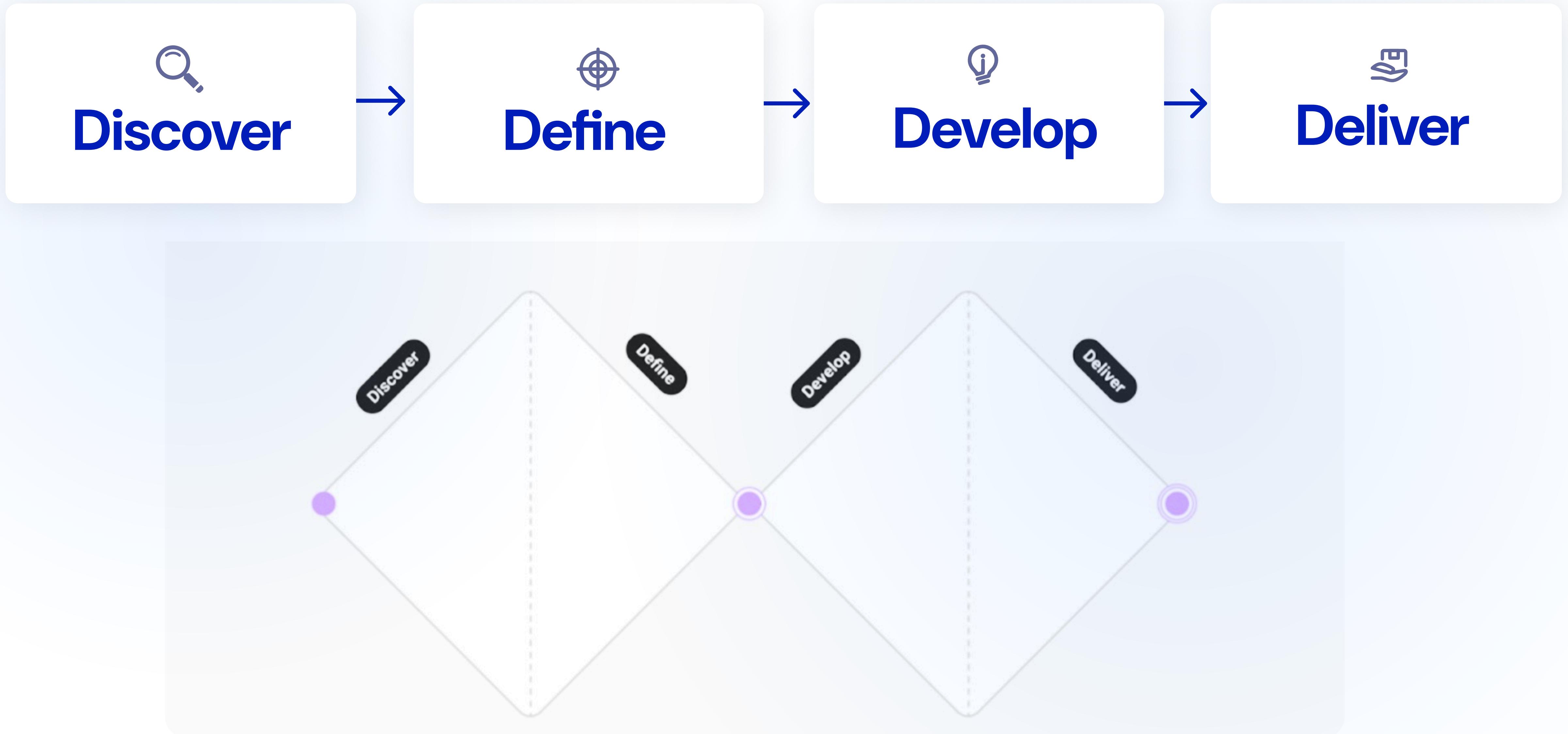
All elements should guide the user, while necessary information must be easy to access



## Informative and friendly

The website should clearly inform on the strengths of the brand in a friendly tone, communicating using the brand values

## DOUBLE DIAMOND METHODOLOGY



**Figure 1.** Menu Preview includes too many items and too much content, users may lose interest.

**Figure 2.** A Google maps integrated in the bottom would scale poorly across devices. Hours Chart could be put in the nav bar.

**Figure 3.** Testimonials had mixed reviews and appeal more to older consumers rather than the targeted audience. Some interviewees stated they were “all made up” and would not benefit their perception of the brand.



**Café Serano**

Welcome to Café Serano. We are a family run business with an unwavering dedication to providing the freshest products made from wholesome ingredients. Customer satisfaction is our highest priority, together with bringing you and your loved ones a little taste of Greece.

We are the sister store to Serano Bakery. We are a family run business with an unwavering dedication to providing the freshest products made from wholesome ingredients. Customer satisfaction is our highest priority, together with bringing you and your loved ones a little taste of Greece.

**YiaYia Approved**

YiaYia is the Greek word for Grandma; we genuinely believe that the best part about being in the kitchen is when YiaYia makes the dishes. Whether or not our YiaYia makes it, her guidance and education of Greek baking symbolizes a journey, a cultural progression, and a continuation of a generational tradition that has influenced her yiaYia Omi and Kosta. All the recipes have advanced and adapted over the years, but all still hold the key ingredients passed down by YiaYia.

Follow Us on Instagram

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**Café Serano**

**ABOUT**

Welcome to Café Serano, the sister store to Serano Bakery. We are a family run business with an unwavering dedication to providing the freshest products made from wholesome ingredients. Customer satisfaction is our highest priority, together with bringing you and your loved ones a little taste of Greece.

Café Serano is a unique local coffee shop aiming to provide high-quality coffee coupled with outstanding service. Our cafe is where people can come and enjoy their favorite drink with a fresh baked treat. We offer a variety of coffee options, from espresso to lattes, and a range of pastries and sweets to go along with them. We also offer a selection of Greek Pies, Pastries, Bread, Gelato and delicious coffee! All our items are homemade, just like in YiaYia's kitchen, where everything is made with love.

**BEVERAGES**

**HOT BEVERAGES**

- MEDIUM ROAST COFFEE
- AMERICANO
- CAPPUCCINO
- ESPRESSO
- MOCACCINO
- CHAI LATTE
- CHOCOLATE TEA
- TEA
- CORTADO
- ESPRESSO
- ESPRESSO MACCHIATO
- GREEK COFFEE
- GREEK MOUNTAIN TEA

**COLD BEVERAGES**

- FREDDO ESPRESSO
- FREDDO CAPPUCCINO
- FRAPPE
- FRAPPE WITH GELATO
- ICED COFFEE
- ICED AMERICANO
- ICED CAPPUCCINO
- ICED LATTE
- ICED MOCACCINO
- ICED CHAI LATTE
- ICED HOT CHOCOLATE
- ICED GREEK MOUNTAIN TEA
- AFROGATI

Add-Ons for drinks: Almond or Coconut Milk, Extra Shot Espresso, Vanilla, Caramel, Hazelnut, Sugar-Free Vanilla syrup

**CONTACT**

Café Serano  
1055 Park Ave, East York,  
Tel: 416-425-0909  
Hours of Operation:  
Mon to Fri: 7am - 8pm  
Sat & Sun: 8am - 8pm

Map: Satellite

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**Classic & Rustic**

**Serano Cafe**

Try our new cafe menu of delicious treats and beverages made from wholesome ingredients.

**Who we are**

We are the sister store to Serano Bakery. We are a family run business with an unwavering dedication to providing the freshest products made from wholesome ingredients. Customer satisfaction is our highest priority, together with bringing you and your loved ones a little taste of Greece.

**Cafe Amenities**

**Our Services**

- YIAVIA APPROVED**
- FREE WIFI**
- WHEELCHAIR ACCESS**
- OUTDOOR PATIO**

**Order from our Signature Menu**

Check out our signature menu below. You can also order from door dash or uber eats at your convenience.

**Instagram Gallery**

Share your memories on Instagram by tagging us @cafeserano and with #SeranoCafe to get featured!

**Days**

**Hours**

Days	Hours
Monday	6 am - 9 pm
Tuesday	6 am - 9 pm
Wednesday	6 am - 9 pm
Thursday	6 am - 9 pm
Friday	6 am - 9 pm
Saturday	6 am - 9 pm
Sunday	6 am - 9 pm

**Hours of Operation**

**Happenings in Store**

**Savory treats made from wholesome ingredients for generations**

**About Us**

Welcome to Café Serano, the sister store to Serano Bakery. We are a family run business with an unwavering dedication to providing the freshest products made from wholesome ingredients. Customer satisfaction is our highest priority, together with bringing you and your loved ones a little taste of Greece.

**SEE SERANO BAKERY**

**Our Origins**

During the summer of 1991 in a small village in Northern Greece with a passion for baking and a dream to make something of himself, Chris began working at a little bakery called Serano. With much trial and error and mountains of flour and dough, Chris baked the first of many European-inspired desserts. After moving to Toronto with his brother Kosta and believing that anything was possible, it became clear that something special could come from bringing homemade European desserts to the Canadian market.

In 1994, alongside his wife Sophie and brother Kosta, they opened their very own Serano Bakery in the heart of Greektown. Opening up a family-run bakery amongst many others was a challenge. Still, with the help of the whole family, hard work, and the support of their community Serano Bakery flourished to become a place where you could get traditional European desserts with a modern twist.

**Come visit us at Serano Cafe**

Experience the convenience and ease of an authentic Greek cafe. Established from generations at your convenience today.

**Open Apple Maps**

**Open Google Maps**

**ADDRESS**  
1055 Park Ave, East York,  
Toronto, ON M4K 3W3

**LET'S TALK**  
Phone: (416) 425-0909

**MAIL US**  
info@cafeseranoto.ca

**Socials**  
Follow us on Facebook to stay updated

**CONTACT US**

**Serano Cafe**

**ADDRESS**  
1055 Park Ave, East York,  
ON M4K 3W3

**Phone Number:**  
(416) 425-0909

**Email:**  
info@cafeseranoto.ca

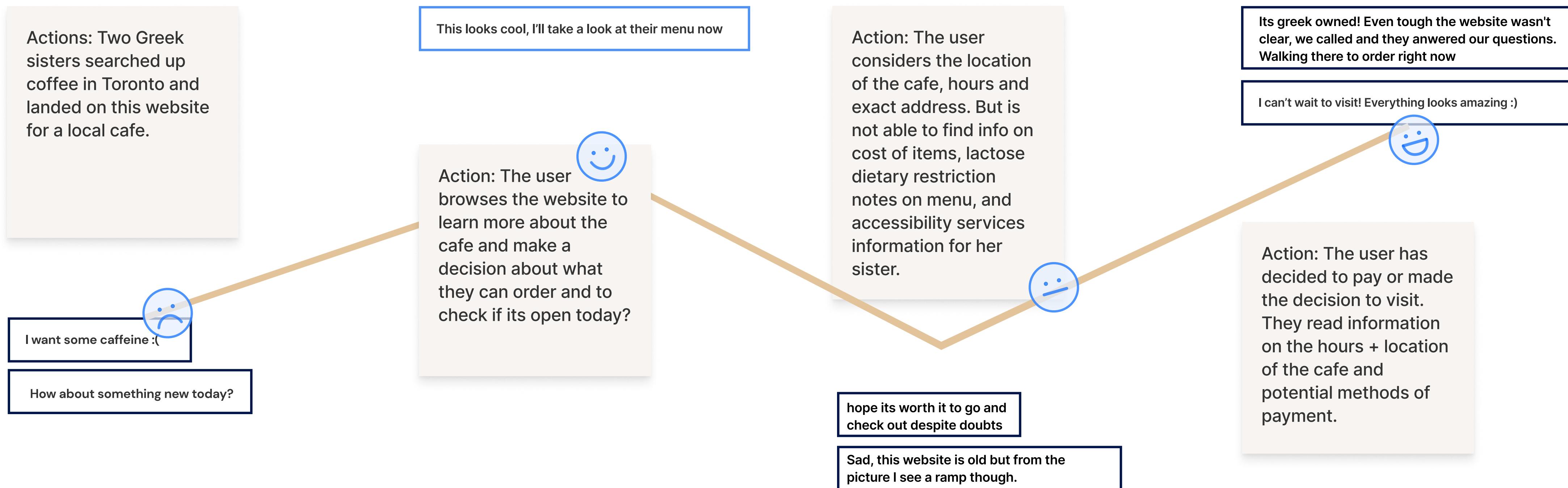
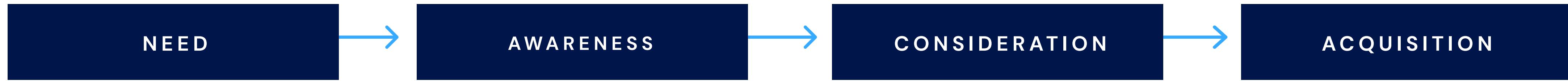
**Order from our Signature Menu**

**User persona:**

A daily caffeine drinker and student who likes to treat themselves occasionally. Usually frequents the closest cafe because of convenience and price.

**User goals and expectations:**

Wants a high quality beverage that will fulfill caffeine needs and can be easily purchased.



**Questions:**  
What is convenient?

**Questions:**  
What do they have to offer?

**Questions:**  
Since price isn't mentioned on website, it must be pricey? Why should I pick Serano Cafe over another cafe? Who can I contact to ask about dietary and accessibility restrictions?

**Questions:**  
How can I order?



## Overall website is overwhelming and lacks features users need

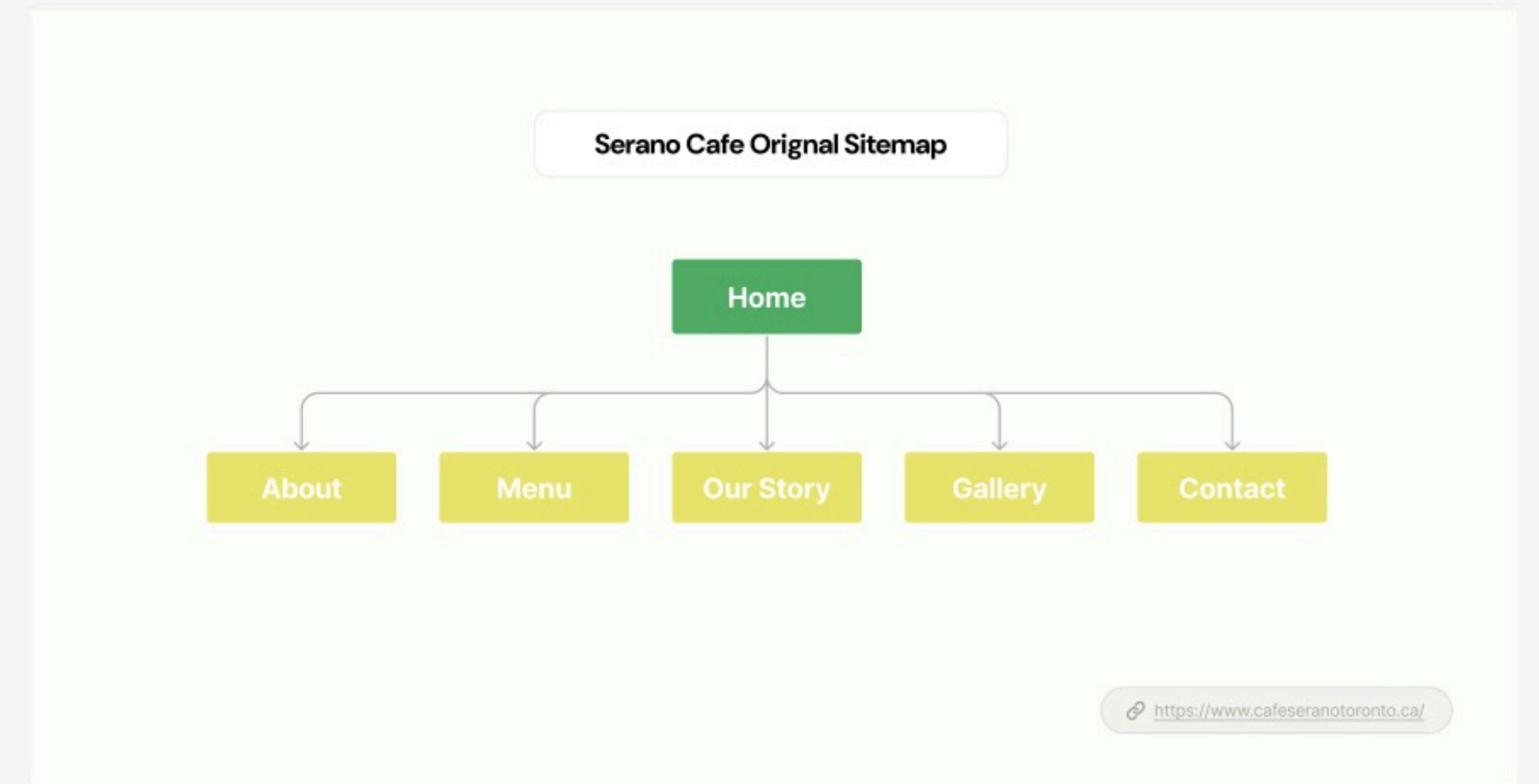
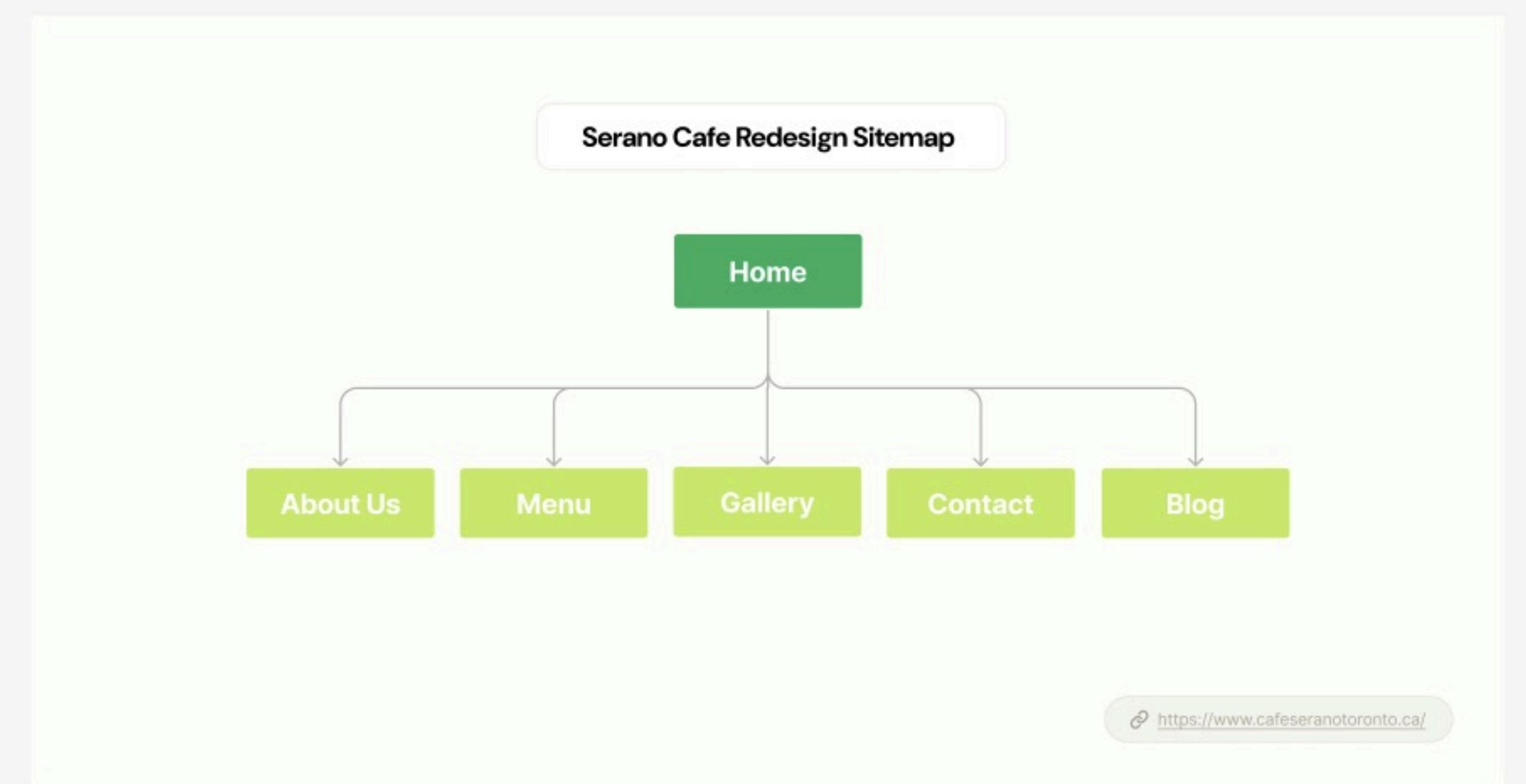
The experience is not particularly intuitive, a lot of space is wasted on scrolling.

Visuals have low impact and tagline isn't immediately present. The color and font choice don't reflect the welcoming values of the cafe.

Margins aren't consistent. lots of white space

Overall, Copy is friendly but does not convey a unique value proposition about the actual cafe

Missing: menu and CTA not mentioned, or about us story and accessibility services; wifi or wheelchair access etc





## Deliver: Converging through developer handoff

Classic & Rustic

### Serano Cafe

Try our new cafe menu of delicious treats and beverages made from wholesome ingredients.

[View Menu](#)

Greek

### The Final Prototype

The cafe was only able to find a developer after I was done my designs so I handed off the design + assets to them.

?

prototype