

CONTEXT

Personal Redesign

SPRINT TIMELINE

3 Days

TEAM

1 Designer & Dev

CASE STUDY #1

Serano Cafe

The image displays a collage of screenshots from the Serano Cafe website, illustrating the redesign process. The website features a dark blue header with the 'Serano' logo and navigation links for Home, About Us, Menu, Gallery, Contact, and Blog. Social media icons for Facebook, Instagram, and Twitter are also present. The main content area includes sections for 'Classic & Rustic' treats, 'Our Origins' (with a photo of two men), 'Hours of Operation' (listing days and times), and a 'Contact Us' form. The 'About Us' page highlights the family-run nature of the business and its roots in Northern Greece. The 'Menu' page shows a variety of Greek pastries. The 'Contact' page includes a map and a 'Some of Our Happy Customers' section with quotes. A large, semi-transparent watermark reading 'Greek Cafe' is centered over the entire collage.



Emphasize



Define



Ideate



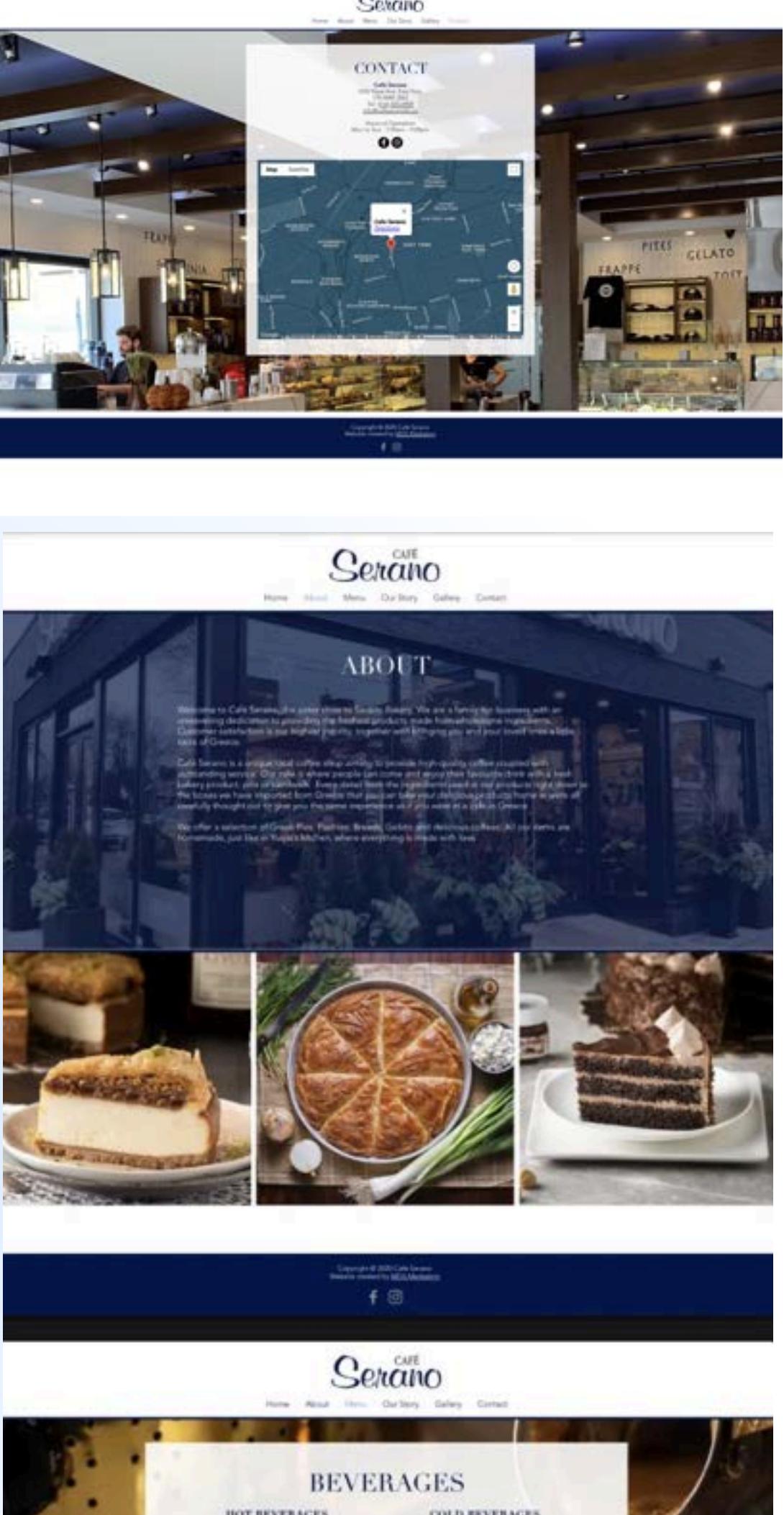
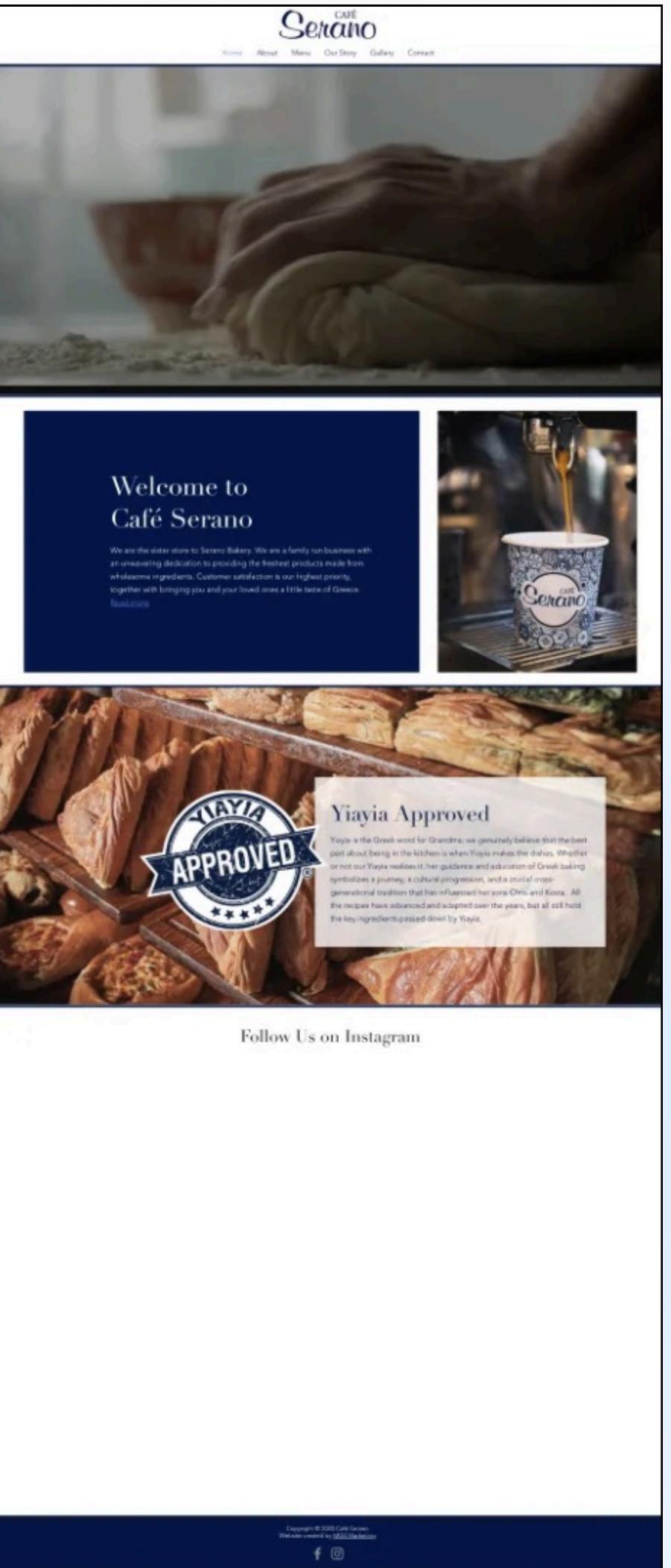
Test



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?

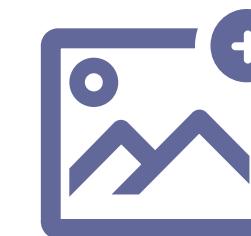


Practical over Aesthetics Tradeoffs

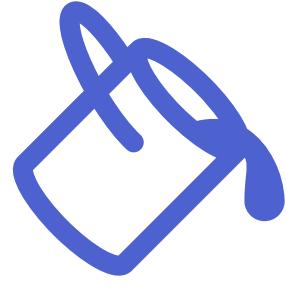


Set guidelines

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](#)



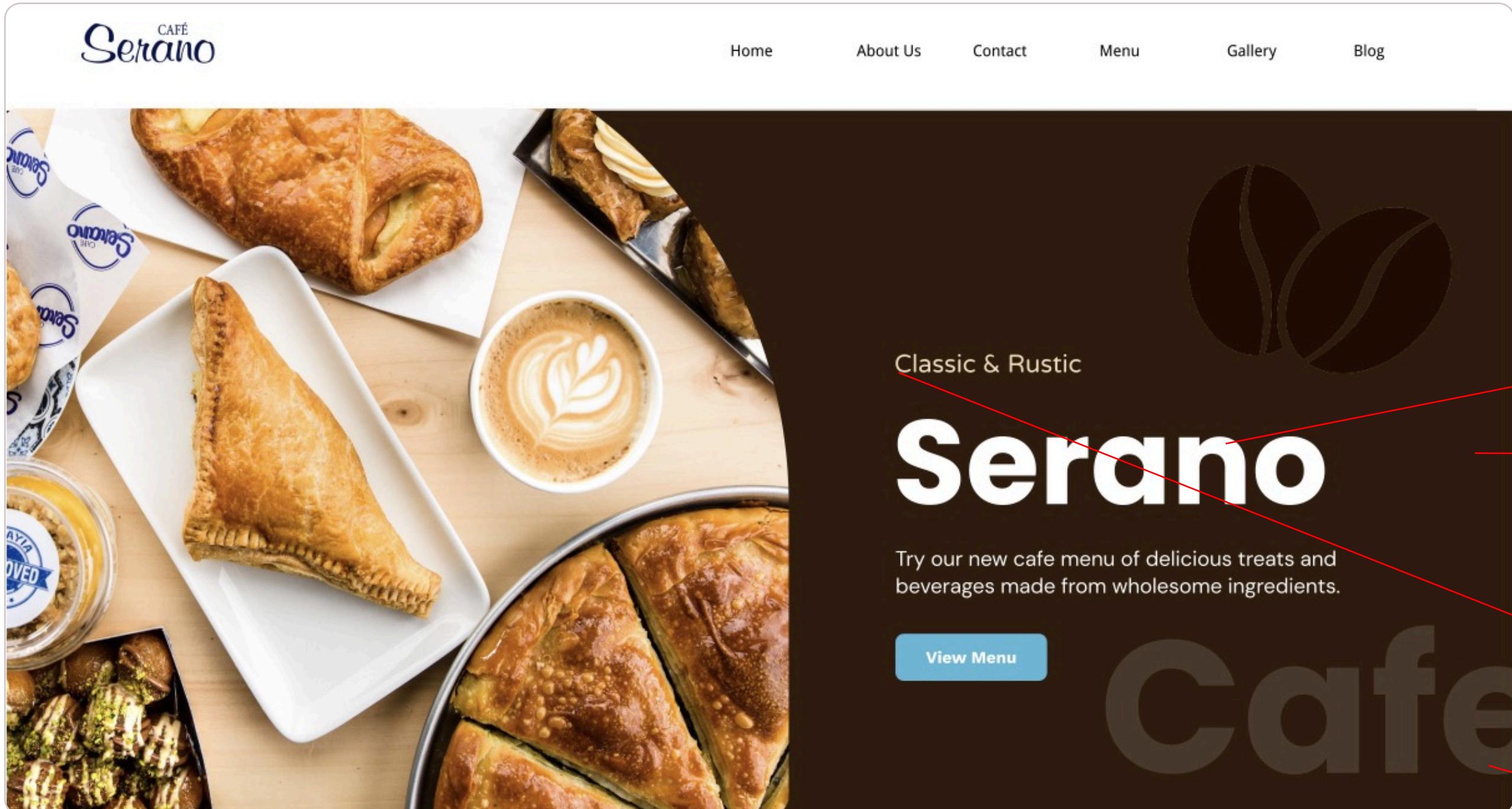
*"Looks really expensive
but high-quality"*

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 fixed navigation bar with links for Home, About Us, Menu, Gallery, and Contact, along with social media icons. Below the navigation is a large circular image of various baked goods and a coffee cup. To the right of the image is the text "Classic & Rustic Serano Cafe" and a "View Menu" button. A large, semi-transparent watermark reading "Greek Cafe" is visible across the center. Below the main image, there's a section titled "Who we are" with a paragraph of text and a "Read more" button. To the right is a smaller image of a coffee cup with the "CAFE Serano" logo. Further down, there's a section titled "Our Services" with four icons: a chef's hat (YIAIA APPROVED), a Wi-Fi signal (FREE WIFI), a wheelchair (WHEELCHAIR ACCESS), and an outdoor patio umbrella (OUTDOOR PATIO). Each service has a brief description below its icon.

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

Greek

Cafe

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 Serano

Our Services

YIAIA APPROVED

All the recipes have advanced, but still hold the key ingredients passed down by Yiaia - 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

Fanwood Text

Secondary Font

DM Sans

Style

Weight

Point Size

Letter Spacing

Letter Height

Heading 1

Bold

34pt

1px

18px

Heading 2

SemiBold

24pt

1px

18px

Subtext

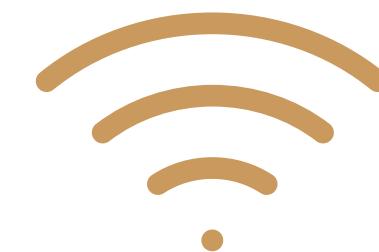
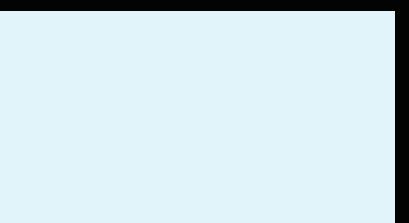
SemiBold

18pt

1px

18px

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 Serano Cafe website features a clean, modern design with a color palette of white, dark blue, and light blue. It includes sections for "Our Services" (with icons for food delivery, free WiFi, wheelchair accessibility, and drive-thru), "Order from our Signature Menu" (with images of cake, chocolate cake, and a pie), "Instagram Gallery" (with a grid of customer photos), "Cafe Gallery" (with a large image of a cafe interior and a smaller grid of food items), and a "MENU" page with sections for "BEVERAGES" (Hot and Cold) and "HOT & COLD COOKED MEALS". The site also includes a "CONTACT US" section with a map and a "Hours of Operation" table.

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

PROBLEMS

Font Scale

Text Styles

Complexity

BREAKPOINTS

Mobile

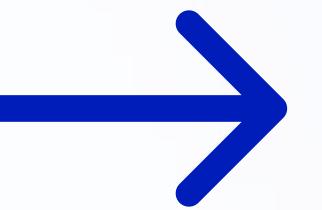
sm / 428x926

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, there is a header with the cafe's logo, navigation links (Home, About Us, Menu, Gallery, Contact), and social media icons (Facebook, Instagram, Search). Below the header, the word "MENU" is written in orange. A large, bold title "Serano Cafe" is centered above a horizontal line. The main content area features a large, semi-transparent background image of a coffee cup. Overlaid on this image are two sections: "BEVERAGES" and "HOT BEVERAGES". The "BEVERAGES" section includes "HOT BEVERAGES" and "COLD BEVERAGES" sub-sections with lists of items. At the bottom of the page, a dark blue box contains the text "Add-Ons for drinks:" followed by a list of options: Almond or Coconut Milk, Extra Shot Espresso, Vanilla, Caramel, Hazelnut, and Sugar-Free Vanilla syrup.

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

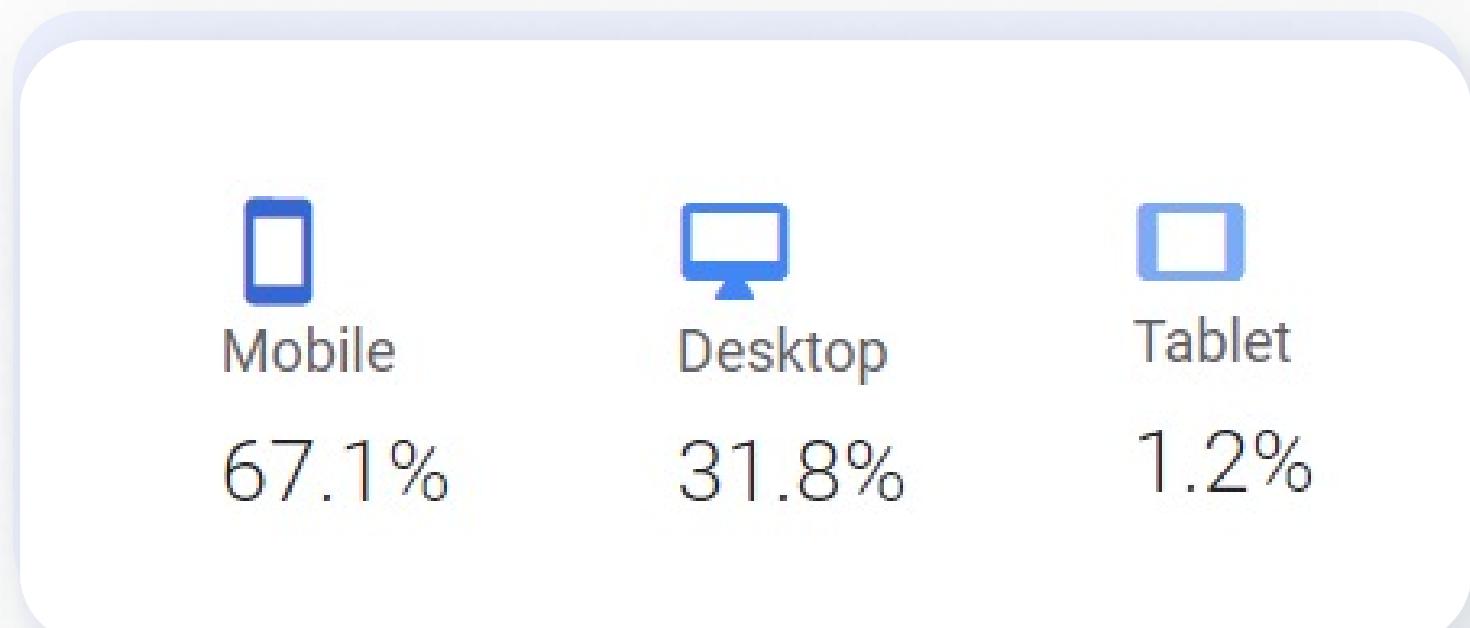
Add-Ons for drinks:
Almond or Coconut Milk, Extra Shot Espresso, Vanilla, Caramel, Hazelnut, Sugar-Free Vanilla syrup

Serano Cafe



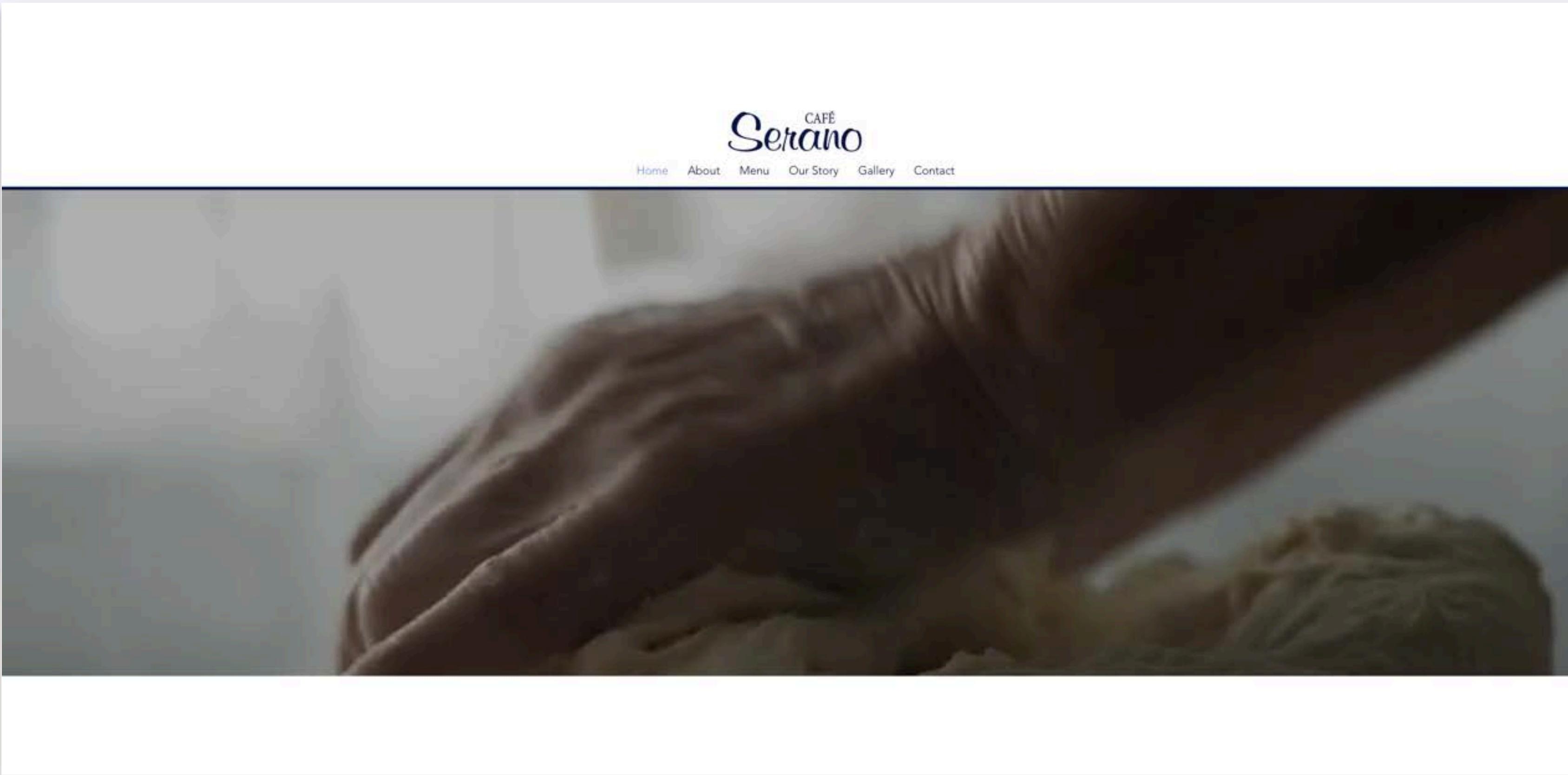
Toronto, Ontario

- **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



01

Bounce rate > 83%

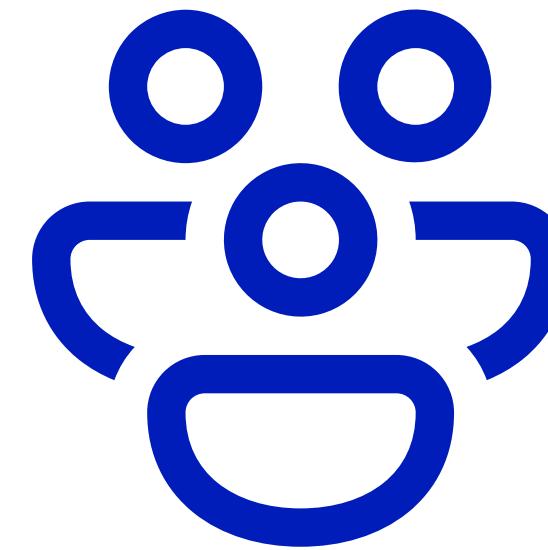


DEFINING THE PROBLEM

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



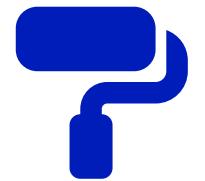
Cognitive Walkthrough

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

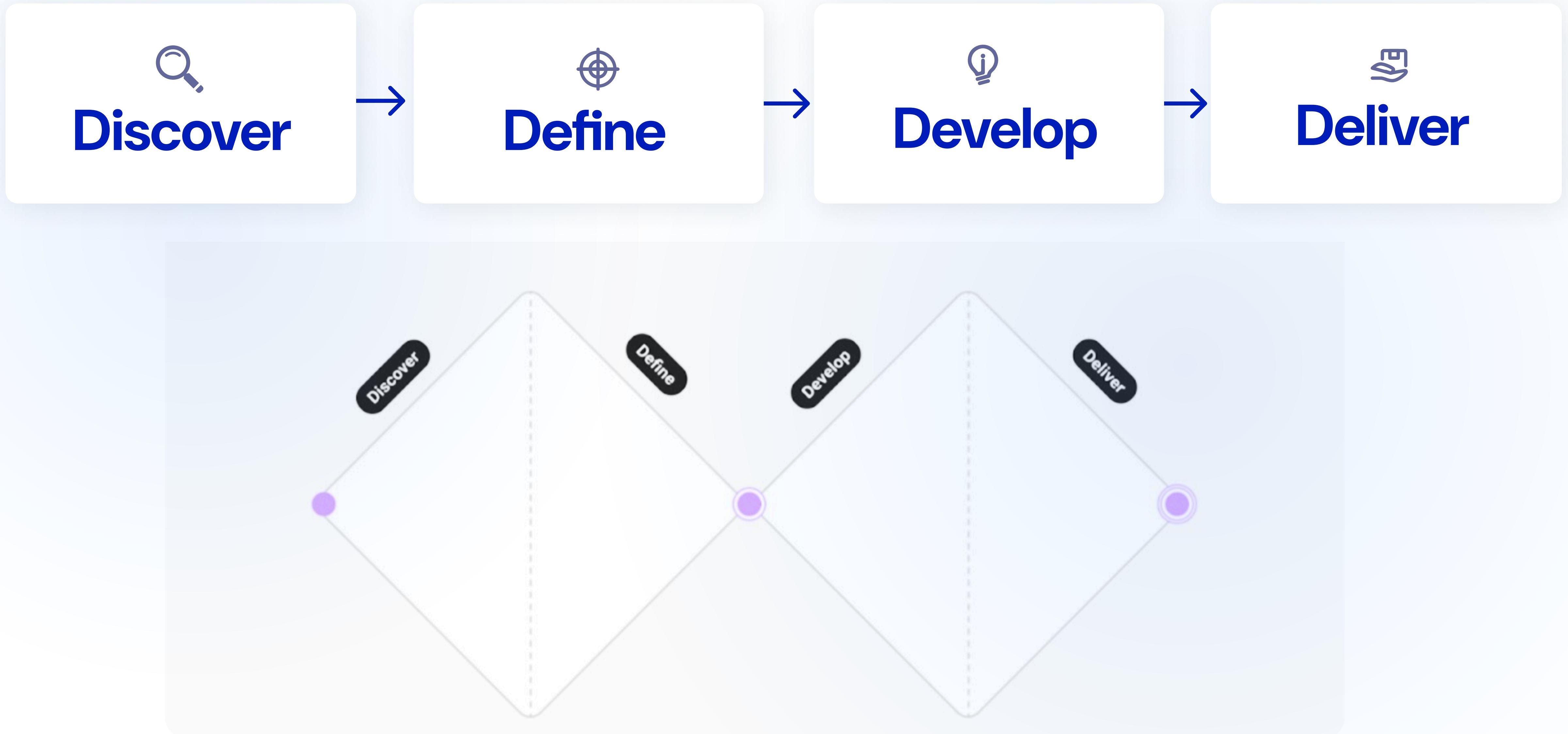


Figure 1. Menu Preview includes too many items and too much content, users may lose interest.

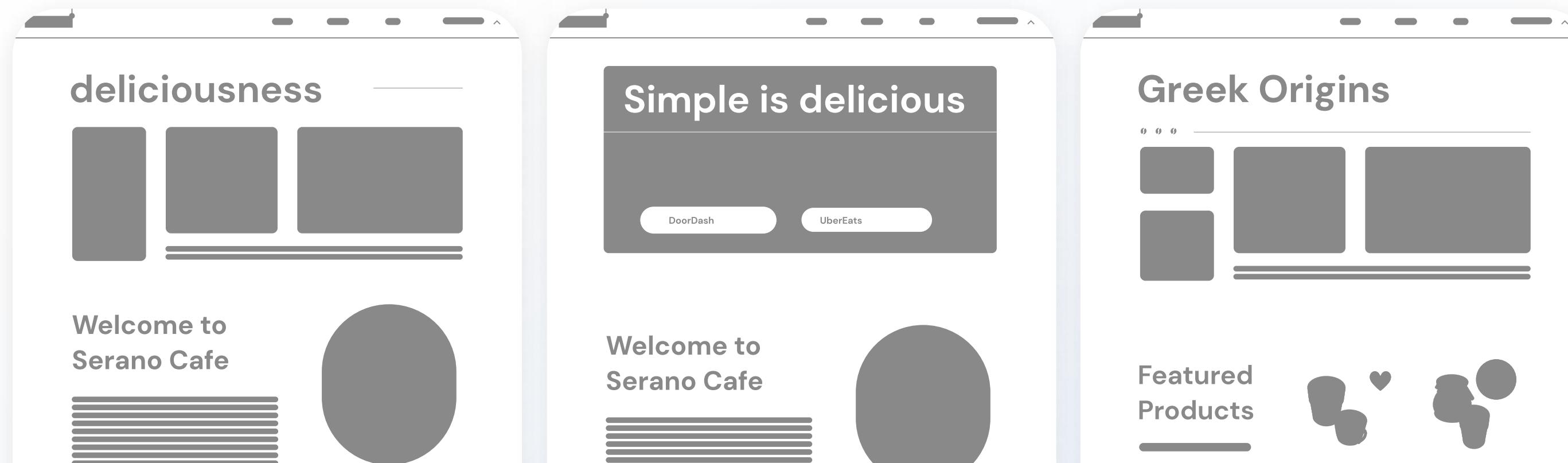


Figure 2. A Google maps integrated in the bottom would scale poorly across devices. Hours Chart could be put in the nav bar.

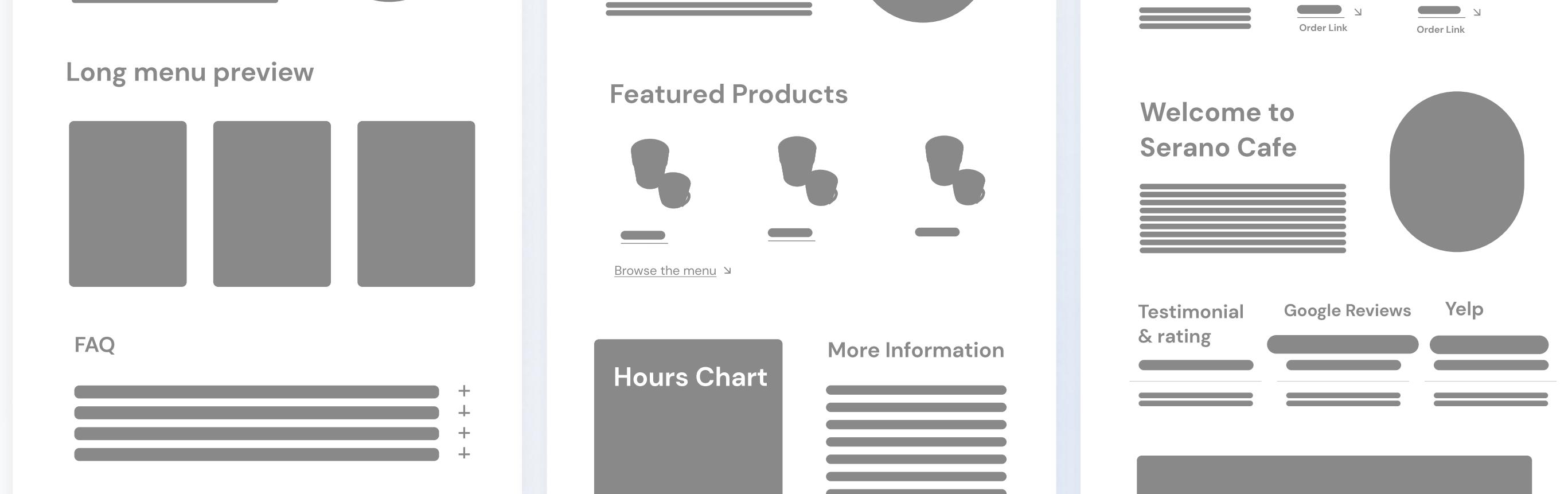
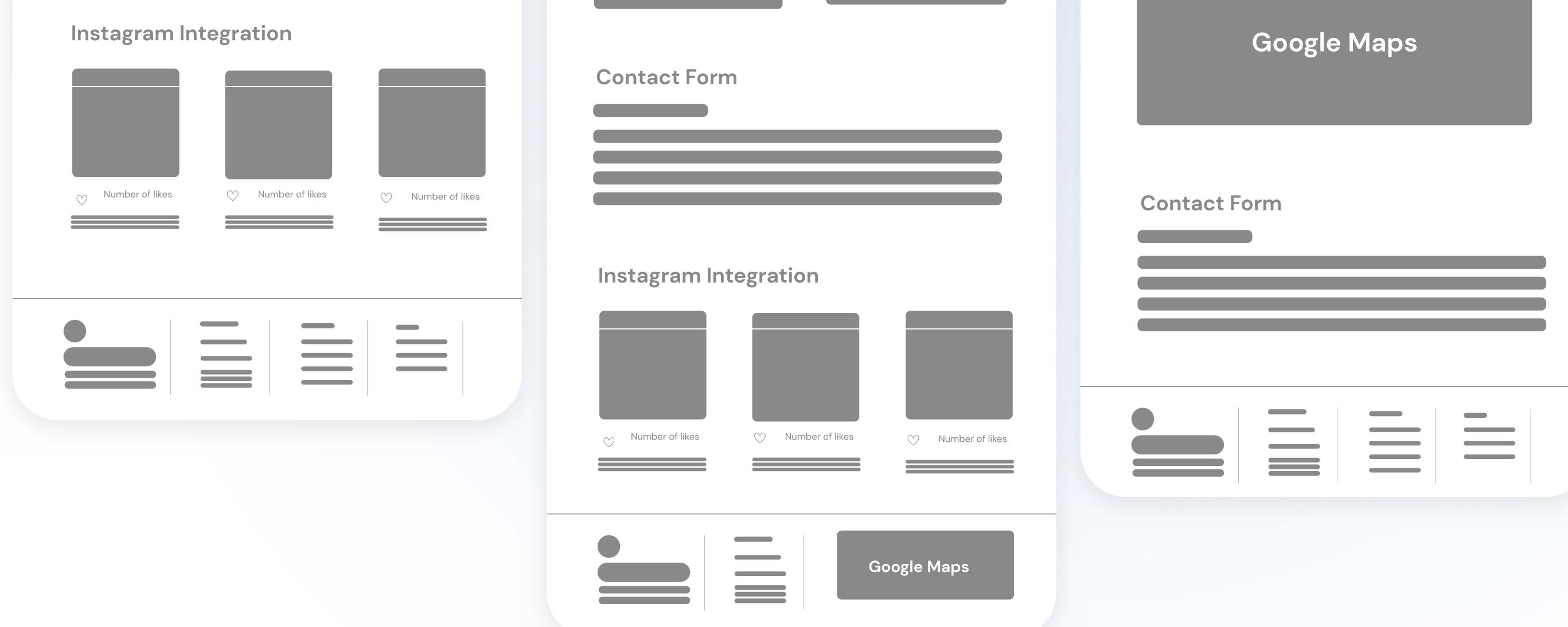


Figure 3. Testimonials had mixed reviews and appeal more to older consumers rather than the targeted audience. Some interviewees stated they were "all made up" and would not benefit their perception of the brand.



Café Serano

Welcome to Café Serano, a 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.

Welcome to Café Serano

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 yia Yia 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, a 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 coffee shop aiming to provide high-quality coffee roasted daily and served with a smile. Our role is where people can come and enjoy their favorite coffee daily & fresh bakery products. Our menu includes a variety of coffee, tea, smoothies, juices, and more. We also offer a selection of Greek Pies, Pastries, Breads, Cookies and Desserts to choose from. All our items are homemade, just like in Yiayia's Kitchen, where everything is made with love.

BEVERAGES

HOT BEVERAGES
AMERICANO
CAPPUCCINO
ESPRESSO
MACCHIATO
COLD BEVERAGE
TEA
COFFEE
ESPRESSO
GREEK COFFEE
GREEK MOUNTAIN TEA

COLD BEVERAGES
FREDDO ESPRESSO
FREDDO CAPPUCCINO
FREDDO TEA
FREDDO MACCHIATO
FREDDO COLD COFFEE
FREDDO GREEK COFFEE
FREDDO LATTÉ
FREDDO MOUNTAIN TEA
FREDDO COFFEE
FREDDO LATTÉ
FREDDO HOT CHOCOLATE
FREDDO GREEK MOUNTAIN TEA
AFRODISIAC

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

CONTACT

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

SEE MENU

Greek

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

Cafe Amenities

Our Services

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

FREE WIFI
High-speed wireless 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 an outdoor patio area as well as dine in, delivery and take out at your convenience

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

Instagram Gallery

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

FOLLOW US ON INSTAGRAM

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 Yonge St.
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 Yonge Ave, East York,
ON M4K 3W3

Phone Number:
(416) 425-0909

Email:
info@cafeseranoto.ca

Hours of Operation

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

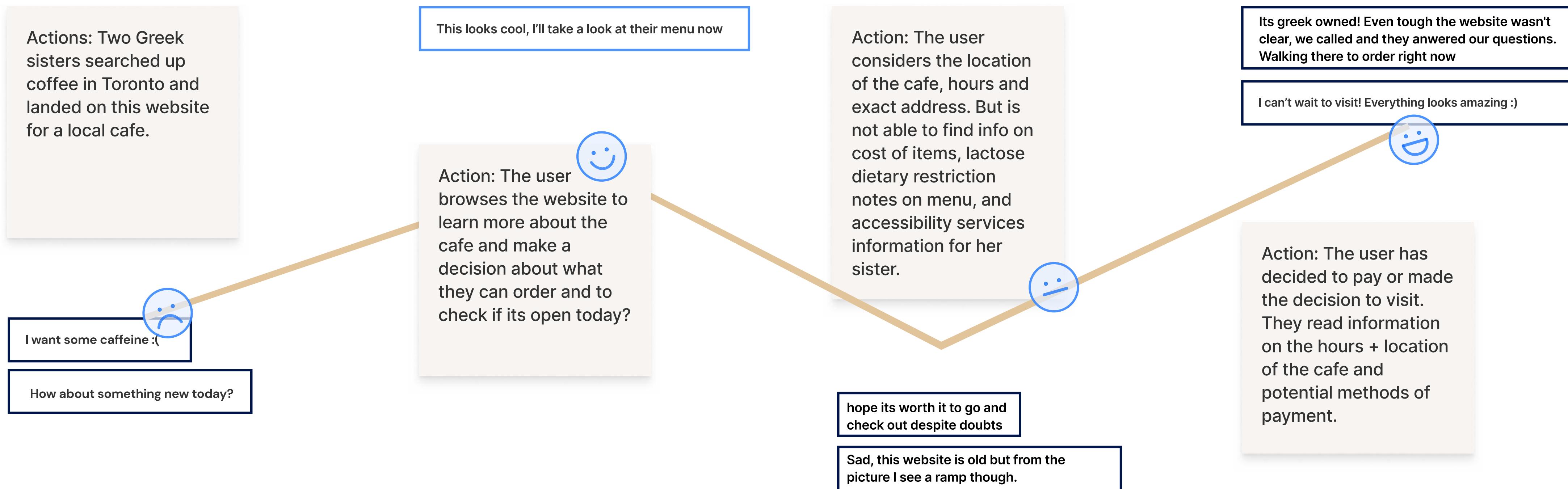
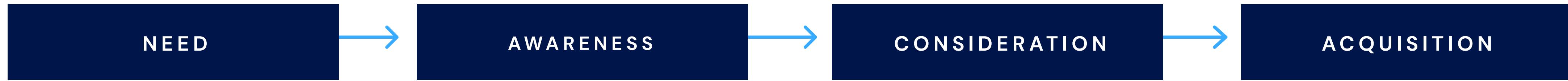
Happenings in Store

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.





Overall website is overwhelming and lacks features users need

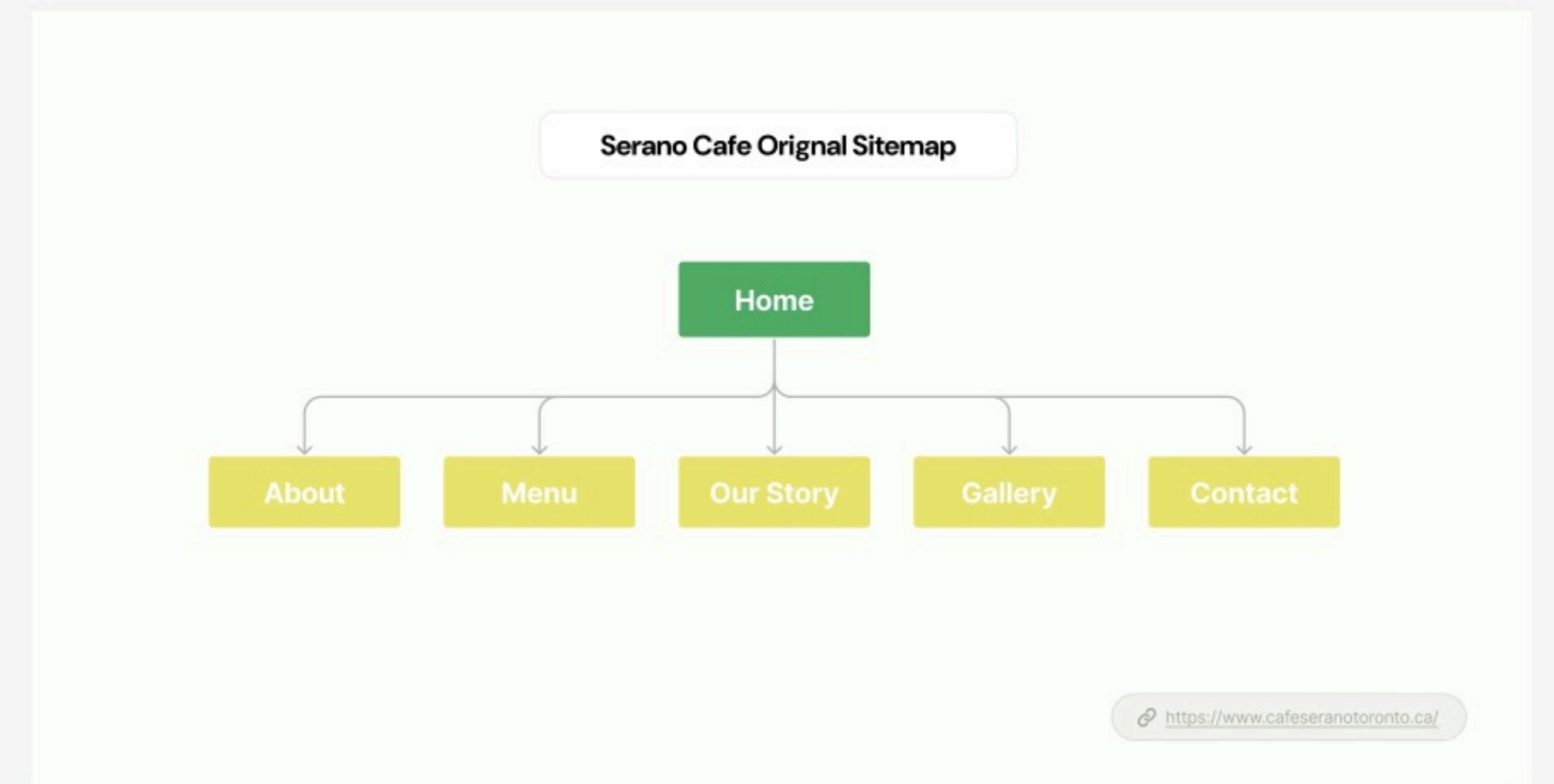
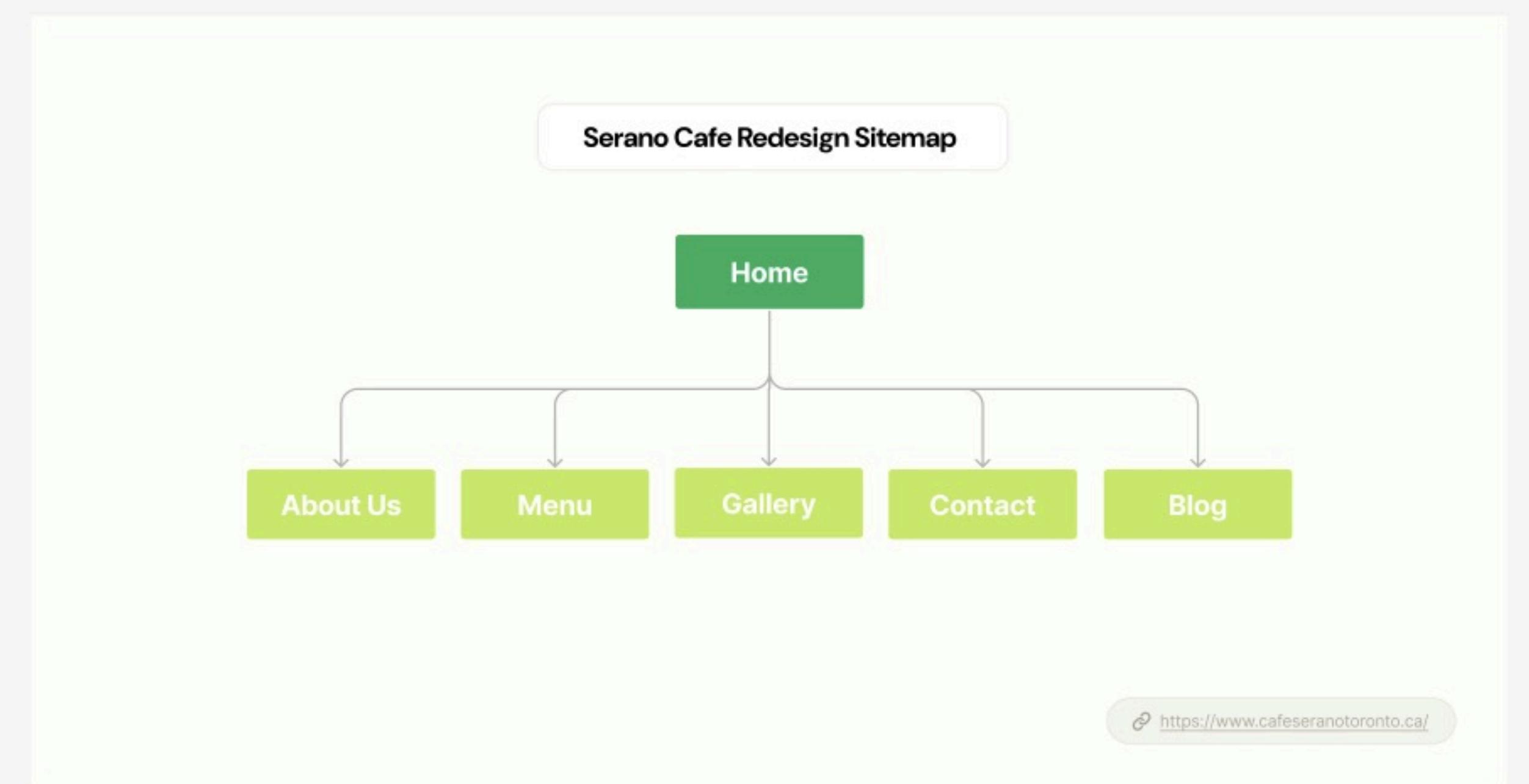
The experience is not particularly intuitive, a lot of space is wasted on scrolling.

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