**Coffy Café Website Analysis Report**

**Café Owner Expectations**

1. The website confirms customer expectations regarding the café.

Customers expect a professional service with a clear objective. As the website is the initial touchpoint for the customer and therefore it must carry the tone of a professional service.

1. The website is easily accessible

The Coffy Café prides itself on accessibility and diversity. The website must be approachable to people from all walks of life no matter their background.

1. The website is easy to navigate

Pages must be easy to access, and the process of finding required information should be simple. This serves to further reinforcing the Kaupapa around professionalism and accessibility.

1. The website is mobile friendly.

As discussed in the target audience section, the decision to come to Coffy Café is often a spontaneous decision. Any research done on the café prior to coming into the store is usually done from a mobile device while our customer is deciding which local café to visit.

**Target Audience**

The café is located on Richmond Road, Grey Lynn. Most of the customer base comes from the local area. This is consistent with studies which have found 84% of café customers prioritise convenient location when deciding which café to go to (ref 1).

Of the 12000 local Grey Lynn residents 78.7% are Pākehā, 9.7% Māori, 12.4% Pacific peoples, and 9.8% Asian. 60.5% have no religion and 28.2% are Christian. 34.2% earned over $70,000 compared to 17.2% nationally. The median age is around 33.5 years old (ref 1, 2). From this we can expect that most of our customer base will be middle aged white people with disposable income. We may also see some uptick in customers and website traffic on Sundays after local mass has finished.

Mobile users make a large portion of the website traffic for the reasons described above.

**The Competition**

A Web Design Best Practices Checklist was conducted on each of the websites below and the key findings are as follows:

**bigsur-greylynn.co.nz**

Big Sur is a vegetarian and vegan café located in Grey Lynn on Richmond Road.

Strengths

* Neutral colours are nice to look at with some parts of the website using whitespace to good effect.
* The graphics used are directly relevant to the business and are effective at stimulating an appetite.

Weaknesses

* The layout was atypical in places resulting in the user getting lost on the page.
* The pictures were oversized which also negatively impacted on user navigation.

**tanamera.co.nz**

A specialist coffee café located on Richmond Road, Grey Lynn. Coffee is served in iconic pink cups.

Strengths

* Simple site content. Minimal use of text and features maintains the focus on the product.
* Consistent use of colour (Brown, white, grey, black and pink) maintains continuity throughout the website.

Weaknesses

* Terrible website design. Navigation bar is not intuitive and is lost in the graphic on the landing page.
* Poor paragraph content is confusing and obfuscates the cafes mission in the ‘About us’ section.

**neighbourakl.com**

Another Richmond Road café priding themselves on their fairtrade organic coffee and tasty snacks.

Strengths

* White space is used to excellent effect. Fantastic website design.
* Gallery photos have been tastefully selected and maintain colour and tone continuity, enhancing user perceptions of the café.

Weaknesses

* Navigation becomes cluttered on the Shop page and the link back to the landing page is not immediately obvious in the navigation bar.
* The website lacks a personal statement which would give the impression of a more welcoming or professional environment.

**Rough** references

1. <https://www.silverchef.com.au/blogs/resources/top-5-things-your-customers-really-want-in-a-cafe>
2. <https://www.stats.govt.nz/information-releases/statistical-area-1-dataset-for-2018-census-updated-march-2020>
3. <https://en.wikipedia.org/wiki/Grey_Lynn#cite_note-Census_2018-5>
4. <https://www.bigsur-greylynn.co.nz/>
5. <https://tanamera.co.nz/#about>