The Whole Bean
Design Presentation

PRESENTING YOUR DESIGN WORK TO TARGET AUDIENCE

❏ **Introduction:** A brief description of the brand, its personality, and mission.

   The Whole Bean is a local coffee shop where local people like to meet. It wants to be a neighborhood staple, something reliable that you can count on. A hub for patrons to run into people they know, hold an impromptu meeting, or be a cool spot to decompress or a place to get some work done.

   It's hip, but with a down-to earth welcoming feeling that's comforting, relaxing and bright with a small-town feel.

❏ **Context:** what is this landing page for and who we're trying to reach.

   The purpose of this landing page is to introduce The Whole Bean to its target audience, let them know who they are and what they are about.

   Since the goal of The Whole Bean is to be a place for the local community a meeting spot/home away from home, they're trying to reach individuals of any age. Ideally they see their target audience as young professionals, single/married/with a family, but all are welcome!

❏ **The purpose:** the purpose of the design, project goals, and key actions you want your users to take.

The purpose of the landing page design is to invite and entice their target audience to come to the grand opening. They would also like them to sign up for their newsletter through the landing page.

PRODUCTIVE & FOCUSED FEEDBACK

1. **Is the main purpose of the design clear?**

   Yes, bc it says come to our grand opening in the biggest font towards the middle to the top of the page.

2. **How well does it achieve the project goals?**

I feel like I'm focusing on the photos, and after hearing about the business they want to be, the stock images makes me not get the home grown feeling. I want to see the place that's about the grand opening. I want to see the people that actually work there or go there. 3 different shots of coffee is too much coffee. Maybe just one photo that gets across the grand opening and that it's more of a local spot where people hang out.

I also dislike the stay in touch with us being as high up as it is.

3. **If you were my user, would you take the key action steps? Why or why not?**

No, bc it feels like I won't have an incentive to sign up and give my information. And I'm a millennial and newsletters are for old people. Oh there's a scone, missed it.

Scones not worth the spam. And I don't believe they wouldn't sell my info and I can barely see that info.

If I wanted to know what's going on with them then I would follow them on twitter or instagram. Email is kind of dead, everyone hates getting emails.

Yes, because it seems like an exciting place to hang out and I'd like a free scone, but more information about what I'll receive from the newsletter would be good.

I'd love to see a picture of the scone, I think it would be more enticing and make me want to go out and get that scone!

4. **What do you feel are the most important parts of the design?**

I feel like the top mostly white banner that says come to our grand opening, and the address and the time and date that says when and where it's happening.

And the offerings section. I like the dark brown with the orange type. And the dark bar gives it a nice balance overall.

5. **What do you feel are the least important parts of the design?**

I think the words in general about who they are the least important. I feel like people are like where is it and what do they have to eat? People don't really want to hear about their philosophy unless it applies to them, like we have a communal table in the back or a space for you to work, etc. other than that no one really cares that they care about the community, it's what do they have for *me*?

Also, the part that they we won't sell your info is very small and should be bigger so you can see it clearer. There need to be more margins, everything feels a little cramped. The icons should also be smaller and the quotes shouldn't be justified

because it's a little hard to read as is. The logo on the top could have more white space around it.

6. **Are there any parts of the design that compete for your attention?**

No, I feel like I like the way the colors are layed out, they are balanced and gives a nice flow from top to bottom. Maybe the organization of the info could be changed. Our offerings could be up higher, switched with the "perking" section.

7. **Do you think my brand's personality comes through in the design? Why or why not?**

I don't think so only because of the pictures, for it to be more community based, I want to see people interacting and a more authentic place. Less stock images the better.

I think if it's for a clean simple and modern and not fussy, it achieves that.

I really like the font and the line art graphics, the photos are the things i'm really focused on and don't really feel community based and feel an authentic kind of vibe.

8. **Are there any parts of the brand that don't feel on-brand?**

No, but maybe pumping up more of the social media would make it feel more on brand because then you can connect virtually as well.

9. **How well do you think my design speaks to its target audience?**

I think that for the most part it totally speaks to somebody that's looking for a new coffee shop and for people that want to hear more about what's happening in their neighborhood.

Newsletters are just for old people and there needs to be something more community minded.

I wish it had more menu items so it could entice me to go. I wish I could click on the menu and see it. Like what are the scones made out of and who made them?

10. **Would you say my design has too much, too little, or just enough content? Why?**

It has a little too much content, because the perking up the community has too much font that I'm never going to read.

The offerings section could have more info in the products section because the menu says the same thing. And the newsletter could have more info, like what will be in the newsletter, what kind of content?

11. **Do you think the images reflect the brands personality, match the project goals and speak to the target customer?**

I feel like real photos of the actual establishment speak better to the audience instead of a stock photo. And these read like super stock photos.