



# CREATIVE BRIEF

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# Definition of Potential Product

The Muir Woods Coffee House website will exude a vibe that is representative of the physical coffee shop itself. It will feel as if you are in the comfortable environment of the coffee house as you navigate through our newly redesigned site. Immerse yourself in the virtual and physical environment of Muir Woods Coffee House!

## Scope

### SUMMARY OF CONTENT

#### Homepage

The homepage will be the page that attracts the customers. It will be the page that expresses the desired branding the most. This page will be pivotal in enticing users to dig deeper into the website.

- ▶ **Banner Image**
  - An image that is representative of the space that is Muir Woods Coffee House and clearly expresses the brand of the coffee shop all in a single image
  - Hours & Location
- ▶ **Hours & Location**
  - List of hours from Mon-Sun & specify that they are closed on University holidays
  - Location showing a Google Map interface as well as actual photos of where Muir Woods is located in respect to other landmarks (i.e. Roots & Pines)
- ▶ **Social Media Icons**
  - Static & located on every page -- possibly on the navigation bar
  - Icons include Facebook, Instagram, & Yelp
- ▶ **Specials**
  - Muir Woods Coffee House's special quarterly drink menu laid out in a stylized text-based manner that details the name, price, and small description of each drink
- ▶ **Preview of Stories**
  - 2-4 brief testimonials by past customers/employees that are short and appealing to read
  - The purpose of these preview stories is to allow users to read a quick & positive "review" of the shop and entice them to click on these testimonials which will lead them to the "Stories" page to read more
- ▶ **Triton Cash**
  - Perhaps an icon that indicates that MWCH takes Triton Cash
  - Purpose of this is to attract on-campus customers by telling them that although MWCH doesn't take dining dollars, they do in fact take Triton Cash
- ▶ **Organic & Fair Trade**
  - Icons (or pictorial representation) that indicate that where they source from is 100% organic and 95% fair trade
  - To show the customers that they are environment conscious and adds to the branding of the site

#### Navigation

After careful consideration of both client needs and user needs, we have narrowed our site architecture to four main navigational categories and seven site pages.

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[About](#) | [Menu](#) | [Stories](#) | [Gallery](#)

► **Background & Mission Statement**

- This will be the page that the user is directed to should they directly click the “About” link
- The background page will introduce how Muir Woods Coffee House came to be
- The mission statement will detail the philosophy that MWCH is focusing on

► **Muiristas**

- A page dedicated to introducing the Muiristas of MWCH. Muiristas are baristas who work at Muir Woods Coffee House. This page will contain the picture, name, and brief description of each Muirista in a space optimized manner
- Images will be consistent in it's sizing and appearance (all with no borders)
- Descriptions will be concealed until the user hovers over the Muirista's respective image, following a “reveal & conceal” type of format

► **Sources**

- Muir Woods Coffee House is proud to show who they source their products from. With proof of reliable sources, it ensures customers that they are only buying quality coffee, tea, and pastries from MWCH
  - To be laid out in an orderly manner showing the logo of each source to make the page more visually pleasing
  - Clicking on each logo would link the user to the source's page
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[About](#) | [Menu](#) | [Stories](#) | [Gallery](#)

- The menu page lists out the products and their prices in a clean manner. The simplicity of this page allows users' to read easily and help determine what they want to order
  - Products include coffee, tea, & pastries
  - Stylized text-based menu that possibly follows a chalkboard-like theme
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[About](#) | [Menu](#) | [Stories](#) | [Gallery](#)

► **Previous Stories**

- The purpose of this section is to persuade new potential customers what Muir Woods Coffee House can offer. The stories can be from previous customers and/or Muiristas (or ex-Muiristas). The section should focus more on environment and friendliness of MWCH

► **Form on Page**

- The form will be a textbox and a submit button with simple UI and easy-to-write concept. To allow users to be elaborate with their stories, there will be a 250-character limit similar to Twitter. All stories submitted should be approved by website admin before it is officially posted on a website

[About](#) | [Menu](#) | [Stories](#) | **[Gallery](#)**

- Gallery is a main showcase of Muir Woods Coffee House. It features coffee (and their products), the display of their comfortable environment, and the representation of daily life in MWCH

## ESTIMATE OF TOTAL PROGRAM SIZE

- ✓ Approx. **7 pages** total on the site
- ✓ Approx. **3-5 sentences** for each Muirista description
- ✓ Approx. **250 character limit** when submitting stories
- ✓ Max. **250 words** each for History & Mission Statement
- ✓ **2 templates** - Homepage & subsequent level pages

## Audience

### **PRIMARY AUDIENCE:** *Potential UCSD Student Customers (On and Off Campus)*

With an undergraduate majority, the primary audience encapsulates both on and off campus students. At the core of it, both off-campus and on-campus students are still searching for quality (taste) and a place where they can relax or get some work done in between classes. Potential UCSD student customers will share many of the same characteristics and goals as off-campus and on-campus continuing/past customers (as detailed below). The largest divide between potential customers and continuing/past customers is the level of significance elements of the website will have. For example, continuing/past customers may appreciate the photos we choose to showcase on the website, but for a potential user, these photos will inform and shape their mental construct of Muir Woods.

### **AUDIENCE 2:** *Off-Campus UCSD Student Continuing/Past Customers*

Users in this audience group are comprised of students living in off-campus housing near the university and commuters that live in the surrounding San Diego area. Generally speaking, the majority of UCSD students in this group identify themselves as undergraduates. With the unique aspect of already having been to Muir Woods, these users have two main reasons for continuing to come to Muir Woods: A study spot and good coffee. The former reason typically manifests when they have a significant amount of time in between classes and persists due to preference for Muir Woods' environment. The latter reason is a matter of preference for quality of taste and specific drinks. Despite being continuing/previous customers, these users will still be especially interested in the logistics, namely hours of operation and menu items.

### **AUDIENCE 3:** *On-Campus UCSD Student Continuing/Past Customers*

On campus students have the convenience of using dining dollars to get coffee at their college market, but it is also not uncommon for them to use "real" currency to pay for food and drinks that they feel is worth the splurge (i.e. something to break the monotony of the offerings at dining halls). However, the biggest draw for on-campus students is the proximity of Muir Woods' location to classes they have in Muir. Rather than going back and forth between their dorm, Muir Woods is a more convenient location for those who live outside of Muir College. In addition to looking for hours of operation and the menu,

on-campus students have more flexibility in terms of access to Muir Woods. They may be more tempted by specials, something accessible and can be seen as worthy of the use of “real” money.

## Objective

### Client's Objectives

Based on our multiple client meetings for the client survey as well as the competitive analysis, we have deduced that these are the main objectives to be accomplished through our redesign of the website:

- To generate more awareness to Muir Woods Coffee House
- To let people know what Muir Woods Coffee House is about
- To entice people to come visit Muir Woods Coffee House not just for the drinks & pastries, but for the environment & people as well

We then discussed a breakdown of roughly what should be added onto the website in order to accomplish these objectives. These elements include:

#### ► Branding

##### *Color Scheme*

- An earthy color palette reminiscent of coffee beans & Muir Woods. A sample color swatch could be:



- A slate color palette reminiscent of Muir Woods Coffee House's use of chalkboards for their in-house menu's. A sample color swatch could be:



##### *Large Images*

- Images throughout the site that not only show how delicious the drinks are but also how comforting the space & environment is
- Emphasis on images that help brand a friendly & welcoming vibe i.e. Muirista's smiling while making coffee or chatting with customers

##### *Comfortable, Familiar, and Engaging*

#### ► Simple Navigation

- Straightforward and easy to navigate site that doesn't confuse or overwhelm users at first glance

#### ► Testimonials/Stories

- A page where past employees & customers detail their positive experiences at Muir Woods Coffee House, answering such questions like “What does this space mean to you? How was your experience?”
- An online form where current customers can submit their own stories/experiences
- ▶ **About**
  - History & Mission*
    - Content in terms of telling a story about “Where did Muir Woods come from? What are they all about?”
    - Let the users know that Muir Woods Coffee House isn’t only aiming for great taste, but also outstanding customer service
  - Meet the Team*
    - Showing images of the current Muiristas in a nicely organized manner
    - Short descriptions about each Muirista to allow users to get to know who’s serving them
    - A way to make the website and coffee shop feel more personalized & welcoming
- ▶ **Quality Sourcing**
  - An organized page of the coffee/tea/pastry shops that Muir Woods Coffee House sources from and links to those site
  - A way to show that MWCH only sources from the best so as to show that their customers would only be eating/drinking things that they themselves would want to eat/drink

### Audience’s Objectives

Based on our user interviews, we found what our audience deems as the most important information they want to get out of a coffee shop website and what they typically want to see on a coffee shop website. These elements include:

- ▶ **Location & Hours**
  - Prominently placing Important information that the audience should be able to find & access easily (such as placing it on the homepage)
  - One of the first elements our audience wants to be able to find
- ▶ **Large Images**
  - Images of customers enjoying the coffee, of the comfortable environment, of what a typical day in Muir Woods Coffee House looks like. Especially images that let the audience know how the environment is like at Muir Woods Coffee House
  - We extrapolated from both the client & audience objectives of wanting to see “large images” on the site, to a decision of including a gallery page especially dedicated to viewing aesthetic images of the space
- ▶ **Menu**
  - An organized online menu (that isn’t a separate PDF) that lets the audience know exactly how much each item is as price is another important factor for our audience
- ▶ **Reviews**
  - Being able to read objective past reviews to gauge their quality of services
  - Allow for a Yelp icon to be visible on the site so the audience can optionally read reviews on Yelp as well

## Personality & Tone

Just as our audiences desire, we plan to construct our website to feel **comfortable and personable**. This is a drastic difference from their current website hosted by UCSD and their Facebook page; both are templates from other existing sites which aren't meant to give a warm and cozy feeling.

By effectively highlighting the pictures of Muir Woods Coffee House, we can describe the comfortability that this coffee shop can bring to their customer. Some symbols that help define the "comfortable and personable" qualities of MWCH are their couches, chalkboard art, coffee, friendliness of the muiristas, etc. If a user can clearly see these pictures with a small amount of effort, we have delivered the true meaning of "comfortable and personable" and defined our brand because "a picture is worth a thousand words."

## Key Target Audience Insight

The most compelling thing the target audience should take away from their experience on website is a positive conceptualized view of what the physical space of Muir Woods looks like and what the atmosphere and energy of Muir Woods feels like. With the inclusion of high-quality photographs, a gallery, pictures and background information on Muiristas, among other elements of the website, users should feel as though Muir Woods is a chill, comfortable study and hangout spot that also happens to serve great coffee. Overall, we want users of all types to feel like they are welcome at Muir Woods and that the website accurately and transparently conveys Muir Woods' personality.

## Special Issues/Problems Anticipated

In the process of our implementation, we expect to face a couple design challenges. The typical coffee shop website tends to focus more on the retail-side rather than the "people-side" with stories describing previous customer's and employee's experiences. For this website, we are most likely focusing on the "people-side" of things. Thus, we will need to carefully design this part so that it doesn't appear too wordy or overwhelming for our users.

Another design challenge would be to create functionality that requires minimal upkeep. This is because we would like to keep site maintenance to a minimum since there's not many people on MWCH's side that are able to continually keep the website up-to-date with new information. So we'll need to keep this in mind when designing our site. We'll need to design the website to be as general as possible with little to no specifics. If there are parts of the site that require a bit of upkeep, we'll make it as simple as possible so it's easy to change.