

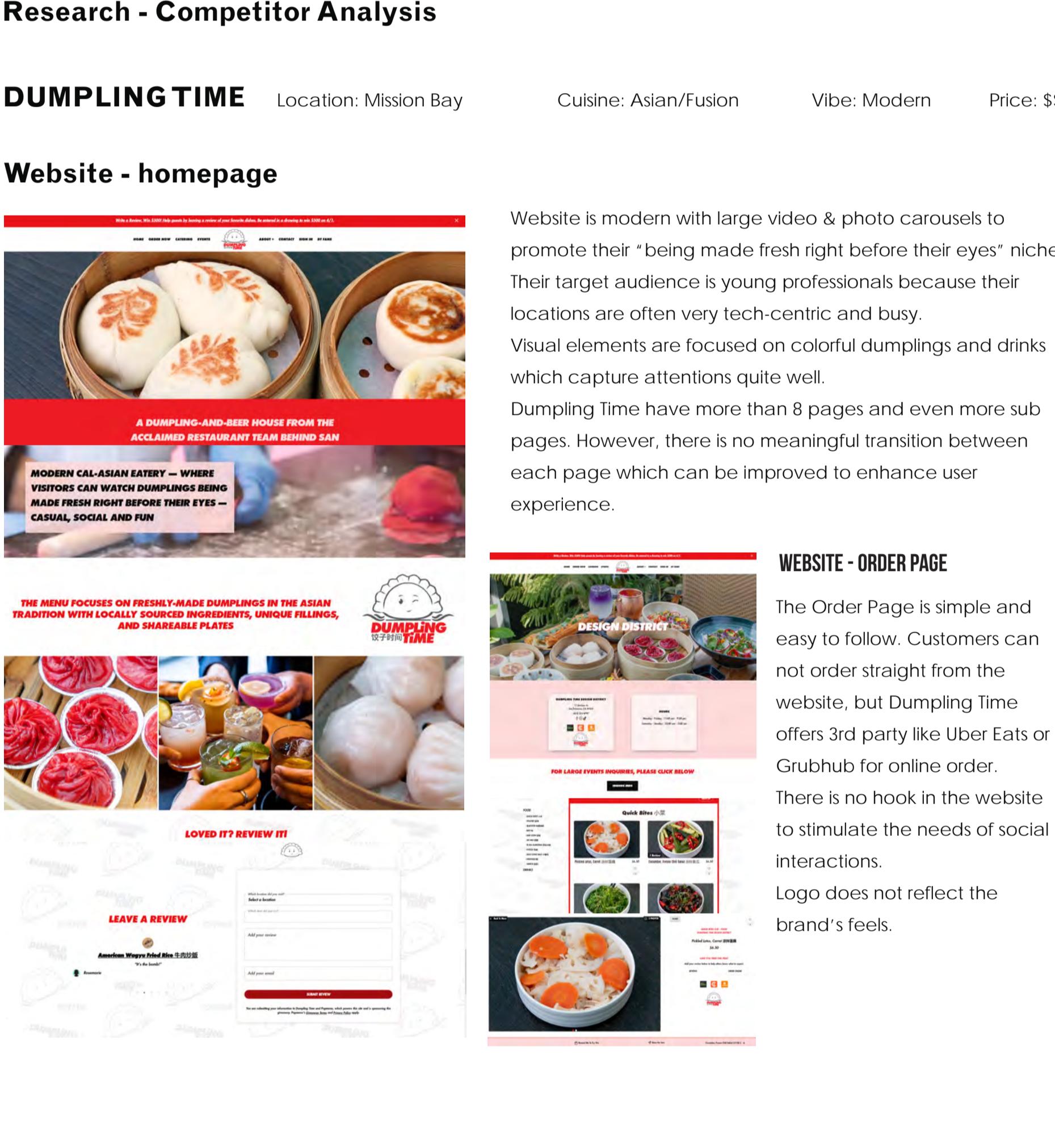
Research - Restaurant Information



525 Cortland Ave, San Francisco, CA 94110, USA
6 Days A Week (Tuesday Closed)
11am - 2:30pm & 4:30pm - 9pm

Research - Restaurant Analysis

Setting United Dumpling provides both indoor and outdoor seating. According to my research, customers seem to prefer the outdoor seating because it gives them a better vibe and fresh air while dining.

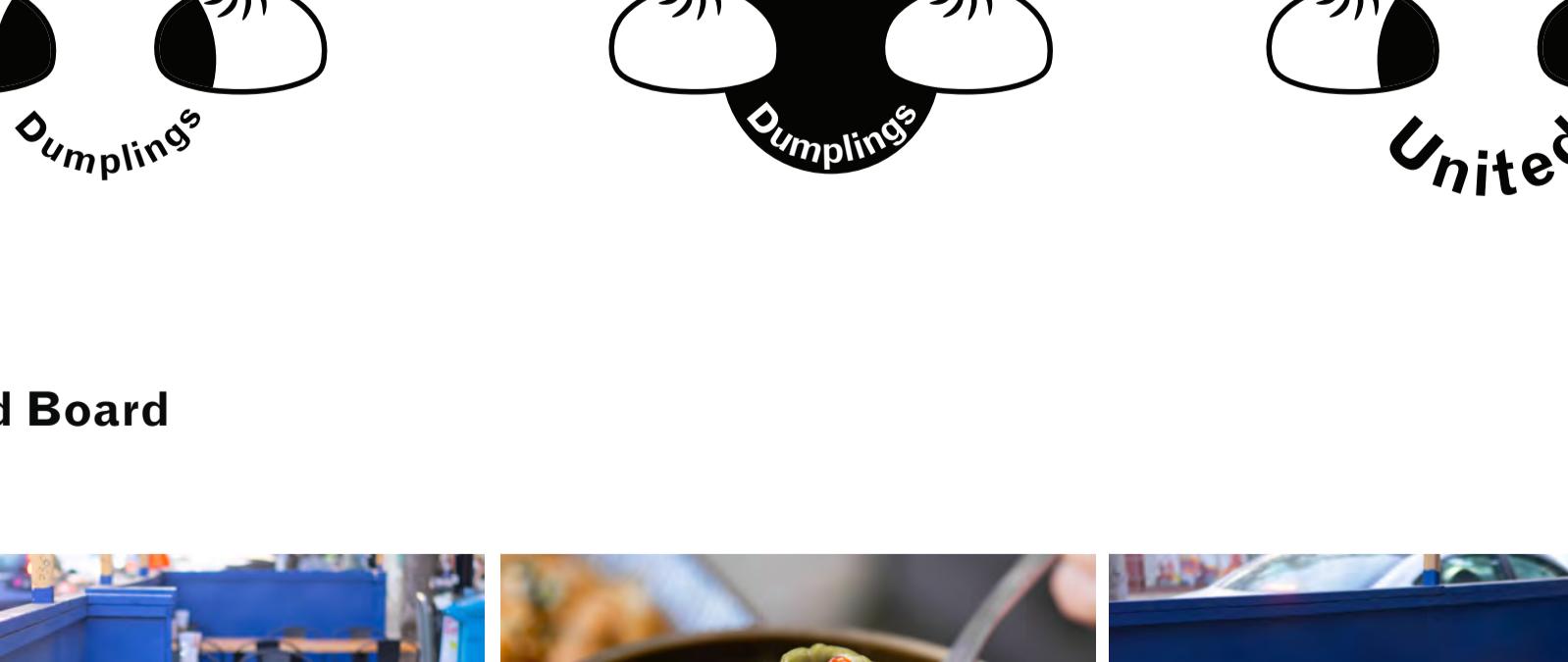


Original Menu & Website

Menu

| Cold Appetizers 涼菜 | Xiao Long Bao 小籠包 | Dumplings 饺子 |
|---|--|---|
| Happy Family Cucumber (V) (GF) Fresh sliced cucumber with sea salt, sesame oil and white pepper. | Pork XLB (6) Pork dumplings with XLB pork with spring onion and green onions. | Spicy Sichuan Wantons in Red Oil (6) Spicy wontons with ground meat, chive, green onion, topped with red oil. |
| Buddha's Delight (V) (GF) Crisp sliced lotus root and carrot, a light sweet-savory sauce. | Chicken XLB (6) Chicken breast with spring onion and ginger. | Grandma's Pork Dumplings (8) Ground pork with chive, spring onions. |
| Vegetarian Spring Rolls (V) Crisp spring roll with egg, carrots, napa cabbage, bell peppers. | Jumbo Soup XLB (1) Super-sized XLB juicy pork, one to a steamer. | Beef Celery Dumplings (8) Ground beef with fresh celery, spring onions. |
| Shredded Potatoes Salad (V) Crispy potato shreds infused with a bright Sichuan peppercorn oil. | Shanghai Sheng Jian Bao (6) Pan-fried pork buns, Juicy pork with spring onion, topped with white vinegar. | Korean BBQ Beef Dumplings (8) Korean bulgogi flavored beef dumplings. |
| | Pork Fried Noodles (6) Fresh guacamole, cucumber, carrots, bean sprouts, topped with fried egg. | Chicken Mushroom Truffle Dumplings (8) Chicken mushroom truffle oil. |
| | Mision Guacamole Mixed Noodles (6) (V) (GF) Seasonal mixed vegetable stir-fried with noodles. | Napa Cabbage Dumplings (8) Bean sprouts, carrots and mushrooms. |
| | Hand Pulled Noodles 拉面 | Jumbo Shrimp Turkey Dumplings (8) Jumbo tiger shrimp, organic ground turkey, green onions. |
| | California Beef Noodle Soup (6) Fresh guacamole, cucumber, carrots, bean sprouts, topped with fried egg. | Scallop and Chicken Dumplings (8) Chicken with spring onion, topped with one fresh scallop. |
| | Schezuan Dan Noodles (6) Spicy Sichuan Dan Noodles with a mix of caramelized and crispy ground pork, bok choy. | |
| | Seafood Stir-Fried Noodles (6) Fresh scallops, shrimp, scallop roe, vegetables. | |
| | Mision Guacamole Mixed Noodles (6) (V) (GF) | |
| | | |
| Hot Appetizers 小熱菜 | Rice 米飯 | Pot Stickers 锅貼 |
| Five-Spice Crispy Silken Tofu (V) Crispy silken tofu with five-spice powder, served with chili lime ginger sauce. | Singapore Curry Chicken Fried Rice (6) Chicken breast, pineapple, peas and carrots with yellow curry. | Grandma's Pork Pot Stickers (5) Ground pork with napa cabbage. |
| Sautéed Green String Bean (V) Sautéed green string bean with garlic. | Kimchi Fried Rice (6) Kimchi made from kimchi fried with rice and green onions, topped with a fried egg. | Beef Pot Stickers (5) Ground beef with kimchi. |
| Sweet and Spicy Chicken Wings (V) Honey-sweetened wings with a spicy special sweet-spicy sauce. | Vegetarian Fried Rice (6) Seasonal fresh rice vegetable, eggs, green onion. | Mision Chicken Pot Stickers (5) Chicken sweet corn, mozzarella cheese. |
| Mongolian Cumin Lamb (V) Lamb sautéed with bell pepper, onion, ginger and cilantro. | Steamed White Rice (2.00) | Fish Pot Stickers (5) Cod with fresh clams. |
| Sautéed Pea Shoots with Garlic (V) As described in its name, simple, fresh and goes well with anything. | | Vegatarian Pot Stickers (5) Zucchini, eggs and crunchy bites. |
| Crunchy Shrimp Toast (V) Savory Chinese donut with baby shrimp and creamy sauce; crunchy, salty, and sumptuous. | | Dessert 蛋糕 |
| | | Fried Sweet Dumplings (4) Choose your flavor: Black Sesame, Red Bean or Chocolate. |

Website



UNITED DUMPLINGS

Location: Bernal Heights Cuisine: Asian/Fusion Vibe: Modern Price: \$\$

Target Audience

Owned by Julia and Sandy - Friends and Business Partner Located at Bernal Heights where there are not many Asian restaurants around the neighborhood.

Attracts many young local residents who would usually bring their friends or families here for dinner.

Indoor & Outdoor dining-in options.

Wide range of traditional tea and beverages.

Pop-up online pick up or delivery location.

Price range is very reasonable for either small or large groups, dine-in or pick up. (20\$-25\$/person)

Demographic - Bernal heights

Population
non-white population

Latino population

African American

Asian population

Percent %

Source: <https://sfclimatehealth.org/neighborhoods/bernal-heights/>

Research - Competitor Analysis

DUMPLING TIME

Location: Mission Bay Cuisine: Asian/Fusion Vibe: Modern Price: \$\$

Website - homepage

Website is modern with large video & photo carousels to promote their "being made fresh right before their eyes" niche. Their target audience is young professionals because their locations are often very tech-centric and busy. Visual elements are focused on colorful dumplings and drinks which capture attention quite well.

Dumpling Time has more than 8 pages and even more sub pages. However, there is no meaningful transition between each page which can be improved to enhance user experience.

WEBSITE - ORDER PAGE

The Order Page is simple and easy to follow. Customers can not order straight from the website, but Dumpling Time offers 3rd party like Uber Eats or Grubhub for online order.

There is no hook in the website to stimulate the needs of social interactions.

Logo does not reflect the brand's feels.

DUMPLING HOUSE

Location: Castro Cuisine: Asian/Fusion Vibe: Touristy Price: \$\$

Website - homepage

Dumpling House website looks like it has not been finished with a lot of unnecessary empty spaces which would confuse their customers.

The menu is designed in basic grid and you can not click to enlarge photo.

There are many advertisements on the website which is also unnecessary because the traffic is 100% low.

The good thing is customers can order and pay through their website. However, the unfinished website may make the customers hesitate to make payment on the site.

Generic Logo looking.

Ideation - Concept development

Wordlist

reunion

family

balance

harmony

memories

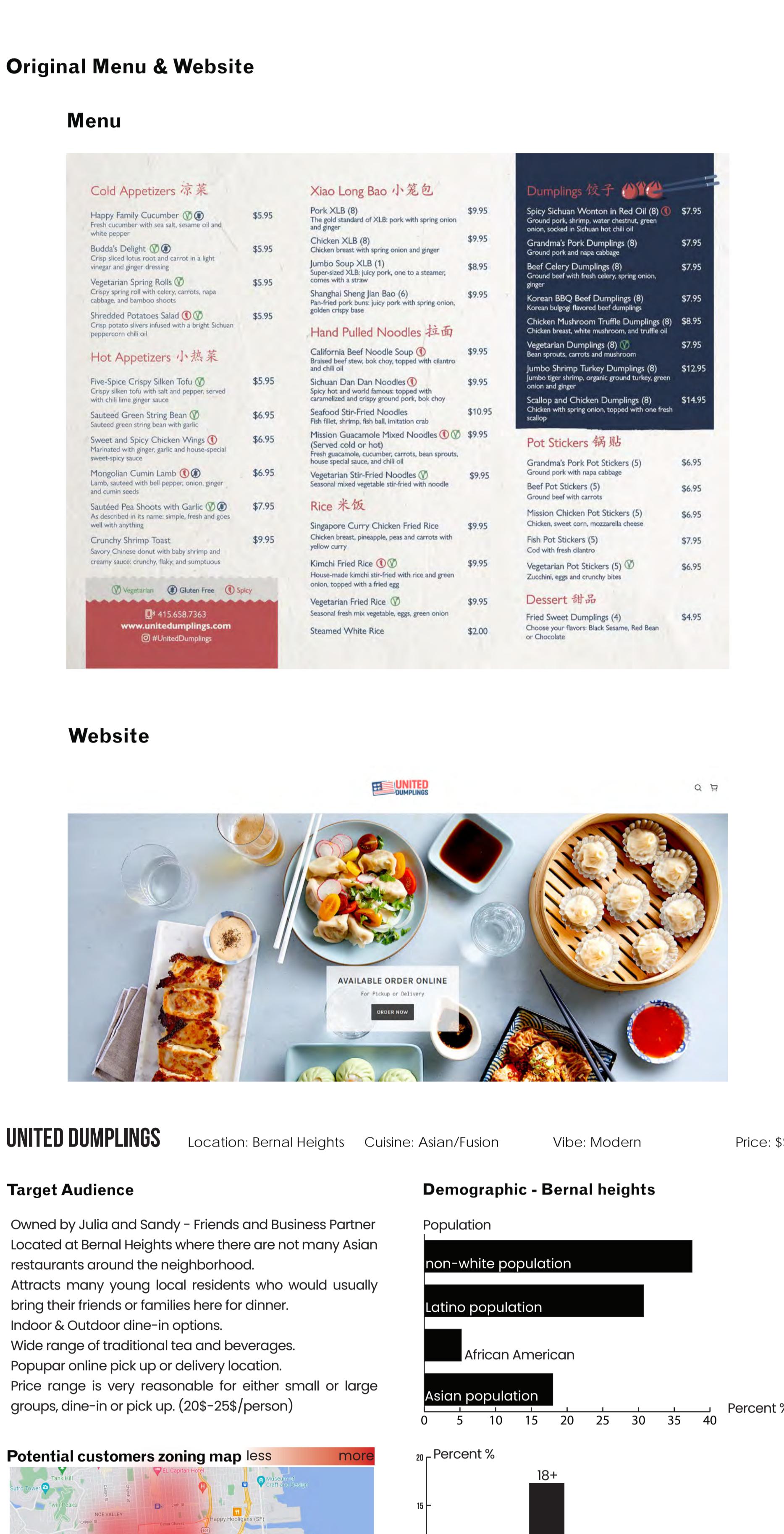
happiness

Pitch

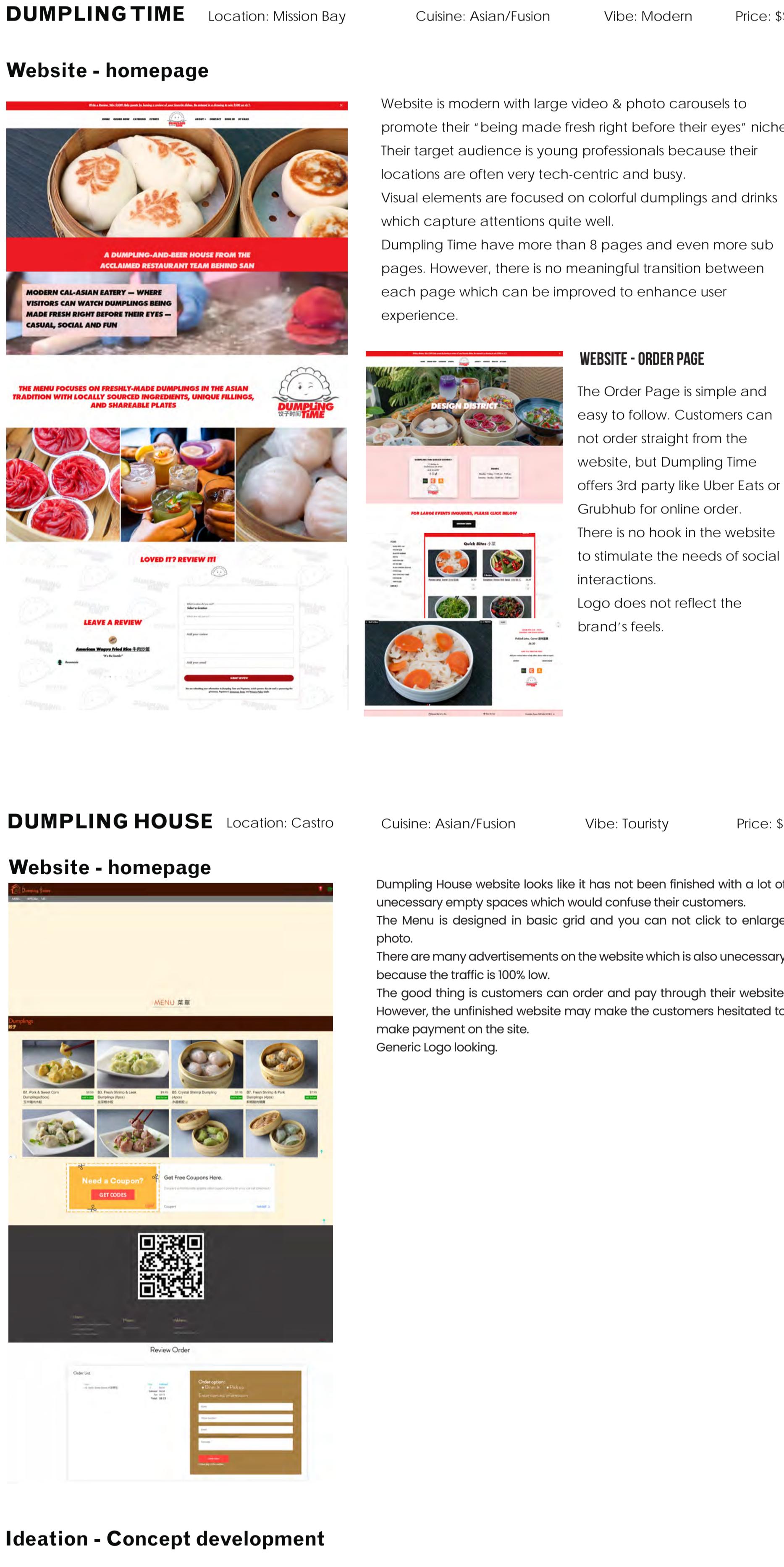
United Dumplings was founded by Julia and Sandy who grew up in Northern China and dumplings have always become the most special food for our family reunion. Apart from being tasty, what really makes them special is that their preparation involves all the family and the harmony and joy created among our family members: grandma makes the filling, uncle makes the dough, auntie makes the wrapper, mom makes the perfect dumplings, dad makes the most ugly ones and children simply get messy with flour in laughter. Now having children of our own, we started United Dumplings, hoping to pass along our fond childhood memories of happy family reunions to our children through our interpretation of dumplings. During the process of creating our menu, we kept grandma's handed-down recipes but also added more flavors that Julia and Sandy experienced with their life adventures. We hope you will enjoy them!

Concept Logo

Gridded Logo - Development



Mood Board



Mission Statement

Growing up in Northern China, dumplings have always been the most special food for our family reunion. Apart from being tasty, what really makes them special is that their preparation involves all the family and the harmony and joy created among our family members: grandma makes the filling, uncle makes the dough, auntie makes the wrapper, mom makes the perfect dumplings, dad makes the most ugly ones and children simply get messy with flour in laughter. Now having children of our own, we started United Dumplings, hoping to pass along our fond childhood memories of happy family reunions to our children through our interpretation of dumplings. During the process of creating our menu, we kept grandma's handed-down recipes but also added more flavors that Julia and Sandy experienced with their life adventures! We hope you will enjoy them!

Sincerely,

Sandy and Julia

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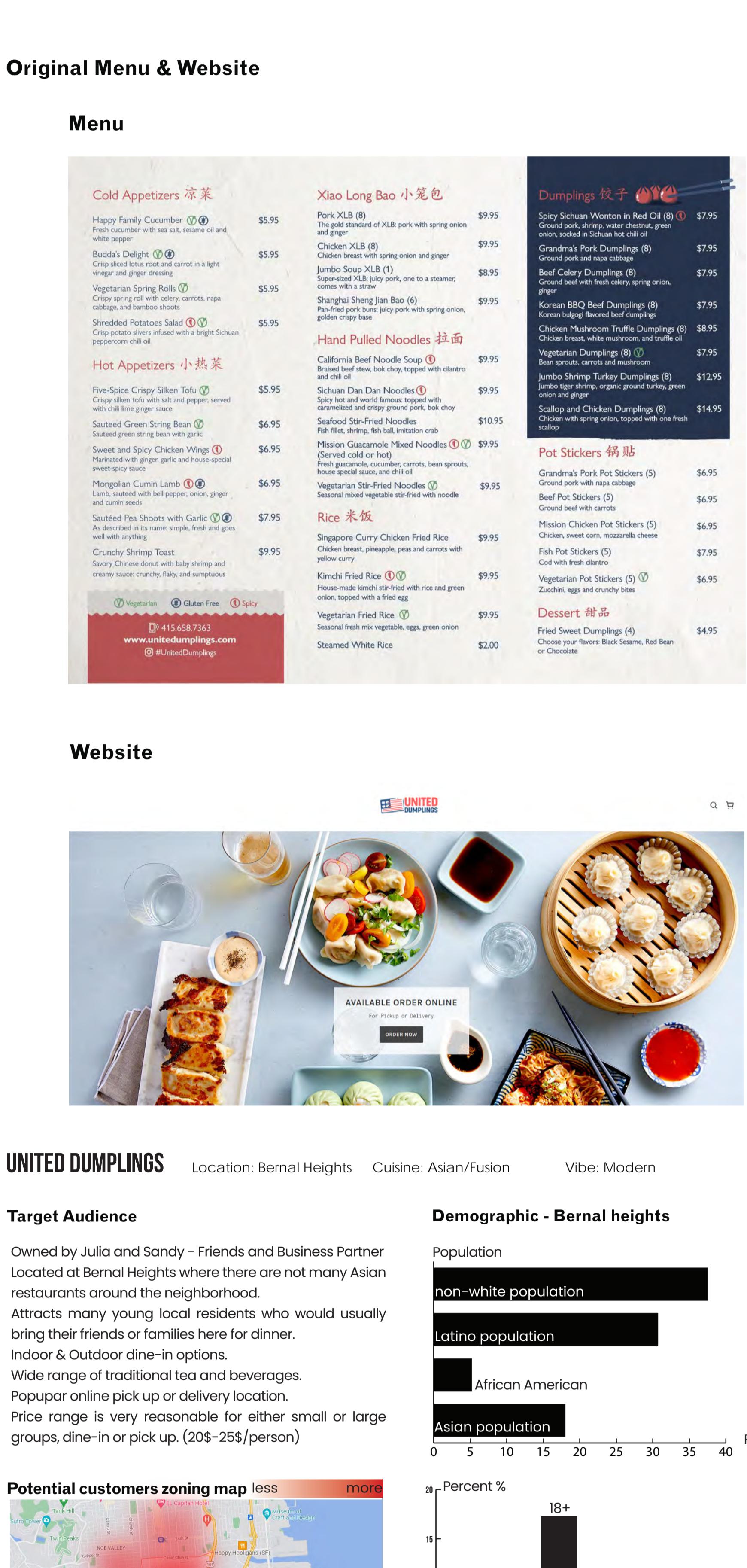
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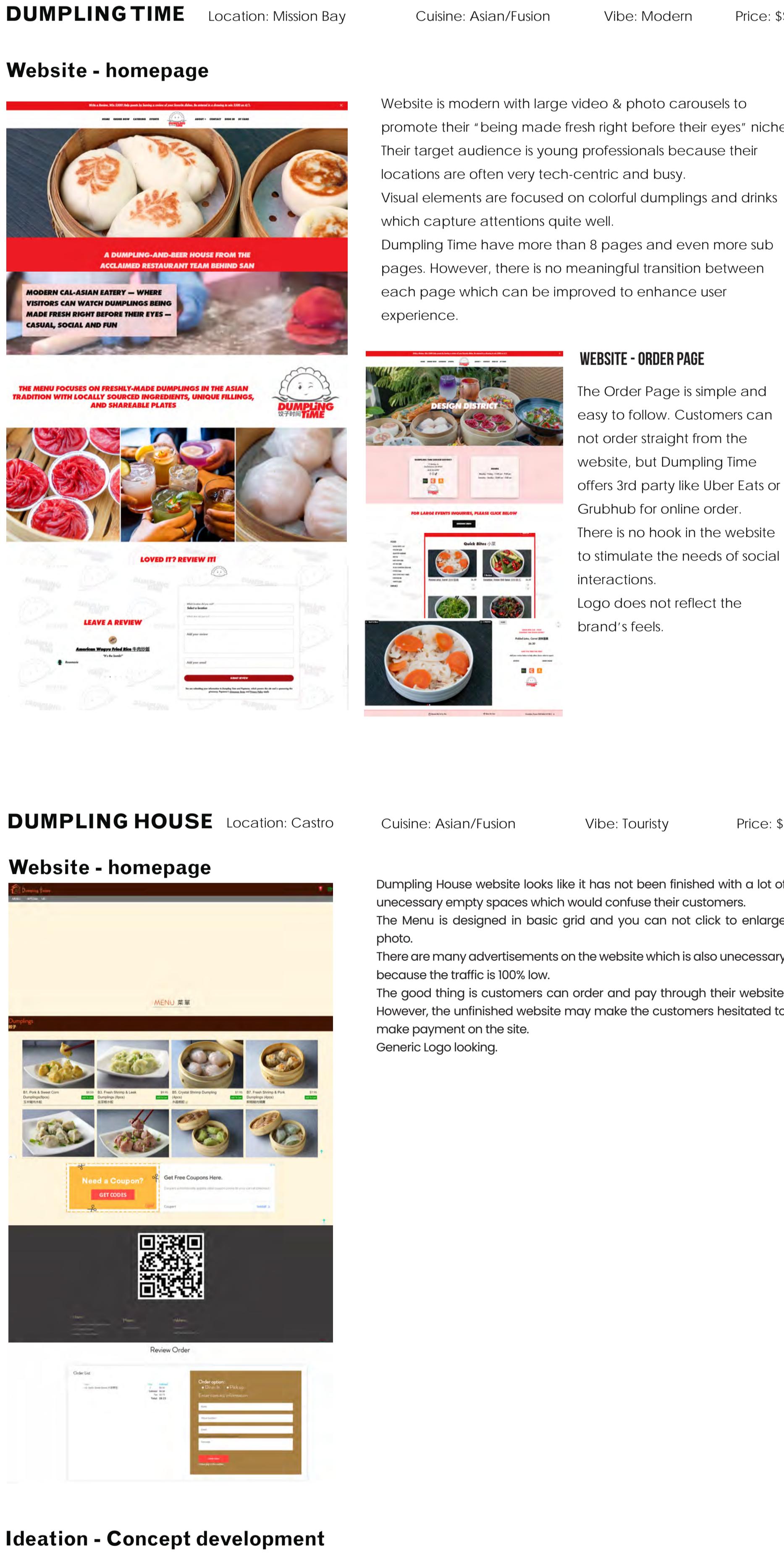
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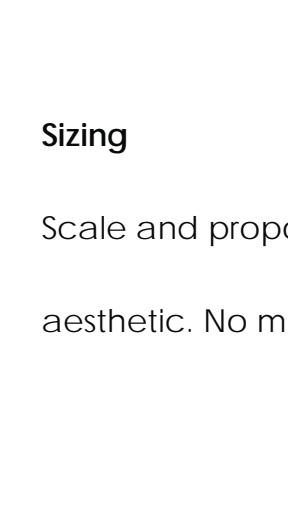
Ideation - Concept development

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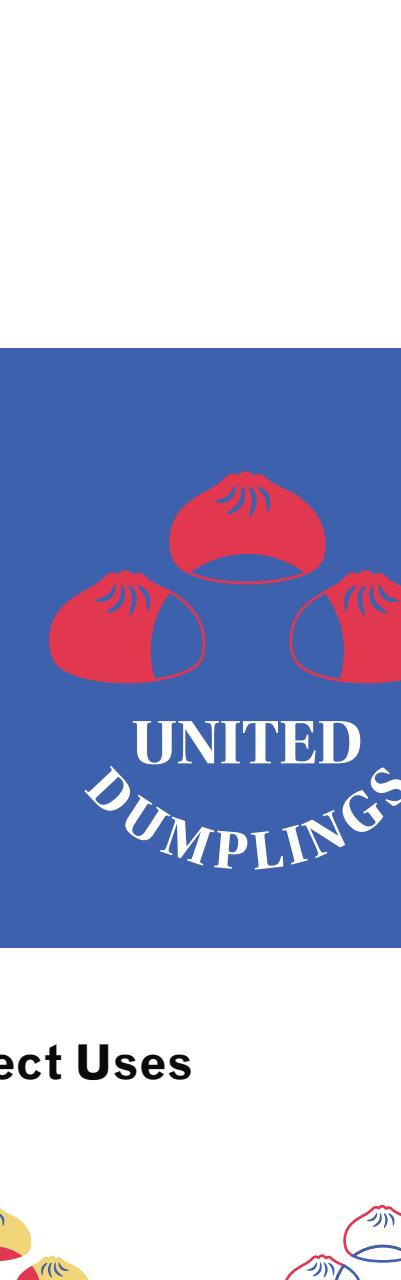
Brand Guide

The primary logo is our identity.
First way to get exposure in the restaurant market.
Used in light background for print & digital format.
Monochrome version is for old school situation.

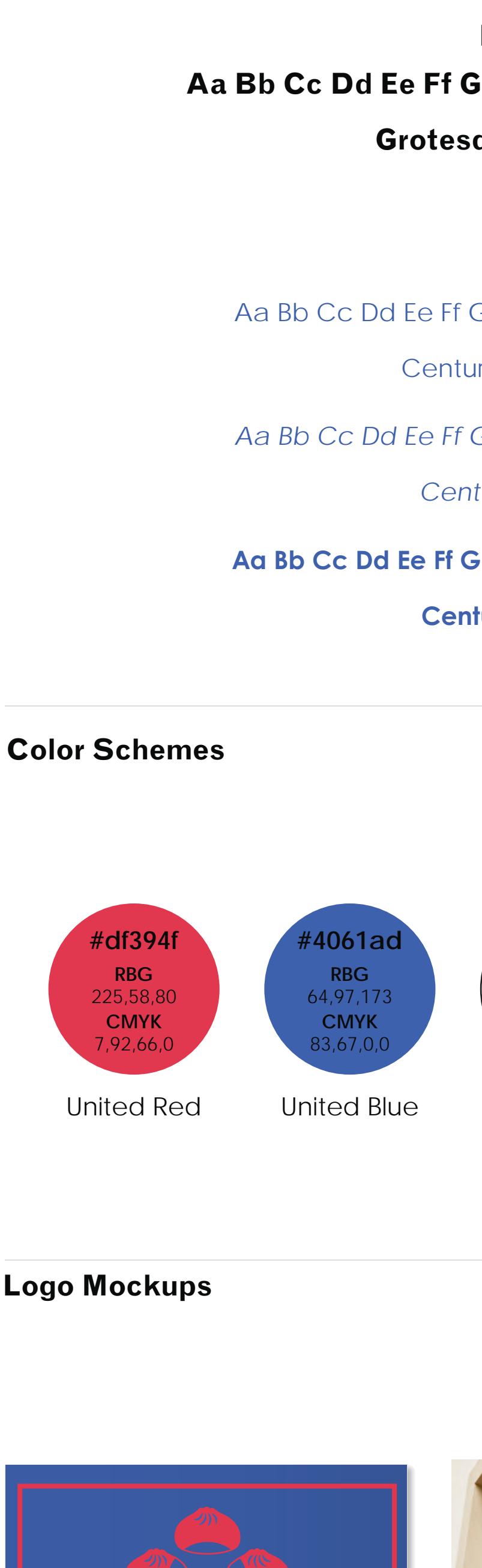
Digital Print



55px height minimum
0.55 inches height minimum



Logo Clearspace



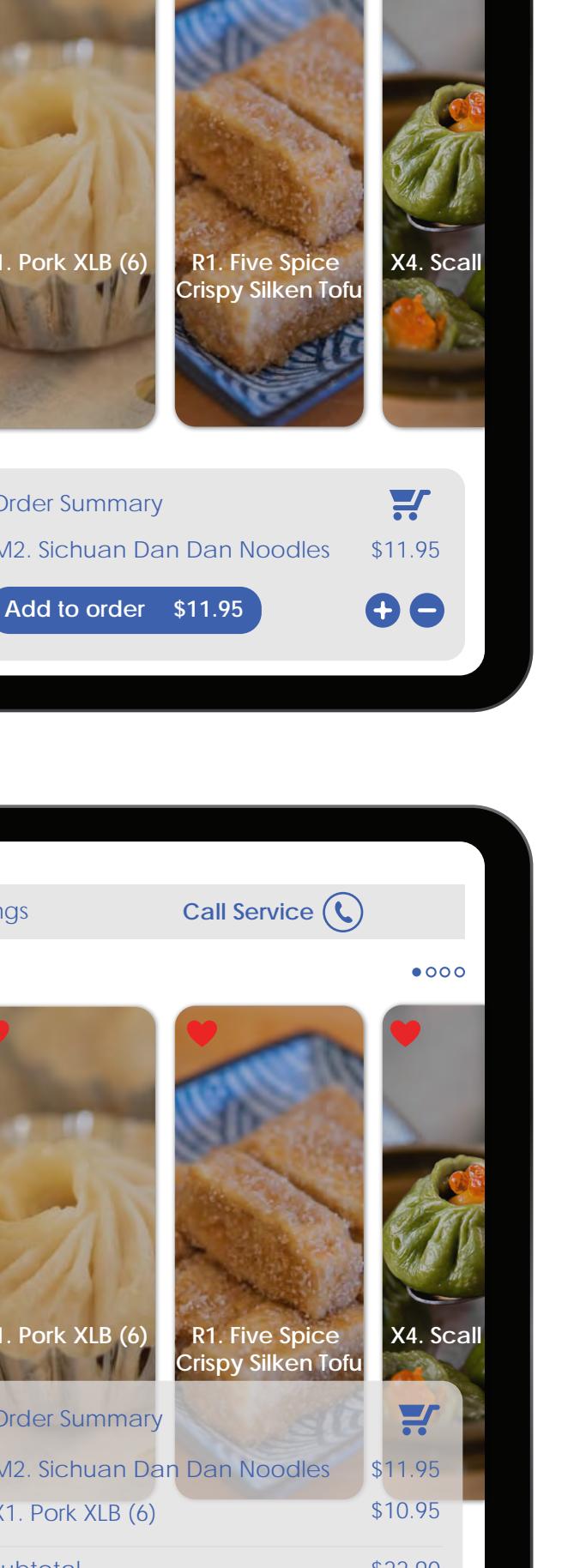
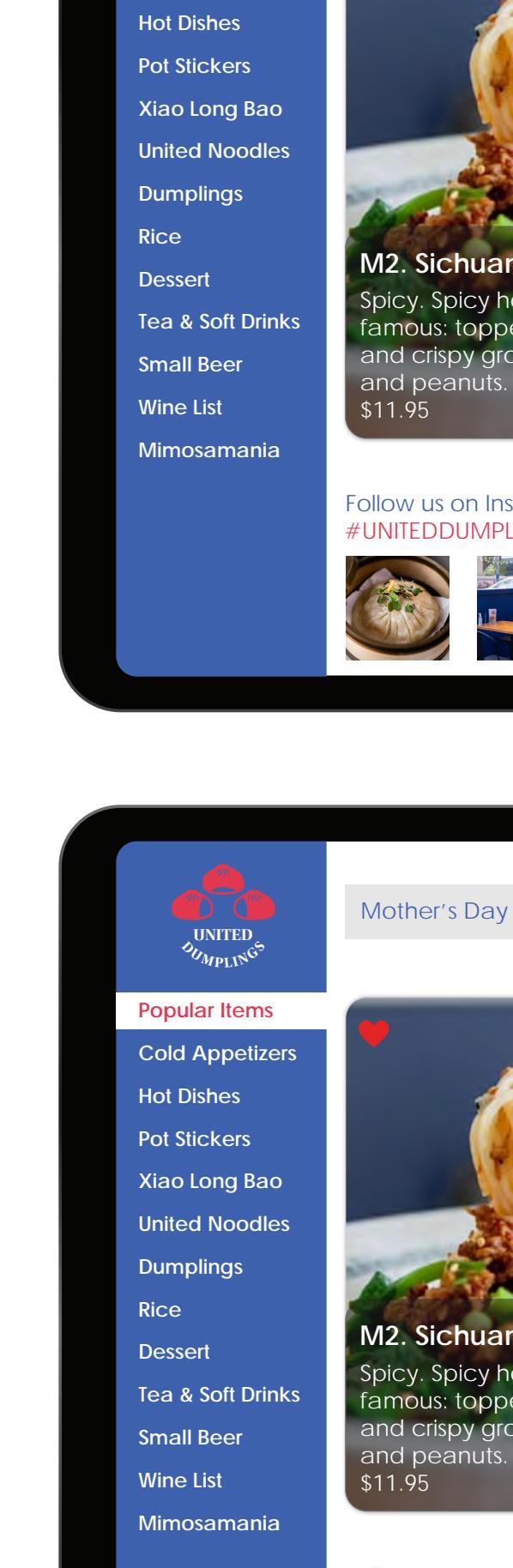
Clearspace

Keep the area around the logo clear
Minimum clearspace 1/4 of the logo's width
No other logos, type, or graphic should violate its space

Sizing

Scale and proportion follow the space, function & aesthetic. No maximum size.

Logo Lockup



Incorrect Uses



Don't change colors



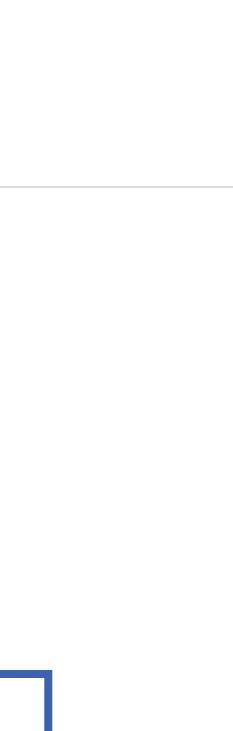
Don't outline



Don't add effect



Don't skew



Don't flip/rotate

Brand Typography

LOGO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll - 1 2 3 4 5 6 7 8 9 0
Utopia Std - Bold

HEADING

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll - 1 2 3 4 5 6 7 8 9 0

Grotesque MT Std - Bold

Body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll - 1 2 3 4 5 6 7 8 9 0

Century Gothic - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll - 1 2 3 4 5 6 7 8 9 0

Century Gothic - Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll - 1 2 3 4 5 6 7 8 9 0

Century Gothic - Bold

Color Schemes

#df394f
RGB: 225,58,80
CMYK: 7,92,66,0

United Red

#4061ad
RGB: 64,97,173
CMYK: 83,67,0,0

United Blue

#ffffff
RGB: 225,225,225
CMYK: 0,0,0,0

United Light

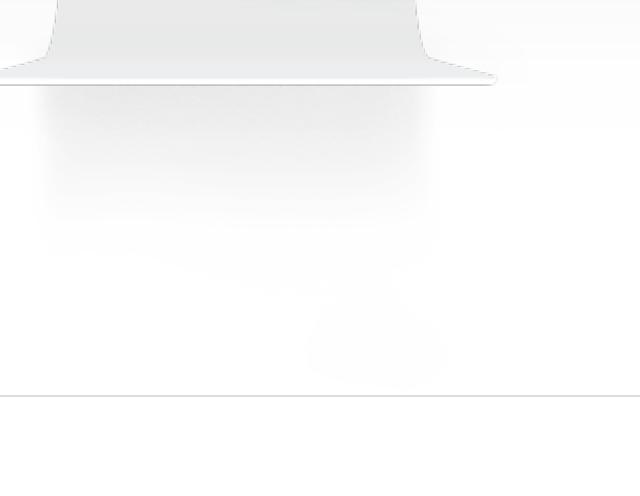
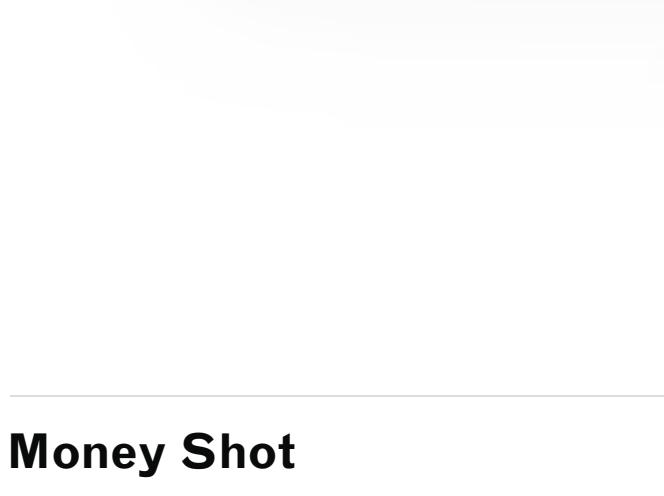
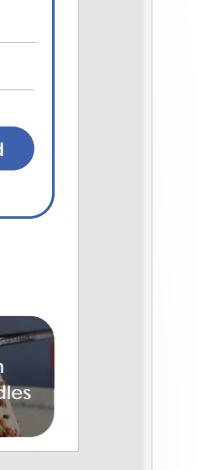
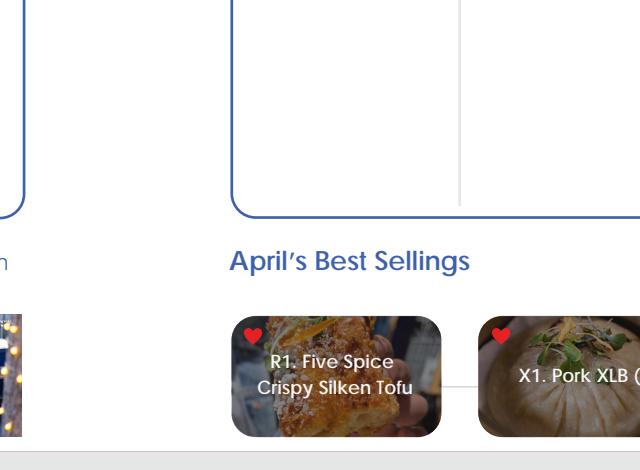
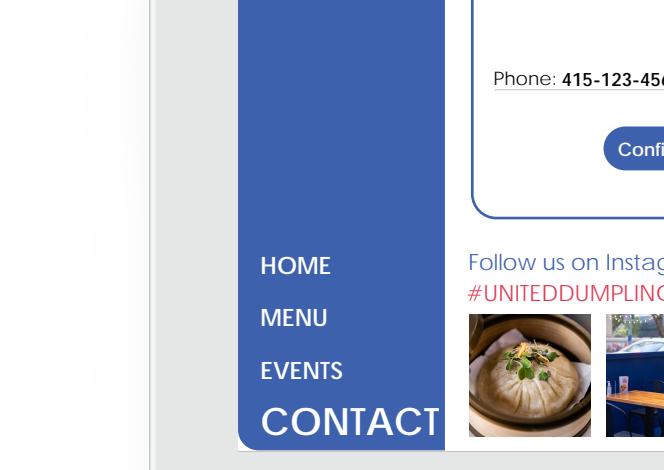
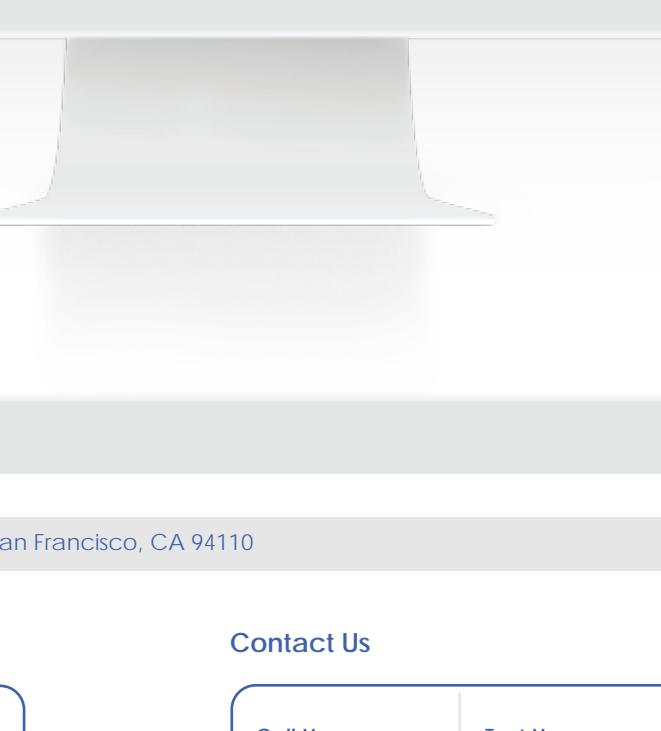
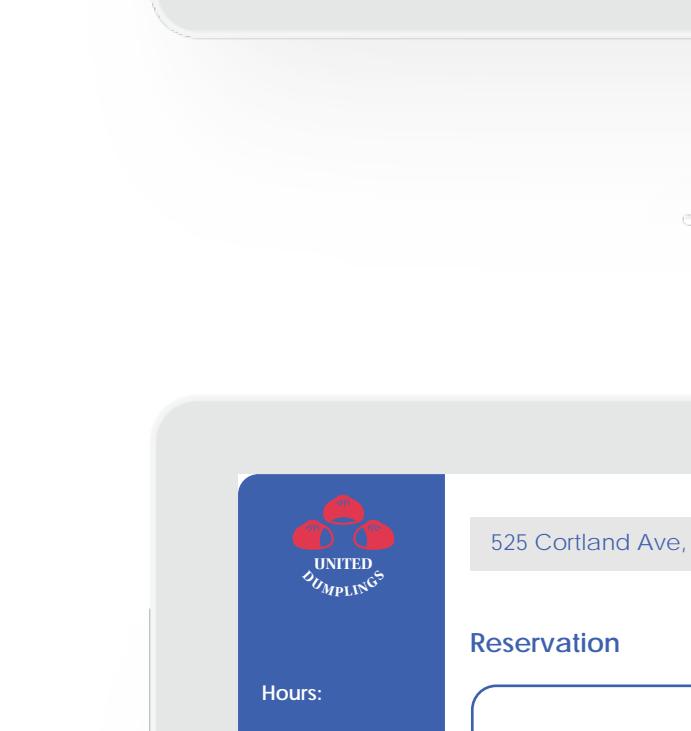
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CMYK: 11,9,9,0

United Gray

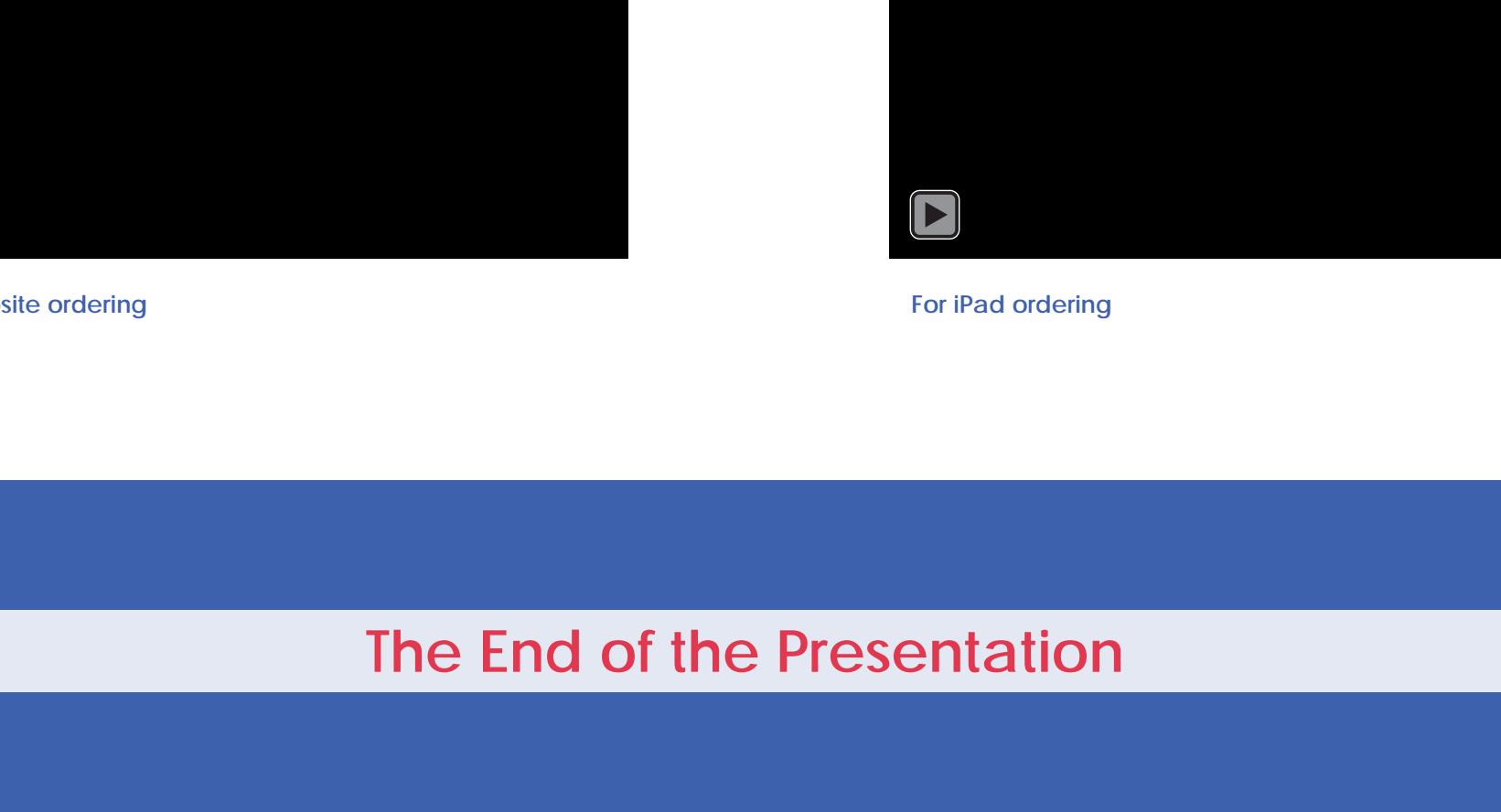
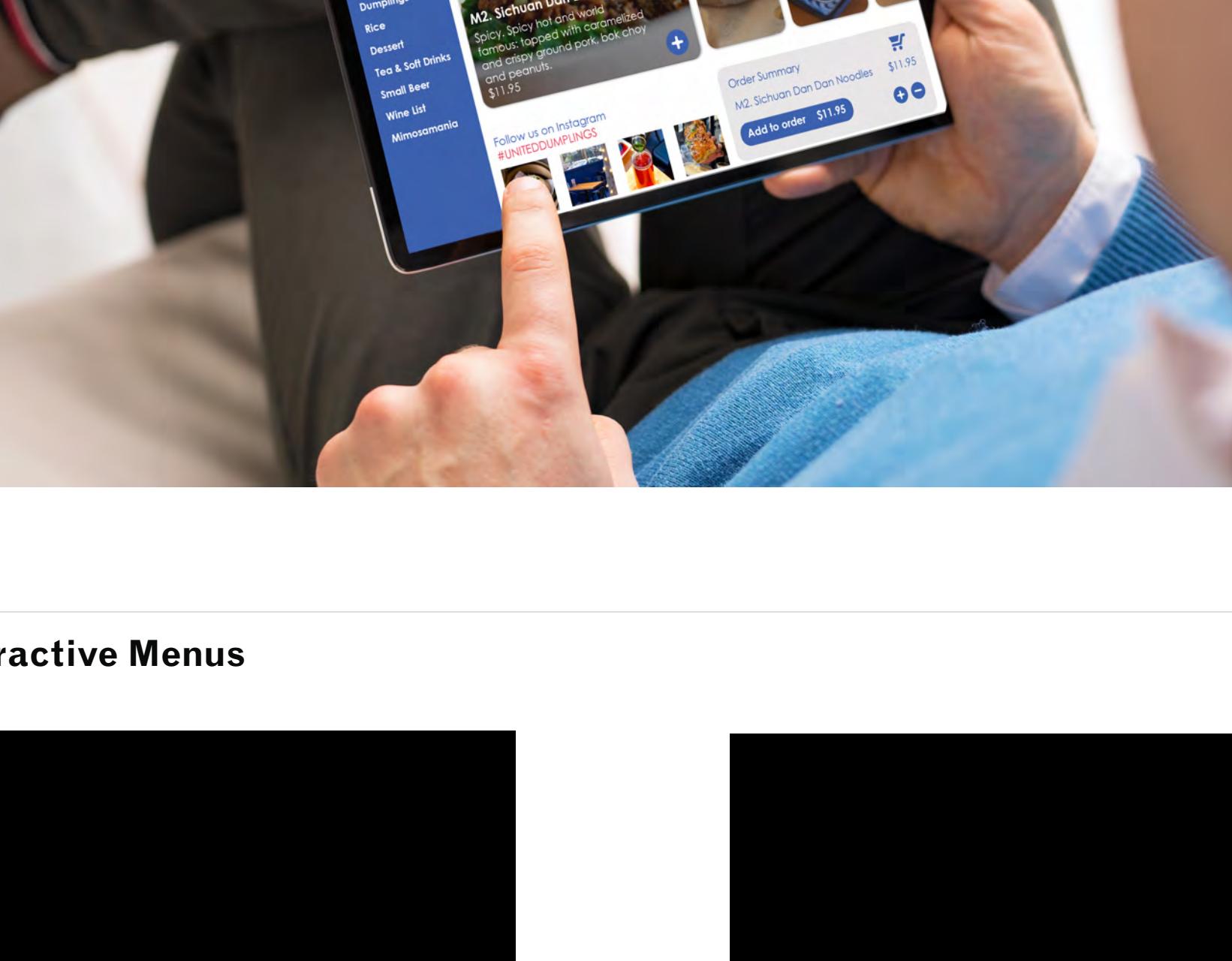
#e0dddd
RGB: 35,31,32
CMYK: 0,0,0,100

United Dark

Logo Mockups



Menu Mockups



Icons Set

Social Media Ads

Environmental Display

Website Mockups

Money Shot

Interactive Menus

The End of the Presentation