

Creative Brief

Product/service/brand name:

Website for coffee shops with online ordering features so that customers can place their orders beforehand.

Target audience:

The cafe's target customers are neighborhood residents between the ages 25-40 years old.

Key Objectives:

1. Online ordering features to allow customers to pre-order.
2. Coffee recommendations with reviews from customers.
3. The reward system
4. To improve customers engagement with online content by making the website easily navigable
5. To improve online presence and access using mobile responsive web design.
6. To improve customer care and communication by embedding social media links.

Purpose and function:

This coffee shop website provides customers with the ability to manage their online orders. The main stakeholders who will use the system include customers and administrators. The website offered customers a way to make an order without having to log in. The website should allow the administrator to add or remove products from the system, verify customer's authenticity, ensure website security. The website will have links to external sources like social media websites and online payment methods like PayPal.

Competitors:

1. Wilde brothers 1.7 miles. Rating: 4.7/5 Website: <https://www.wildebrothers.com/>
2. Peet's Coffee 1.5 miles. Rating: 4.4/5 Website: locations.peets.com
3. Rooz Cafe 0.3 miles. Rating: 4/5 Website: <https://www.roozcafe.com/>

Photos of the store:



Stakeholder Interview

Ann Chu

Victoria Chan

Sergio Ruiz

Discussion held with Antoine, manager of Xochi the Dog Cafe. Xochi the dog cafe is a new cafe located in the Bella Vista neighborhood in Oakland. The cafe's target customers are neighborhood residents between the ages 25-40 years old. The cafe isn't a "dog cafe", the name of the cafe came from a dog his mom owned. The cafe location was picked out by mother as well. The closest competitor to this cafe is Rooz Cafe which is .3 miles. Xochi offers a quality variety of coffee as well as pastries from local bakeries. Xochi also offers their customers a unique space, garden area, small pop up craft markets with local crafters, with plans to offer customers the opportunity to book private events in the future. Xochi's interior colors are mostly white, black, gray with pops of green (small decorative plants). Antoine does not have any ideas for a website theme at this time, but Xochi has an Instagram account where customers can see the latest updates with the cafe.



Competitive Analysis:

Company	Rooz	Wilde Brothers	Wood's Cafe
Brief History of the company	Established in 2001. First location opened in 2001 in Oakland on Piedmont AVE. Second location on Park Blvd was opened in 2007.	In 2018 The Wilde Brothers inspired the opening of the Coffee shop.	The proprietors of Woody's has been serving the neighborhood since 1962 and is devoted to not only providing excellent service and products but also committed to fostering lifelong friendships and developing the Parkway District Community.

Features of the business	Breakfast, coffee, Lunch, beers Mon-Fri 3-5 p.m. Happy hour	Coffee, Pastries,	Espresso/Coffee based beverages, smoothies,italian sodas,sandwiches, and salads
Pain Points of the business	Customer service Food portion pricey	No seating, Customer Service Pricey Drinks taste awful	Customer Service Drinks taste awful
Website Features	www.Roozcafe.com Store location business hours, photo of the store logo	https://www.wildebr others.com/ Menu Store location (Google map) Business hours Contact Email Contact form Background	http://woodyscafe.w eebly.com/ Background Menu Contact form Events (no update since 1/28/2010) Photos of team members Store location Business hours Links to social media



[Home](#)

[Shop](#)

[Menu](#)

[Events](#)

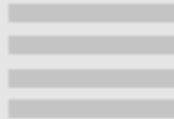
[Order](#)

[Account](#)

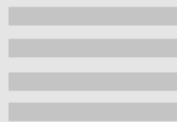
[Contact Us](#)

Store Photo

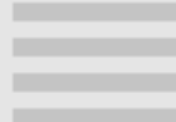
Background



Garden



up coming events



Xochi the dog cafe

1038 E 21st Street

Oakland, CA 94606

@Xochithedogcafe
Xochithedogcafe@gmail.com



Business Hours:
Mon: 8:00am - 3:00pm
Tues: closed
Weds: 8:00am - 3:00pm
Thurs: 8:00am - 3:00pm
Fri: 8:00am - 6:00pm
Sat: 8:00am - 6:00pm
Sun: 8:00am - 4:00pm



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Next

Continue

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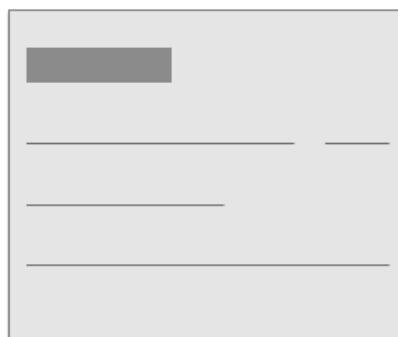
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My Cart

[Submit Order](#)

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Colors



Textures



Images



Buttons



Heading

Proxima Nova 37pt #000

Body Text

Azo Sans 14/18 #000

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Raleway Light
Raleway Regular

Raleway Medium
Raleway Bold

Body Text

Company Adjectives

Modern Welcoming Minimal
Aesthetic Relaxed Green inviting
Chill Bare-bones Stark



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Have coffee in our garden



Background

Xochi the dog cafe is a new cafe located in the Bella Vista neighborhood in Oakland. The cafe isn't a "dog cafe", the name of the cafe came from a dog his mom owned. the cafe location was picked out by mother as well.

Up Coming Events



Menu



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Figma:

<https://www.figma.com/file/Li5XvsM04Zn9Rq9dCujPKJ/Xochi-The-Dog-Cafe?node-id=0%3A1>

Website:

https://victoria7810.github.io/Des327_Group_Project_Xochi/Homepage.html