

The business wants to keep the branding similar for the most part as it is a local business. They want the logo to be the same but maybe with a lighter and more welcoming theme/colors. With the current virus issue and this business being centered around it being a bar, they want to expand their delivery a bit in order to keep up with current needs. They want the website to be as accessible as possible. (currently they allow you to pick where you want to order from, and then there is a list with items they offer such as food for delivery as well as groceries.

For customer retention they relied on live events as well as themes depending on holidays but with the new changes in order to sustain business, they might consider having a recurring grocery delivery option which helps customers stick to them over other competitors for groceries and other food.

Their direct competitors are bars nearby such as Blue Agave Club and Andy & Yu's. The clients for these bars are different compared to Beer Baron. At Beer Baron it's more of an upbeat atmosphere whereas Blue Agave Club and Andy & Yu's are targeted towards a more lighter atmosphere and towards an older crowd.

Their indirect competitors are other nearby restaurants such as Strizzi's and New York Pizza because Beer Baron not only offers alcohol as the name suggests but they also offer food at the place so they want to market that a bit more and want to market the grocery delivery part a bit more now.

Mike's Camera

We decided to do Mike's Camera instead for our project. The business suggested less cluttered home page. They also suggested to highlight the events, sales, and membership that the camera store provides because that is how they make most of their revenue aside from camera sales.

Since the store also sells film stock, they wanted a section that highlighted that in the front of the webpage which would help target both older customers who are fans of analog photography as well as introducing it to a newer and younger audience.

Style Tile

Text:



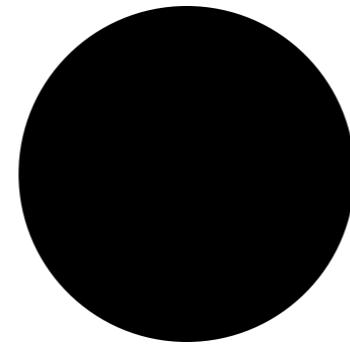
Silom logo

Didot, where are you?

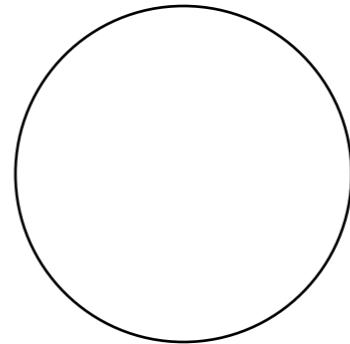
Andale Mono Search
bar

Cochin photo gallery

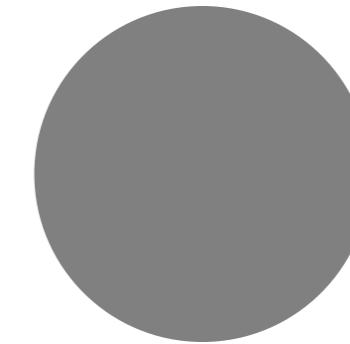
Color:



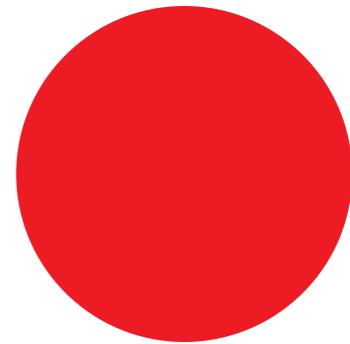
#000000



#ffffff



#808080



#ed1c24

Adjectives:

CLEAR

EASY

COHESIVE

CONCISE

SIMPLE

STRAIGHT-FORWARD



ARE YOU IN

COLORADO

OR

CALIFORNIA

?



Q Search

0



Weekly Specials



Photo Gallery

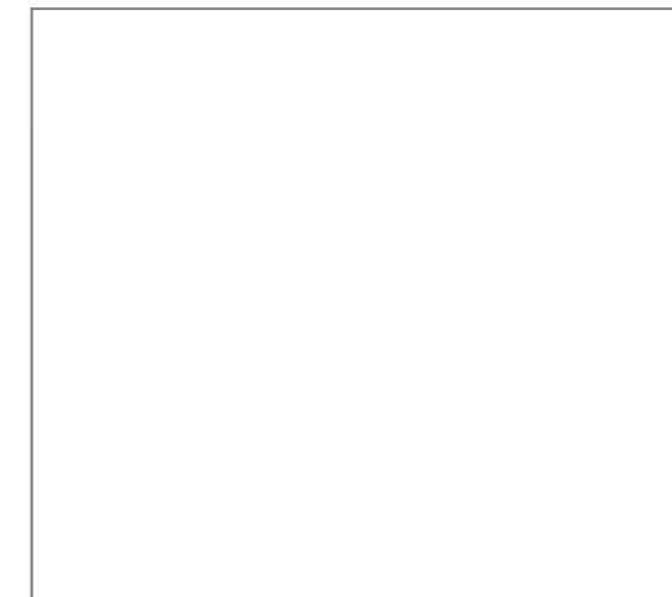
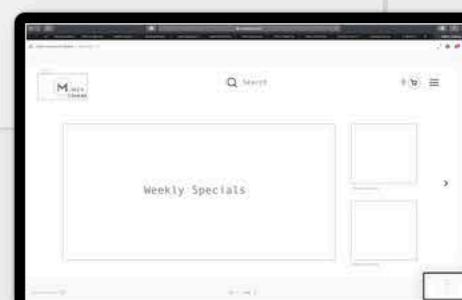


Photo Gallery





Q Search

0 A circular icon with a shopping cart symbol and the number '0' indicating no items in the cart.



Offers



Photo Gallery

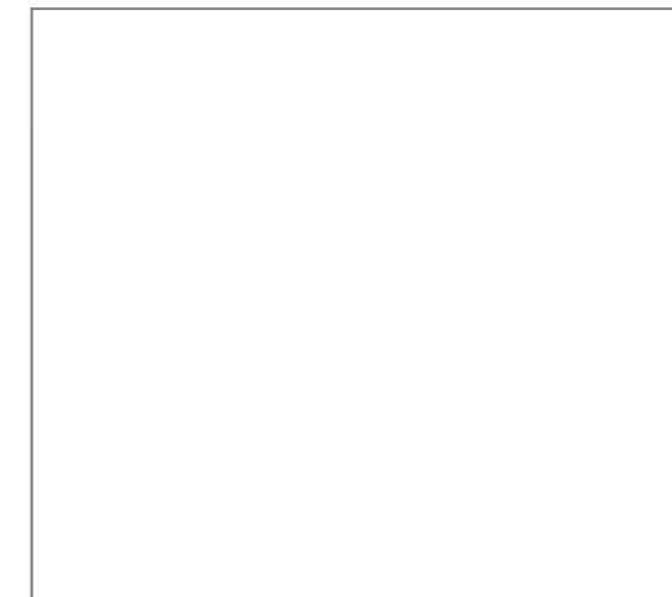


Photo Gallery



Q Search

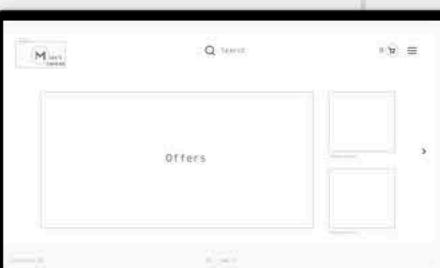
0



Events

Photo Gallery

Photo Gallery



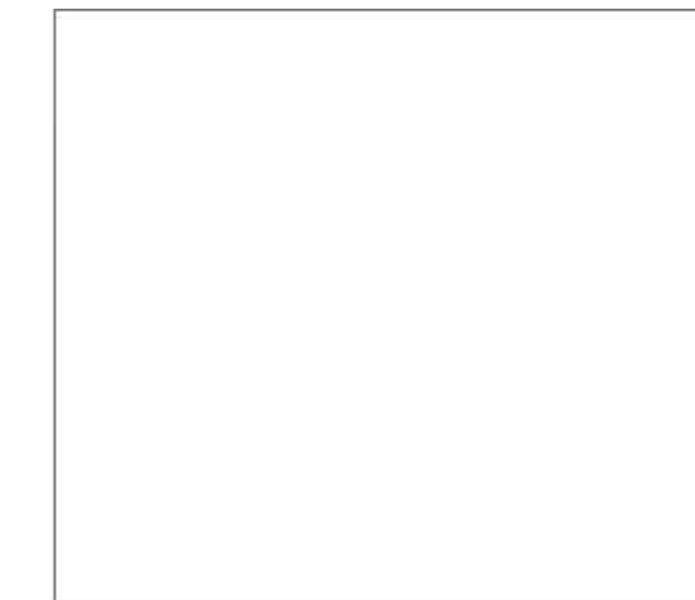
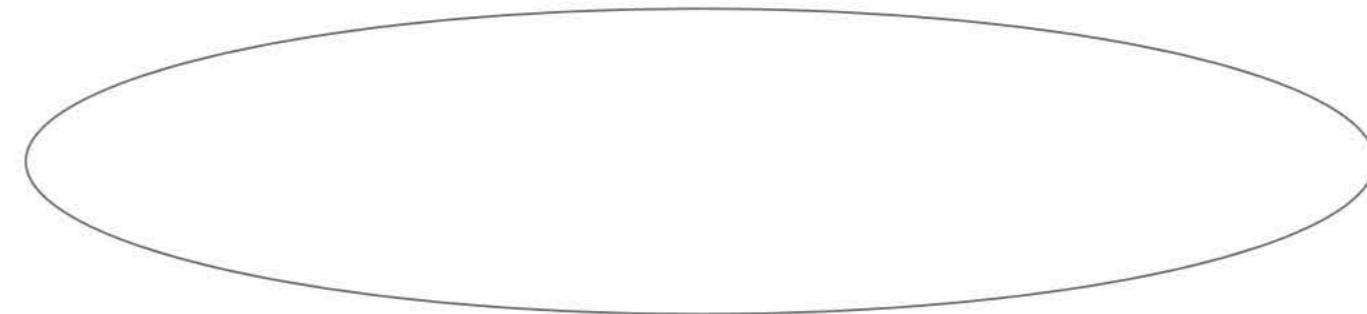


Photo Gallery

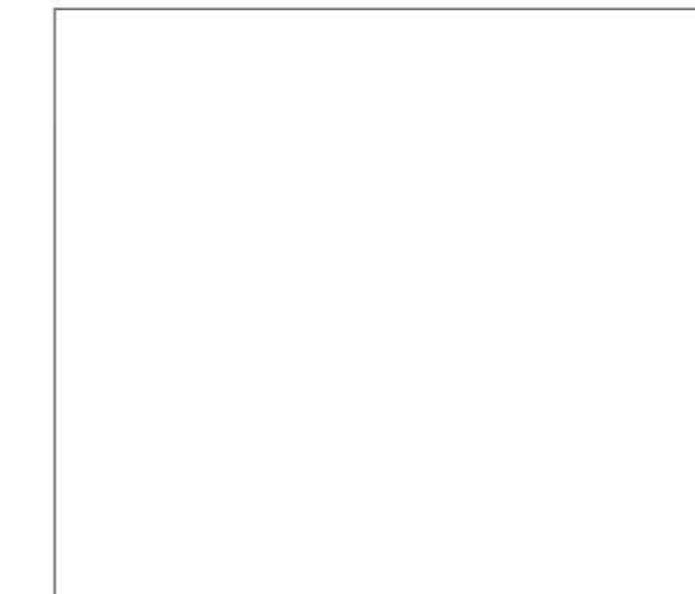
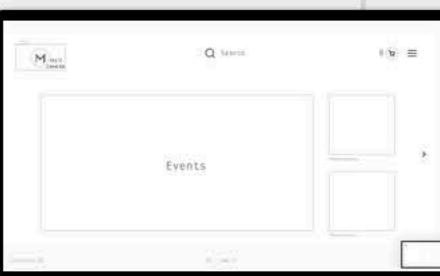


Photo Gallery





Q Search



Cameras

Order prints, gifts, and
film developing and
scanning

Wall decor and custom
framing

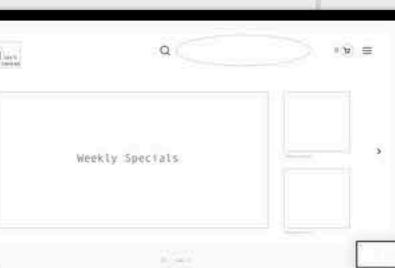
Passport photos and data
recovery

Used gear, rentals, and
repairs

Education

Corporate, government,
educational

Weekly Specials





Q Search



Cameras

Order prints, gifts, and
film developing and
scanning

Wall decor and custom
framing

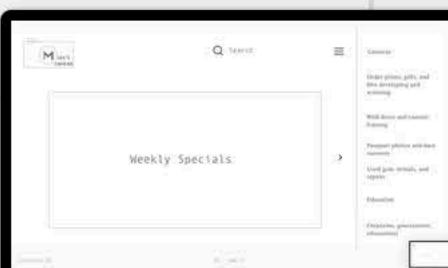
Passport photos and data
recovery

Used gear, rentals, and
repairs

Education

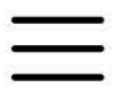
Corporate, government,
educational

Offers





Q Search



Cameras

Order prints, gifts, and
film developing and
scanning

Events



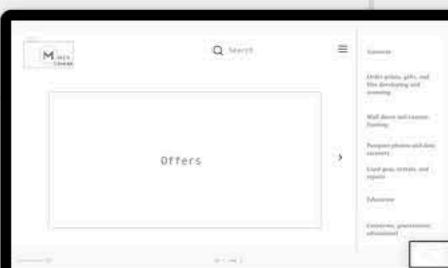
Wall decor and custom
framing

Passport photos and data
recovery

Used gear, rentals, and
repairs

Education

Corporate, government,
educational





Search products... >



Cameras



Order prints, gifts, and
film developing and scanning



Wall decor and custom framing



Passport photos and data recovery



Used gear, rentals, and repairs



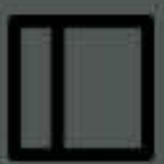
Education



Corporate, government, educational



Events



Search products...



Film Development

Prints

Sales

Rentals

Prints



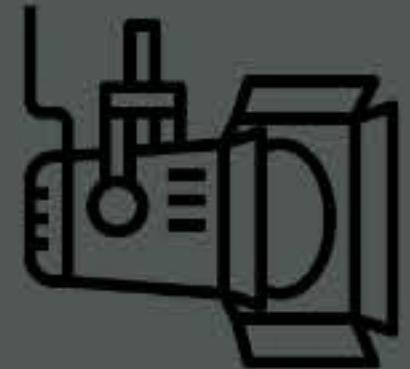
Frames



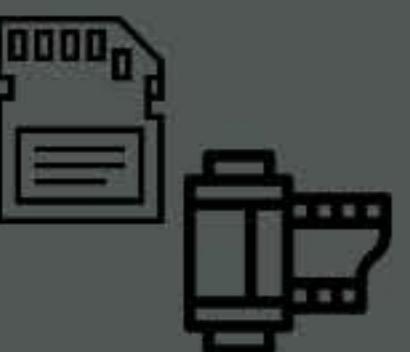
Cameras



Lighting



Film & Accessories



Lenses



Weekly Ad



Contact us

Locations



Mike's Camera Re-Brand



by Jenai Chin & Ashish Pyala

Comparative Analysis

Re-Brand Company:



Mike's Camera was founded in 1967 & now has 10 imaging stores in Colorado & Northern California that have become favorites for professionals and amateurs. Mike's Camera company headquarters is in Boulder, Colorado and have a few spread out in the Bay Area: Dublin, Sacramento, Menlo Park, etc.

Features/Website Features:

- Photo & video cameras & equipment
- Audio services + equipment
- Film services
- Printing services
- Used/rentals
- Deals

Pain Points:

- Cannot ship to customer/very difficult to do
- Crowded website, can condense information

Comparison Companies:



Features/Website features:

- Photo & video cameras & equipment
- Surveillance
- TVs & Entertainment
- Used



Features/Website features:

- Photo, video, audio cameras & equipment
- Film services
- Home electronics
- Musical Instruments
- Used/rent
- Deals



Features/Website features:

- Photo, video, audio cameras & equipment
- Film services
- Used, eBay, & trade in

B&H is a camera store company that started in 1973 and started as a mom & pop shop in Manhattan, New York and is now the biggest non-chain camera store in the US. B&H was started by Blimie Schreiber and her husband, Herman.

Pain Points:

- Color aesthetic
- All deals on front page until it gets to reviews & random articles

Adorama began in 1974 in New York City. They took up to 200 mail orders around the country during this time. They then opened AdoramaPix in 1997 which was their Digital Photo Lab where you can personalize gifts with your photos. The following year they launched their website Adorama.com to take online orders.

Pain Points:

- Offer email subscription does not go away until you put your email in
- 3 different ways of getting to the same categories

Samy's Camera began in 1976 by Samy to be a full service store. Samy's Camera hosts equipment demonstrations, special sessions with manufacturers, product training, and guest classes along with having their own classes held in Samy's EDU.

Pain Points:

- Some parts of website looks like a scam
- Some sections do not have anything, should be taken off

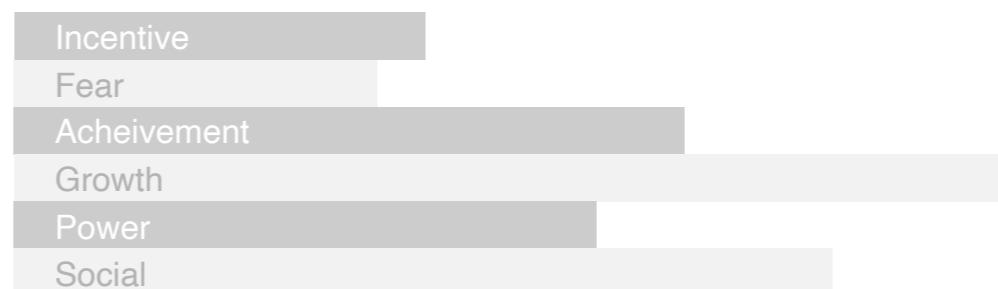
AGE 26
OCCUPATION Photographer/Videographer
STATUS Freelance
LOCATION Ohio
TIER Professional

Ambitious Admired Focused



Tobi Rhodes

MOTIVATIONS



GOALS

- To have consistent clients
- To provide professional and reliable services
- To grow business

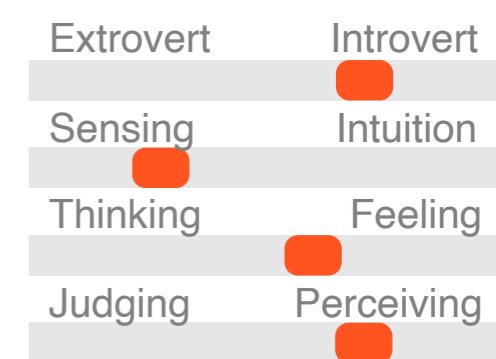
FRUSTRATIONS

- Unreliable equipment
- Slow processing times
- Poor communication

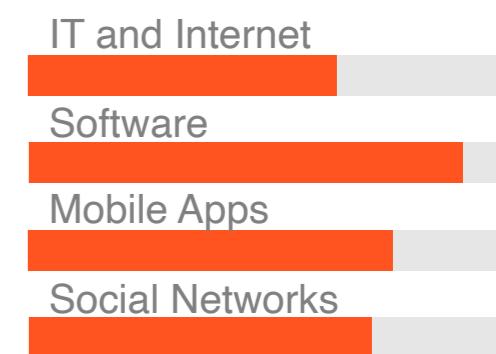
BIO

Tobi works as a freelance photographer, and does work for clients such as Audi, Coca-Cola, and Sony. He relies on his equipment to be reliable and if he has any issues, he needs to be able to send it back quickly to get it fixed. Tobi loves tech and is very enthusiastic about building his media company along with his portfolio.

PERSONALITY



TECHNOLOGY



Audi

Coca-Cola

SONY

20 responses



Accepting responses

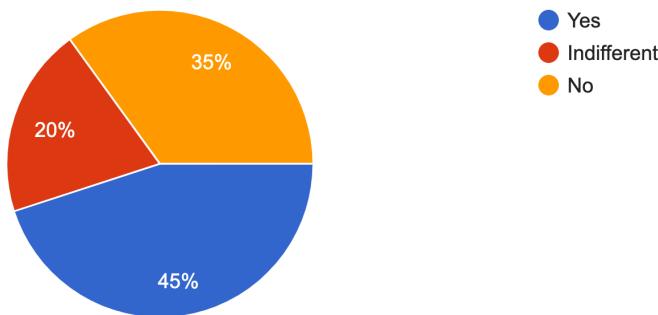
Summary

Question

Individual

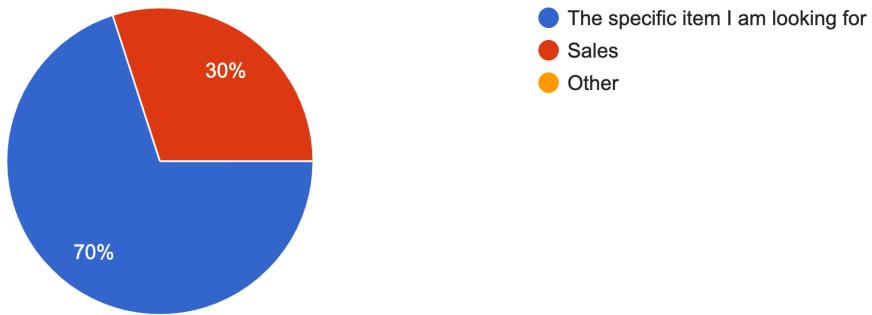
Do you like when stores engage with you? (ex. Sharing offers, weekly specials, events)

20 responses



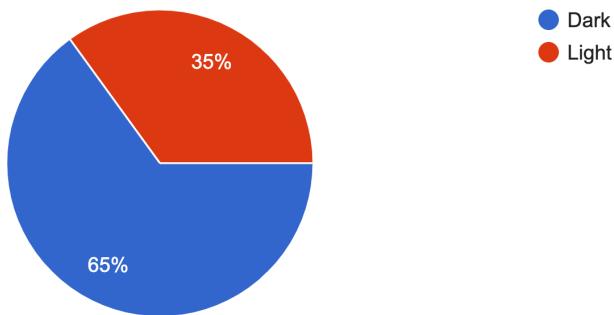
What do you look for first when shopping online?

20 responses



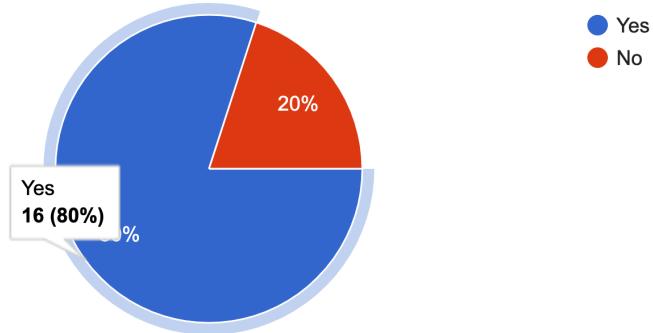
Do you prefer darker or lighter colors in logos?

20 responses



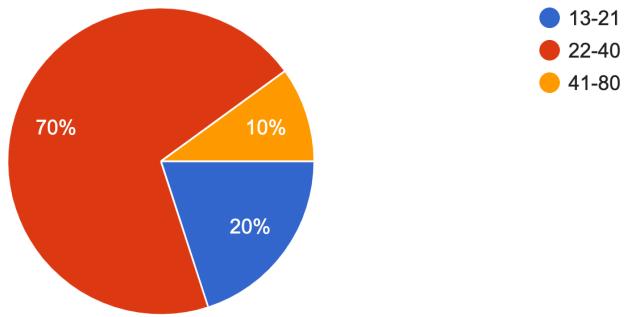
Would you subscribe to a membership service if it meant lower service prices and benefits over time?

20 responses



What is your age?

20 responses



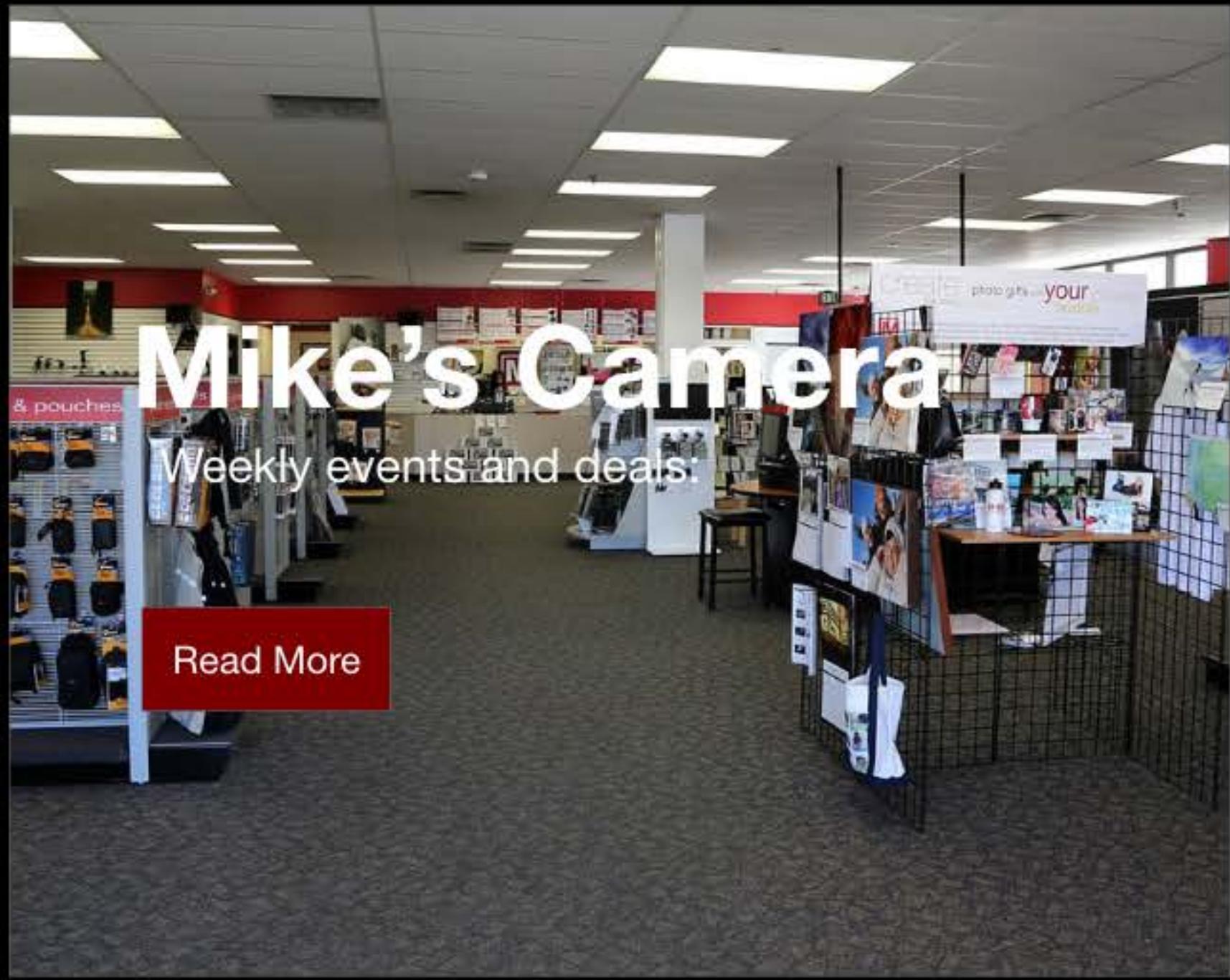
Jenai Chin
Ashish Pyala
Prof. David Hurwich
DES 327
Interactive Design I

Stakeholder/Target Audience Feedback

The stakeholder liked the wireframe, style tile, and mockup they said for the most part and mentioned that they see where we are going with the design and what motives we have for the website. The main concerns that he had were the change of logo and adding pictures to the mockup. He was concerned about the change of logo because of how long the company has had the same logo (decades), they would like some explanation as to why we wanted to change it and how that change would benefit the company. While for the adding pictures part, they wanted to be able to see the wireframe a bit more complete in that we needed to add pictures for them to see it with a clear mind.

While for the target audience section, I interviewed a few photographer friends to get some feedback. They also mentioned the fact that the wireframe had no pictures. They also asked the same question that the stakeholder asked in that they were wondering whether the monochromatic logo was intentional or not. Along with the fact that they liked the simple nature of the wireframe but felt the icons were too much for the page.

The main things that we will change are: the logo back to the original, adding pictures, and making the icons a bit smaller/not adding them at all (as our classmates told us when looking at the wireframe to make them a bit smaller/remove them).

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[Buy Now](#)

Pro Membership

\$299/yr

[Buy Now](#)

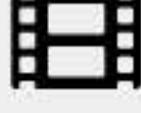
Cameras



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Accessories

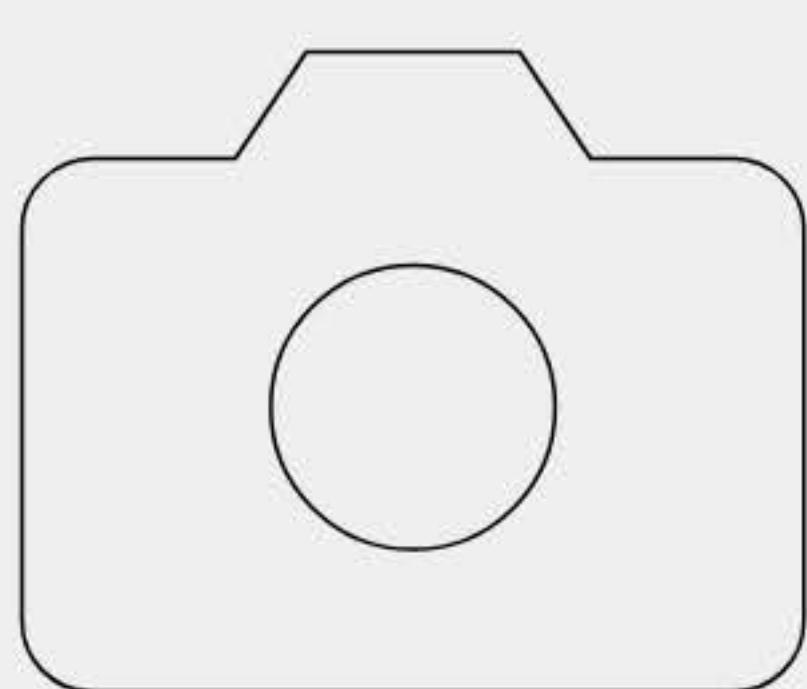


Camera lenses, tripods, and memory cards...

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Support

Can't find what you're looking for? Out of stock on film? Contact us to request your favorite products!



Your Business on The Web

Partner up with us and promote your photography through local events!

[Learn More](#)

[HOME](#)[ABOUT](#)[SERVICES](#)[CONTACT](#)**Basic Membership**

Basic Membership Info: Discount of up to 20% per session of processing

[\\$199/yr](#)**Pro Membership**

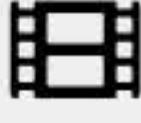
Pro Membership Info: Discount of up to 35% per session of processing

[\\$299/yr](#)**Basic
Membership**

10% off per print

[10%](#)**Basic
Membership**

5% off frames

[5%](#)**Pro Membership**

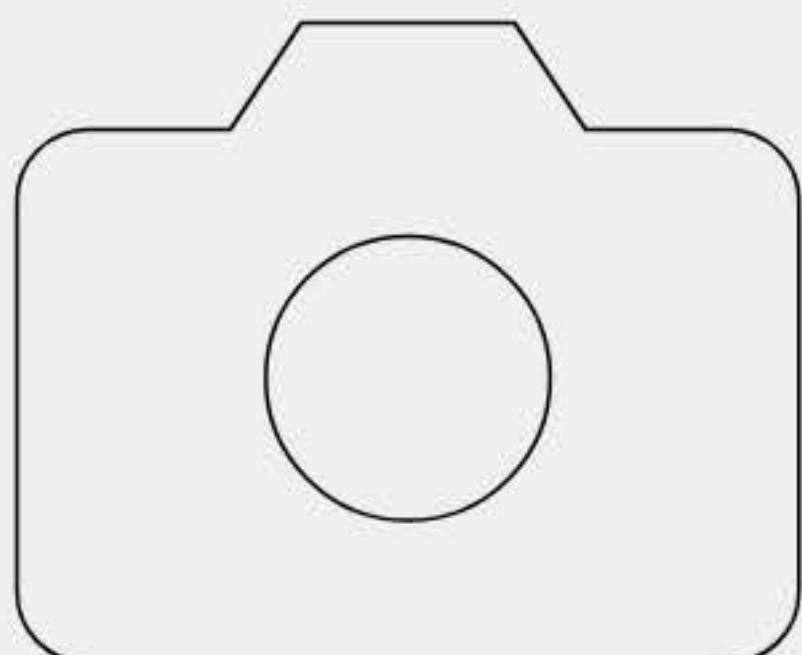
20% off per print

[20%](#)**Pro Membership**

15% off frames

[15%](#)**Your Business on The Web**

Partner up with us and promote your photography through local events!

[Learn More](#)

About

To help you buy with confidence, Mike's Camera guarantees the lowest price of any local authorized retailer on cameras.

Mike's Camera, founded back in 1967, will be celebrating their 50th anniversary next year. But its rise to prominence as Colorado's leading photo specialty retailer and a photofinishing dynamo really began in 1980 when the original, much smaller Mike's Camera was purchased by Kaloust Christianian. Today, the present owners are Jirair, Alex and Vahe Christianian, Kaloust's three remarkable sons who began taking over the business around 1989.

The family, of Armenian descent, emigrated to the U.S. from Beirut, Lebanon, and they obviously brought their forward-looking, can-do entrepreneurial spirit with them. Over the ensuing years, the photo specialty dealer has steadily expanded in terms of both size and diversity. Mike's Camera now numbers 11 store locations, six in Colorado and five in Northern California. The main store and corporate headquarters opened in 1993, and the second and third stores in the Denver area opened in the mid-1990s.

Your Business on The Web

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