

DESIGN BRIEF

GINELLE QUINONES, JOY SIMMONS & SYDNEY SHIVES

INTERTWINE CAFE

GOAL

Our goal for Intertwine cafe is to connect their strong work ethic and sense of community with their branding. The brand recently changed their name from Kizler Coffee to Intertwine Cafe. Their website has not been switched over to the new branding and does not have any information about the new cafe location itself. The current website is very plain and simple and is only used to sell their coffee grounds online. We want to create a new website for the company to solve any confusion over their name and location.

FINAL PRODUCT

The final product for our project will be a new website for the cafe that clearly represents their new branding. It will also combine the coffee bean marketplace with the information for the cafe so everything can be found on one website. The cafe hosts local markets featuring artwork made by small business owners often. We will feature all of the upcoming events in the website as well as link to all of the small businesses that are featured. The company donates a percentage of their profits to several non profit organizations such as Pacifica education Foundation. We will incorporate this into the new website so it is proudly displayed for all customers to learn about. The website will be clean, modern and user friendly while clearly displaying the new branding of the company.

TARGET AUDIENCE

Their target audience is any and all coffee/espresso drinkers who recognize the value of high-quality, consistent and locally-made products. This includes all genders ideally between the ages of 18–60 who are on-the-go, as well as those who shop for high-quality retail coffee.

TIMELINE

April 12, 2021 – May 17, 2021

STAKEHOLDER RESEARCH

GINELLE QUINONES, JOY SIMMONS & SYDNEY SHIVES

INTERTWINE CAFE

SUMMARY

In order to better understand what Intertwine Cafe and Kizler Coffee represents, our team conducted an email interview with Josh Kizler, the owner and founder of Intertwine Cafe. Through the interview, our team learned valuable information about Intertwine Cafe. We first learned that Kizler Coffee is the retail brand of coffee created by Josh Kizler, and Intertwine Cafe is that physical coffee shop he runs. One of the most important questions we asked was about the company values. Josh is passionate about putting his company first, even before profit. We also asked what color palette and style he wants to represent his brand. Josh stated that Kizler Coffee is, "eclectic, eccentric, and filled with bright colors across the rainbow," unlike Intertwine Cafe which is more clean and warm. Josh also mentioned that holding events is a big deal at Intertwine Cafe, and that a supportive community is what keeps the cafe alive. The Intertwine Cafe website has been up and running ever since COVID-19 hit. Josh said that if there is anything he could change about the website, it would be to design it in a way that sells more Kizler Coffee. Overall, Josh would like his customers to know that, "Intertwine Café is a place to find a warm, comforting, high-quality espresso drink, regardless of who you are."

Competitive Analysis

Joy Simmons, Ginelle Quinones, & Sydney Shives



History

Intertwine Cafe is a small business founded by Josh Kizler and opened in late 2020. They are located in Pacifica, CA.

Features

- Holds events and fundraisers
- Sells bags of Kizler Coffee
- Close knit atmosphere

Pain Points

- No website
- Only one location

Website Features

No website available, but their Instagram posts about events and promotions.



In 1978, Phil Jaber opened Philz Coffee in San Francisco. Philz now has 52 locations.

- Coffee subscription
- Multiple locations
- Sells bags of Philz Coffee

- Overpriced
- Shops have busy atmosphere

- Menu available
- Store locator
- Online ordering



Founded by Gordon Bowker, Jerry Baldwin, and Zev Siegl, in Seattle, WA, 1971.

- 100's of locations
- Largest coffee chain in the U.S.
- Sells bags of Starbucks Coffee
- Reward system

- Poor app user experience
- Shops have busy atmosphere

- Menu available
- Store locator
- Online ordering
- Order Starbucks products



Opened in 1966 in Berkeley, CA by Alfred Peet. Selling both coffee and tea.

- Coffee subscription
- Multiple locations
- Sells bags of both Peet's Coffee and tea

- Mostly located on West Coast
- Poor customer service

- Menu available
- Store locator
- Large selection of coffee and tea for online purchase



Lindsay Stephens

Age: 32

Gender: Female

Occupation: Registered Nurse (RN)

Education: Bachelor of Science in Nursing (BSN)

Location: Pacifica, CA

Painpoints:

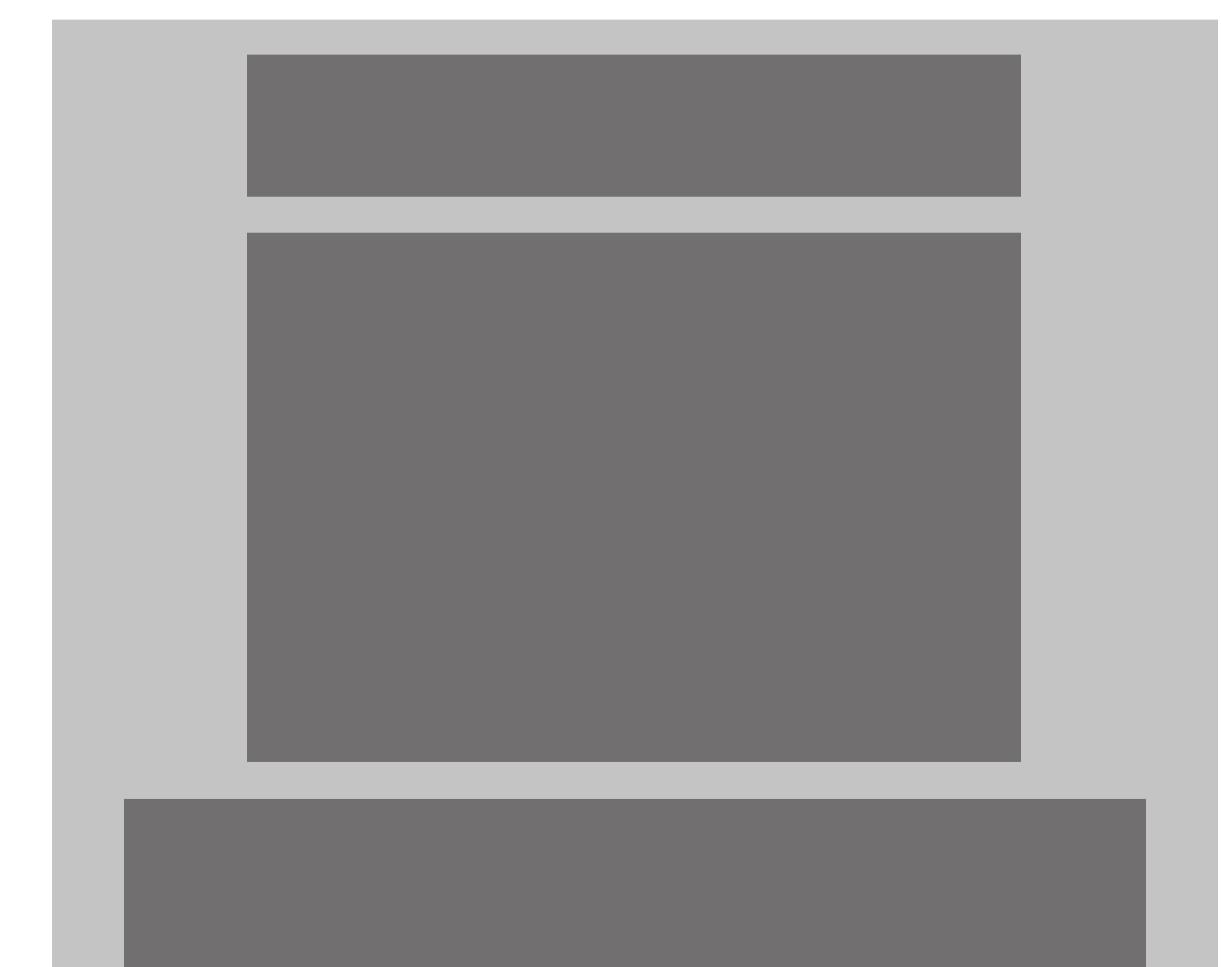
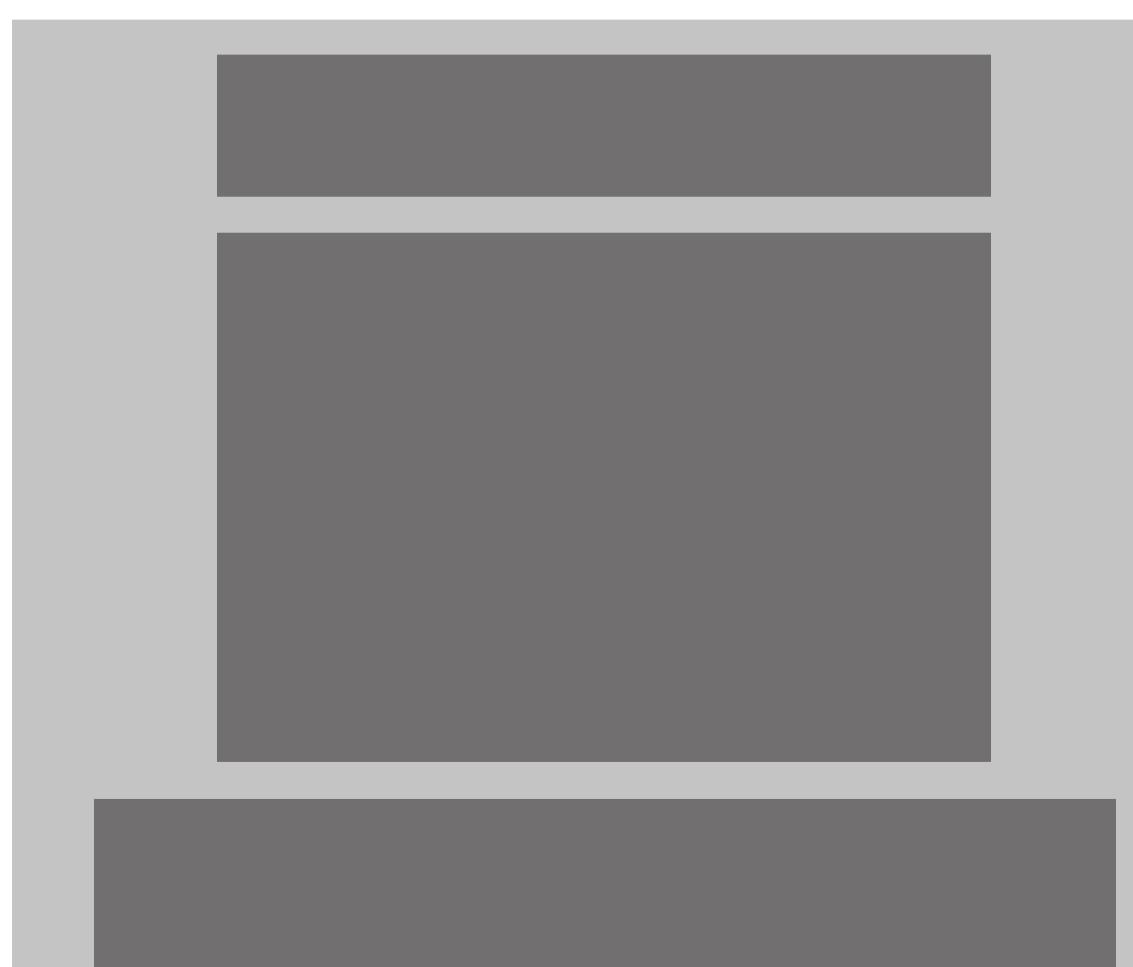
- Inconsistency with drink orders
- Waiting in long lines or excessive wait time for order
- Experiencing poor customer service or witnessing lazy/slow associates

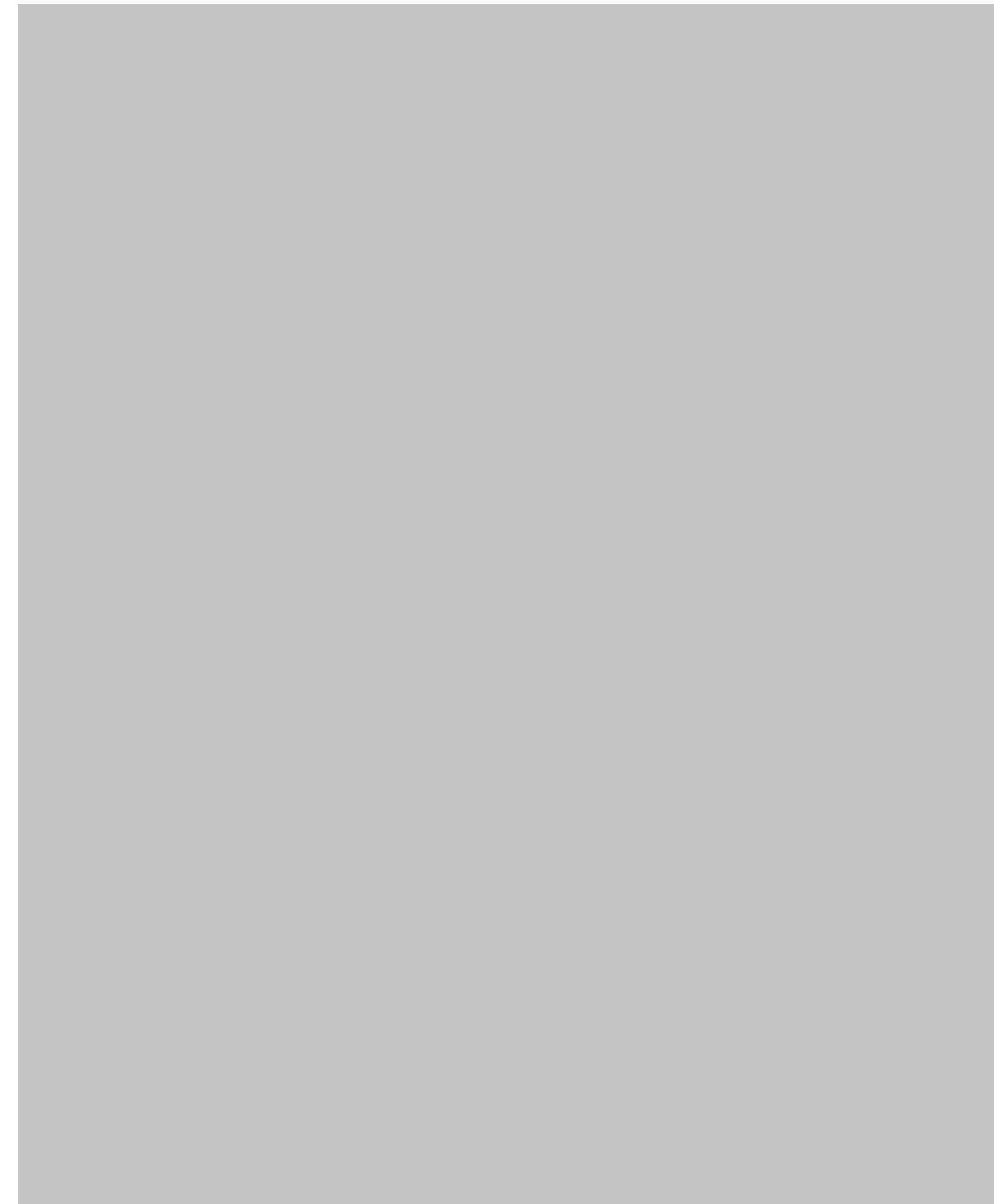
Biography: Lindsay is a busy-body who works 12–14 hour shifts at the Zuckerberg San Francisco General Hospital and Trauma Center as a Registered Nurse. Her goal is to go back to school to receive a Master of Science in Nursing from San Francisco State University to further her medical career. Even though her job is stressful, especially with continued schooling in mind, her love of helping others exceeds her stress. Her daily routine typically consists of waking up at 5:30am to get ready for work, stopping by the local coffee shop to grab a cup on her way to the hospital, then leaving work anywhere between 7pm–9pm.

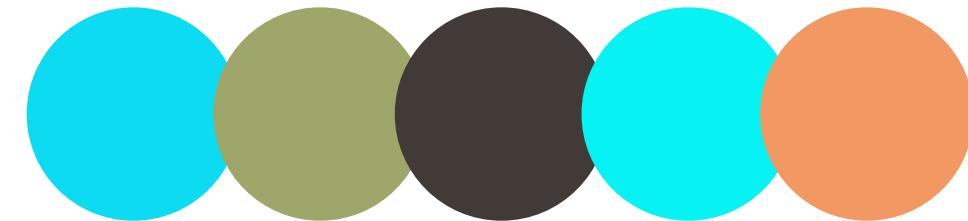
Pleasure:

- Prefers supporting small businesses due to more personal experiences and higher quality and more consistent products
- Enjoys pleasant small-talk
- Likes the relaxing atmosphere of coffee shops that calms her mind when she's not at work









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This is a header

h1: Corben Bold, Google Fonts

This is a sub-header

h2: Corben Regular, Google Fonts

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Textures/Inspiration



Buttons/Links

Button

Hover

Link

Comfort **Warm**
Eclectic **Eccentric** **Bright**

[Home](#)[Menu](#)

INTERTWINE CAFE

PACIFICA, CA

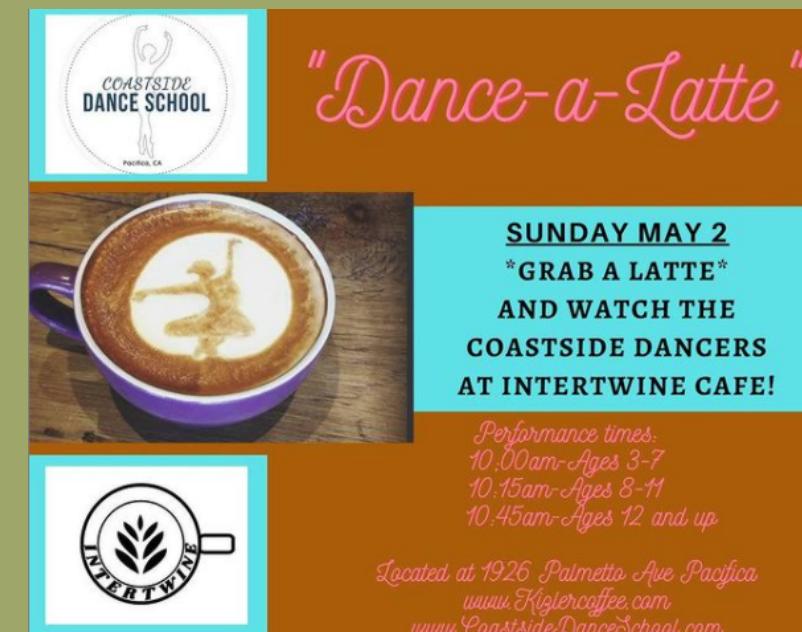
[Events](#)[About](#)

Insert Title Here



Description of event goes down here.

Insert Title Here



Description of event goes down here.

Purchase Retail Coffee



Description of event goes down here.

Contact

1926 Palmetto Ave.
Pacifica, CA 94044

(650) 451-3680
intertwinecafe@gmail.com



Hours

Sun: 7:30am – 3:30pm
Mon: CLOSED
Tue: 7:30am – 3:30pm
Wed: 7:30am – 3:30pm
Thur: 7:30am – 3:30pm
Fri: 7:30am – 3:30pm
Sat: 7:30am – 3:30pm

[Home](#)[Menu](#)

INTERTWINE CAFE

PACIFICA, CA

[Events](#)[About](#)

Retail Coffee

all bags are one pound

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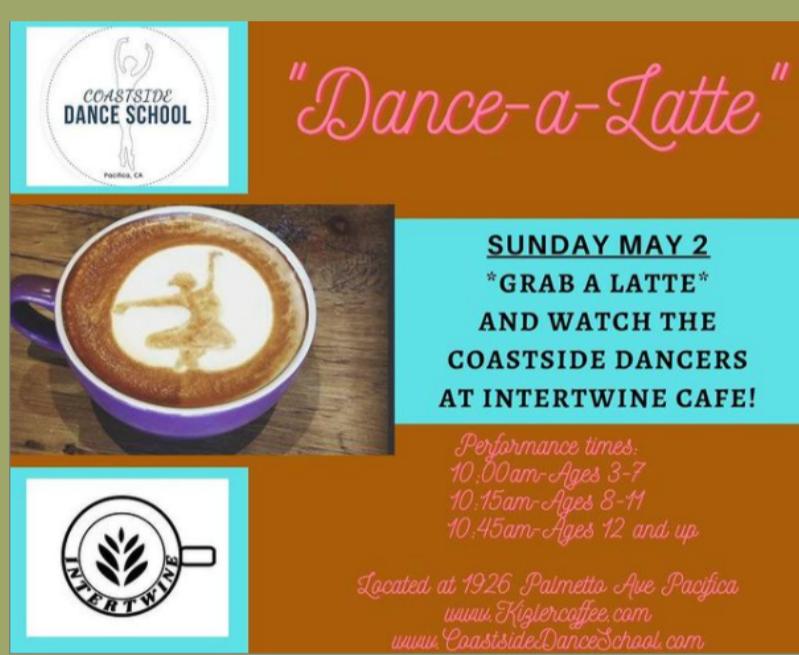
Upcoming Events

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Insert Title Here



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Insert Title Here



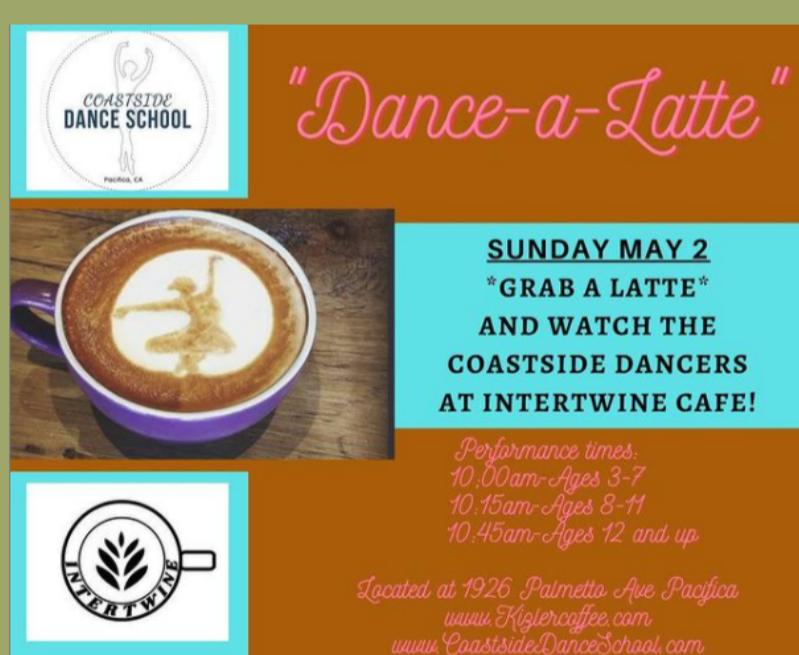
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Insert Title Here



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