

# THE RICHFIELD

Design Brief

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## About The Richfield:

The Richfield is a San Francisco born cafe located on a concrete island in the Inner Richmond district. The beans are roasted by the owner himself under his partner business Snowbird Coffee, and freshly ground to order. They offer handcrafted espressos and teas as well as locally sourced baked goods.

## Project Goals:

Create a unique website that both user friendly and inviting. The website should display the business' unique charm as well as their core values.

## Target Audience:

Bay Area locals ages 19-40

## Tone:

User Friendly. Charming. Local.

## Timeline:

November 2nd - December 14th

# THE RICHFIELD

## Competitive Analysis

ALYSSA YI & MILLIE SANTOS

	History	Business Features	Pain Points	Website Features
The Richfield	<ul style="list-style-type: none"> <li>Inner Richmond</li> <li>Opened in 2015</li> <li>Named after where Chuck Wepner and Muhammad Ali fought: a nod to the underdog</li> </ul>	<ul style="list-style-type: none"> <li>Extensive menu (classic coffees, specialty coffees, tea, tea lattes, food)</li> <li>Website that allows you to order online</li> </ul>	<ul style="list-style-type: none"> <li>No website</li> <li>Small space</li> </ul>	<ul style="list-style-type: none"> <li>No website, yet; does have Instagram</li> </ul>
Rise & Grind Coffee and Tea	<ul style="list-style-type: none"> <li>Inner Richmond</li> <li>Opened in 2020</li> <li>Second Rise &amp; Grind location (the first is located on Folsom Street, opened in 2016)</li> </ul>	<ul style="list-style-type: none"> <li>Extensive menu (classic coffees, specialty coffees, tea, tea lattes, food)</li> <li>Website that allows you to order online</li> </ul>	<ul style="list-style-type: none"> <li>Some experience with slow service or running out of ingredients</li> </ul>	<ul style="list-style-type: none"> <li>Home, About, Menu, Locations, Order Online, Donation, Gallery, Write to Us</li> <li>Simple, clean, modern</li> <li>Pictures</li> <li>Hours</li> <li>Squarespace ordering form</li> </ul>
Snowbird Coffee	<ul style="list-style-type: none"> <li>Inner Sunset</li> <li>Owned by Eugene Kim, who also owns the Richfield</li> </ul>	<ul style="list-style-type: none"> <li>Sell their brand of coffee beans</li> <li>Branding: bird logo, retro</li> <li>Free WiFi</li> </ul>	<ul style="list-style-type: none"> <li>Smaller selection of drinks</li> </ul>	<ul style="list-style-type: none"> <li>Hours</li> <li>Menu</li> <li>Social media handle</li> <li>Email for wholesale inquiries</li> <li>All information on one page</li> <li>Pictures of each coffee item and location</li> </ul>
Starbucks	<ul style="list-style-type: none"> <li>California St. San Francisco location</li> <li>Seattle-based coffeehouse</li> <li>Biggest coffee chain in the world</li> </ul>	<ul style="list-style-type: none"> <li>Coffee, tea, pastries, sandwiches</li> <li>Mobile ordering through app</li> <li>Free WiFi</li> <li>Rewards program</li> </ul>	<ul style="list-style-type: none"> <li>Huge chain and not a small business; lacks the personal, one-on-one community feel that many would rather support</li> <li>Crowded/busy</li> </ul>	<ul style="list-style-type: none"> <li>Main navigation: menu, rewards, gift cards</li> <li>Menu: all products, featured, previous orders, favorites</li> <li>Promotions</li> <li>About, Values, social impact details in footer</li> <li>Can order on website</li> </ul>



AGE	22
GENDER	Female
LOCATION	San Francisco, CA
JOB TITLE	Medical Assistant
INCOME	\$38,000/yr

ALYSSA YI & MILLIE SANTOS

## USER PERSONA

# ARDEN

### ABOUT

Arden is a college student at the University of San Francisco who moved to the Outer Richmond District two years ago. She works as a medical assistant a few days out of the week. She is outgoing, loves trying new things and going to new places, and getting involved in her community.

### DAILY ROUTINE

Arden wakes up at 7:00AM. She goes out for a stroll to get some fresh air. Most days out of the week, she'll explore the surrounding area for a local cafe to get some coffee and/or pastries from. She takes her coffee back home, where her remote classes start at 9. If Arden has work that afternoon, she'll take that cup to work, and will usually buy another coffee after work to help her stay up and study.

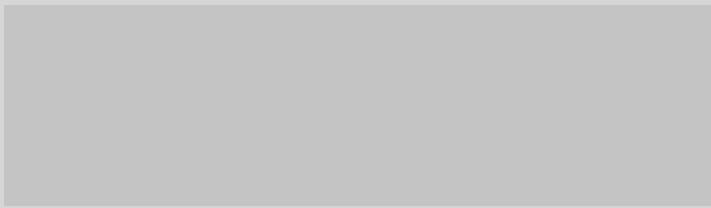
### WANTS

To support community-centered businesses with good values  
Visuals when choosing what to order  
Quality coffee  
Varied menu

### PAIN POINTS

Walking long distances  
Menus with limited options  
Unappealing, ugly design  
When information is hard to find

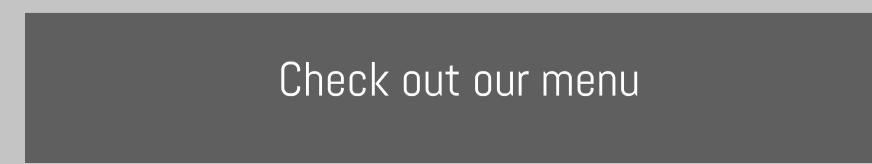
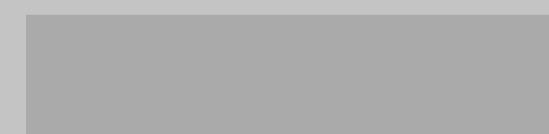
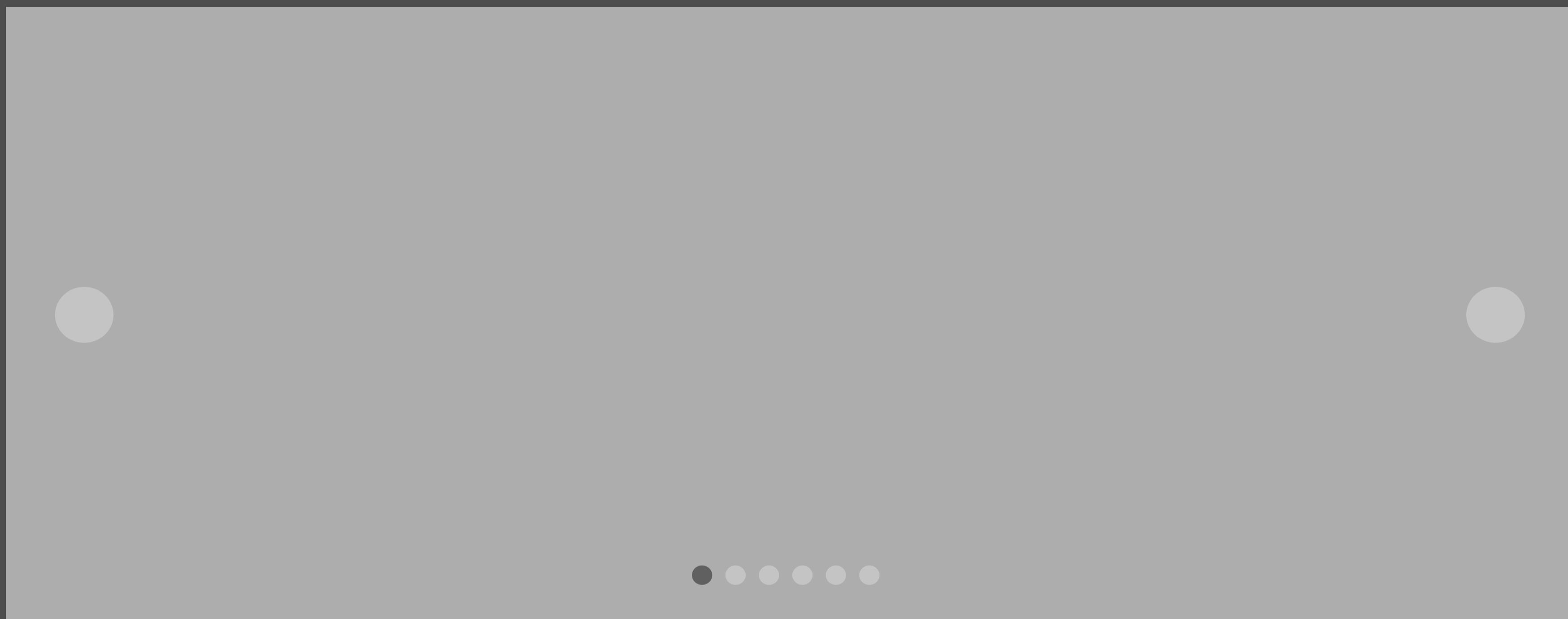
STORE ADDRESS HERE



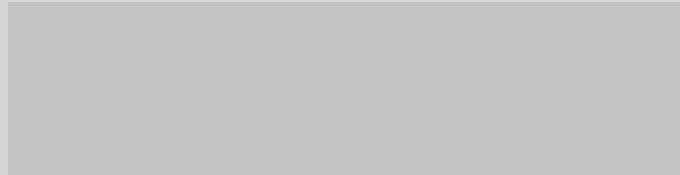
About Us

Menu

Hours & Location



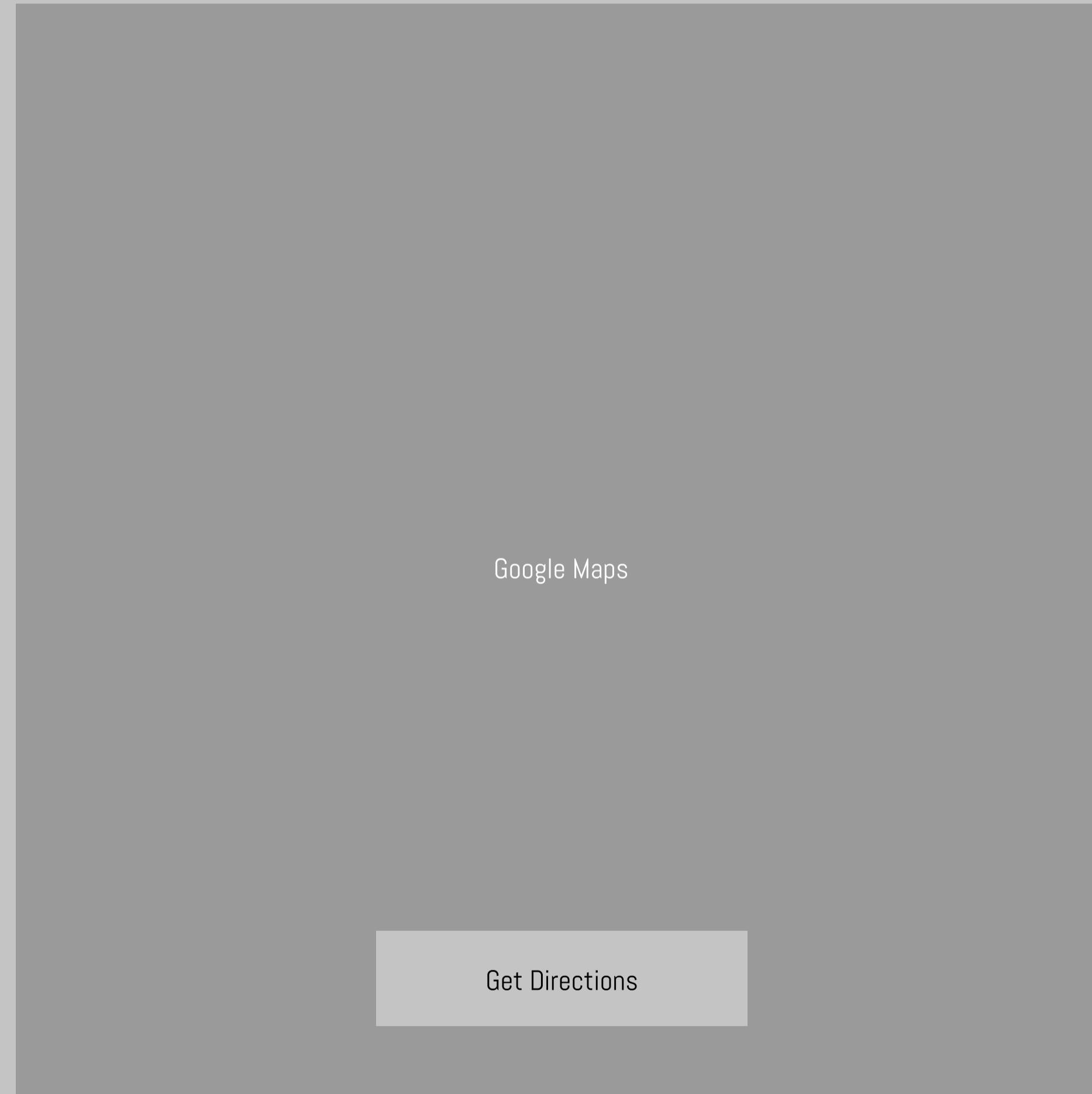
Check out our menu



About Us

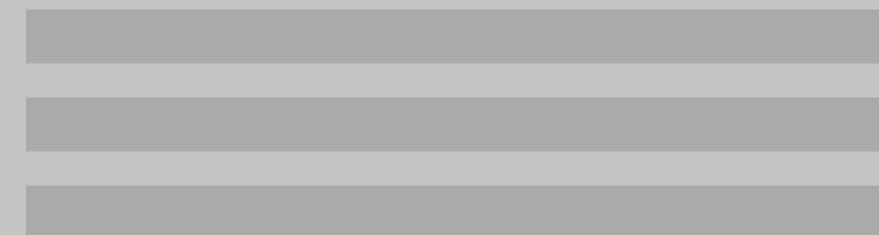
Menu

Hours & Location

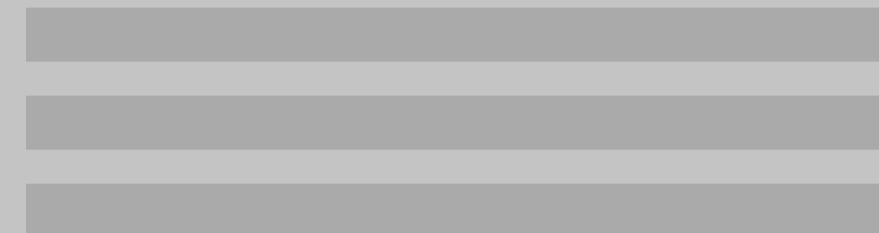


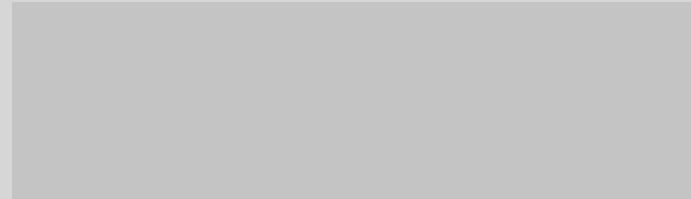
Get Directions

#### Location



#### Hours





About Us

Menu

Hours & Location



# Overlay Text



39B54A



EFA71C



FDF8ED



262626



BFA680

## Descriptive Words:

Community, Inviting, Warm, Neighborly, Cozy, Underdog

## Textures:



## Icons & Buttons:



## Font Options:

Reg Text Option 1 - Quicksand

Reg Text Option 2 - BioRhyme

Reg Text Option 3 - Barlow

Reg Text Option 4 - Michroma

**Header Text Option 1 - Abril Fatface**

**Header Text Option 2 - Righteous**

**Header Text Option 3 - Libre Franklin Bold**

**Header Text Option 4 - Merriweather Bold**



About Us

Menu

Hours & Location



Fuel your day.

In the Inner Richmond in San Francisco, we bring coffee to a concrete island.

Check out our menu