

Design Brief

ABOUT HOME COFFEE ROASTERS

Home Coffee Roasters is a coffee roasting company that owns three different locations throughout the San Francisco area. Home offers creative, Home-invented artisan drinks and food that is pleasing to anyone's eyes. Each Home cafe offers a comfortable atmosphere with their indoor seating and simple but cozy decorations.



BRIEF HISTORY

Home Coffee Roasters was opened in 2015 by couple Annie Cheng and In Hwan Heo, who wanted to create a café of their own to share their love of coffee and provide a comfortable and accepting space for their customers. The first location was opened on Noriega Street in San Francisco's Sunset District, which gained much success and led to the opening of two more locations in SF's Richmond and Chinatown Districts.

GOALS FOR THIS PROJECT

We want to create a site that is more user-friendly and easier to search through. The menu of the site is not easily found through the top links of the navigation of the site. Adding different sections on the homepage of the site will enable customers of all ages to be able to find what they need from first glance on the homepage, whether it be for the cafe's menu, the coffee or merchandise, or other relevant information regarding the cafe. Having everything readily available to the viewer of the site then leads to an easier time navigating the site.

We would also like to implement more style to the fonts and arrangement of the site for easier viewing and to better reflect the feeling and brand of the cafe; comfortable, cozy, and for everyone.



Small Business Research

We were unable to reach our business for a meeting and discussion for what they would like for the site, so here is the information we were able to gather.

BRANDING

HOME Coffee Roasters is a comfortable café where people of any age can come and relax with a warm cup of coffee or a snack. The brand features warm, tan colors that reference coffee. Our shop interior features simple but cozy furniture, decorated with small trinkets to convey a sense of home. The site should reflect a similar feeling. With warm tones, we would like to showcase our products on our site.

CALLS TO ACTION

Use our site to:

Browse our menu, Search for a location near you, Shop for Home's own coffee blends, Pick up a couple of exclusive Home Merchandise items, Contact our team about anything

CUSTOMER RETENTION

Our target audience mostly consists of teenagers and young adults. We want to create and offer a space to them where they can feel comfortable to feel themselves and hang out with their loved ones.

We would like our site to be easy to use for all ages, while being pleasing to everyone's eyes. With the ease of navigation through our site, it should help all of our customers feel comfortable and knowledgeable about our café.

User Research

ABOUT HOME COFFEE ROASTERS

In a conversational interview, we asked 5 college undergraduate students about their experiences and preferences with Home Coffee Roasters and related products, as well as their experience with the current site that Home has to offer.

Fourty percent of the sample are regular coffee drinkers. The females of the group have been to Home SF multiple times, while the males of the group have only been to the cafe once.

The participants have not visited the Home Coffee Roasters site before; they have only seen the shop through social media or heard of it through word of mouth.. Upon checking the site, many of the participants stated that they overall enjoyed the vibe of the site, but wished it was more streamlined and easier to access different, more important aspects of the business, such as the menu.

Overall reviews for Home Coffee Roasters: the drinks are the strong point of the business, but their food is okay. The site has some improvements to be made, such as more ease of use.



Competitive Analysis

COMPANY NAME	BRIEF HISTORY	FEATURES	PAIN POINTS	WEBSITE FEATURES
HOME SF	Started by a couple who wanted to have a welcoming and comfortable cafe. Opened 2015.	Sell their own coffee blends, cute latte art, good hangout spot, cute merchandise	Menu is hard to find on website, expensive items and food	Locations, Menu, Contact, Merchandise and other products, About Page
HOLLOW SF	Established in 2013.	Minimalist Style, Simple latte art and Coffee or other drinks, baked goods	Not very unique, only classic lattes and other basic coffee drinks	No Website
DEAD EYE COFFEE BAR	Established in 2018. Started Dead Eye Coffee Bar to be a cafe option for the SSF and surrounding communities	Artisan Coffee. Works and collaborates with the community and other partnerships regarding coffee	Not very appealing to a wide range of customers, site is not mobile friendly	About, Coffee Products, Locations, Contact, Order Ahead Online
RISE & GRIND	Business started by friends to try and expand their knowledge of coffee	Small business, local and community based.	May be boring.	About, Menu, Locations, Online Ordering, Food and Drink Gallery, Contact

STYLE TILE

HEADLINE

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SUBHEAD

Font: Boogaloo 24pt

Body Text

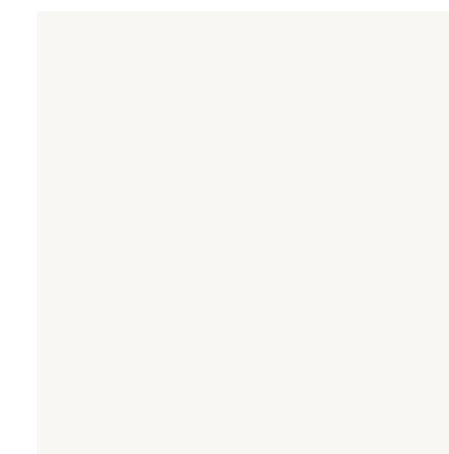
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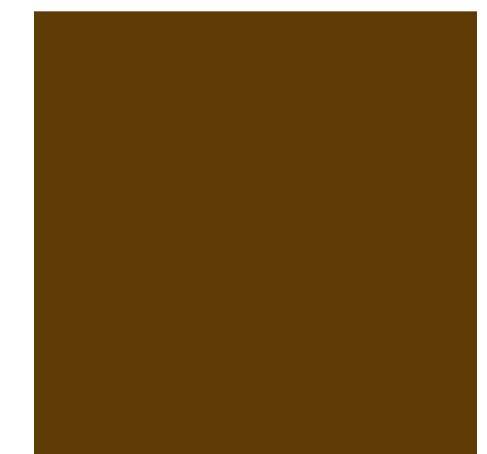
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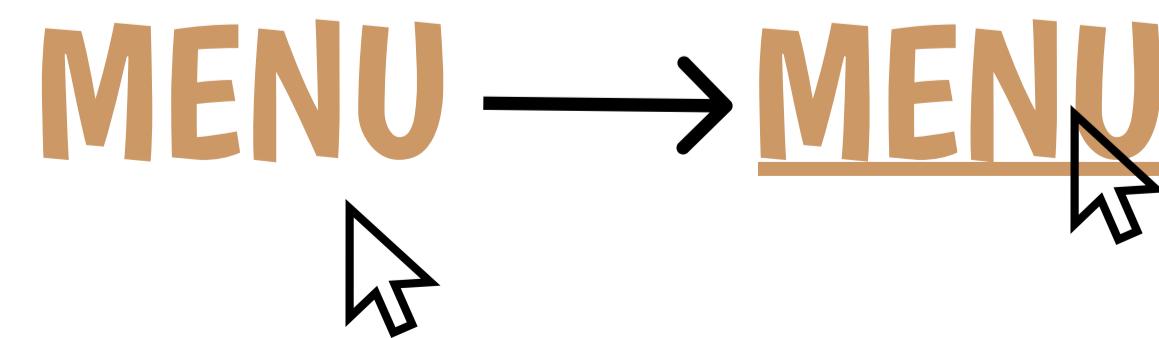
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Buttons :



PERSONA



CLAIRE TAN

Age: 18

Gender: Female

Profession: College Student

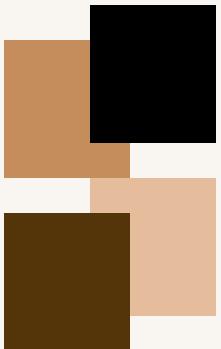
DAILY ROUTINE

Claire goes to class every weekday morning and comes to hang out at HOME SF after her classes with friends. If not with friends, she works on projects at a table and leaves after a couple of hours.



PAIN POINTS

- Prefers cheaper menu items
- High standards for presentation of food and drink
- Not adventurous when it comes to trying new foods, must have good reviews before trying
- Must have milk substitutes for lactose intolerance



PREFERENCES

- Enjoys richer flavors
- Avoids strong floral flavors, prefers only a hint
- Prefers warmer drinks
- Almond or Oat milk preferred in her drinks



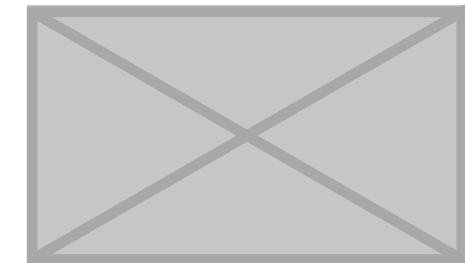


HOME COFFEE

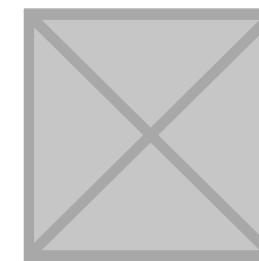
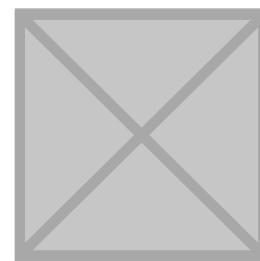
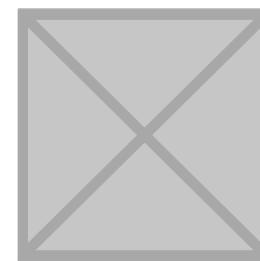
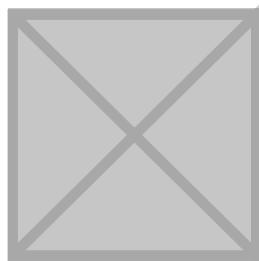
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HOME
MENU
MERCH
CONTACT

ABOUT HOME COFFEE SF

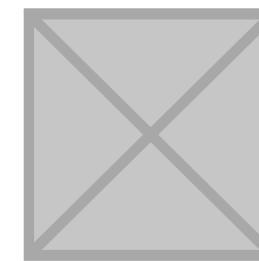
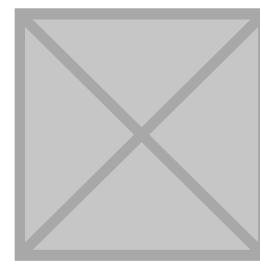
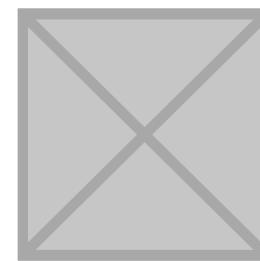
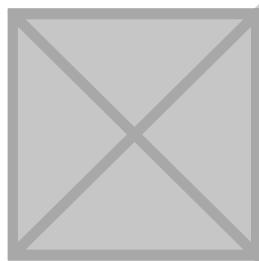


MENU



BROWSE OUR
FULL MENU

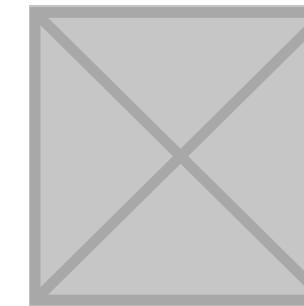
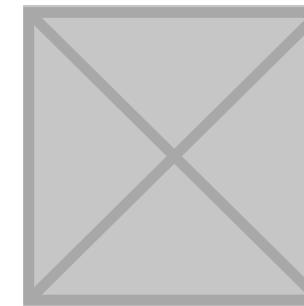
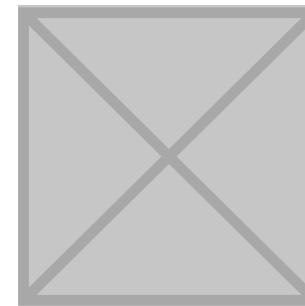
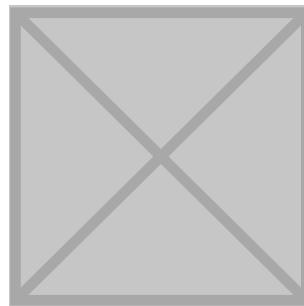
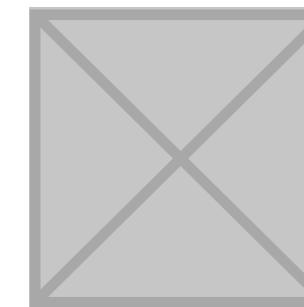
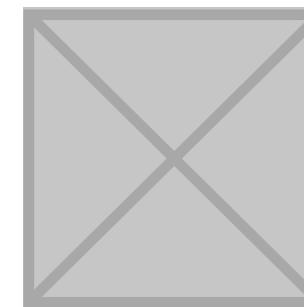
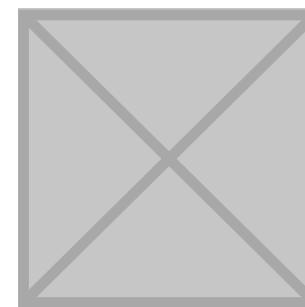
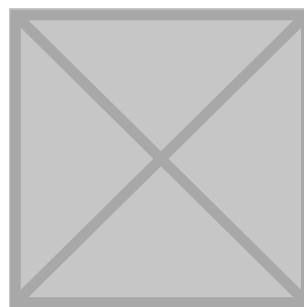
COFFEE AND MERCHANDISE



BROWSE MORE



HOME COFFEE

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HOME COFFEE

SIGN IN

CART

SEARCH

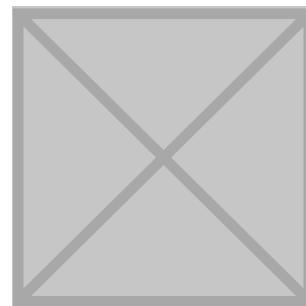
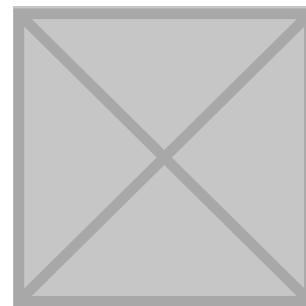
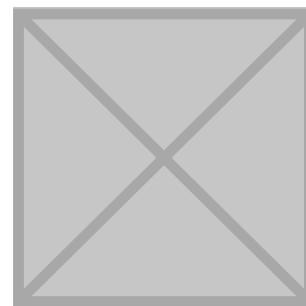
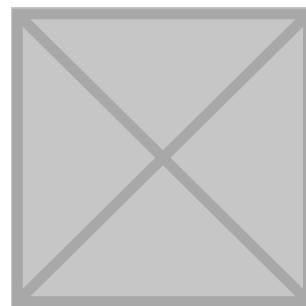
HOME

COFFEE

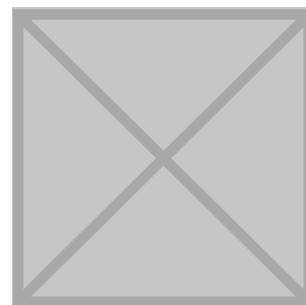
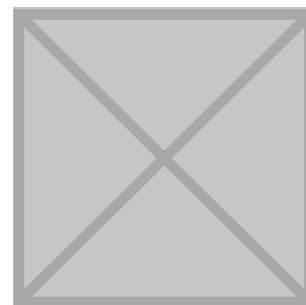
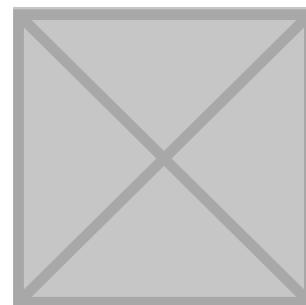
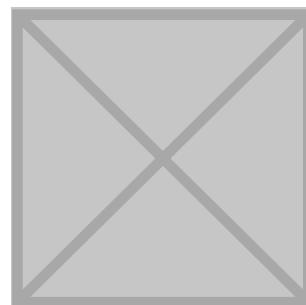
MENU

MERCH

CONTACT



MERCHANDISE





HOME COFFEE

SIGN-IN CART SEARCH

HOME
MENU
MERCH
CONTACT

About Home Coffee

Annie Cheng and In Hwan Heo have always had a deep rooted love and passion for coffee and people. For years they would go on weekly cafe dates and talk about their dream of one day opening a coffee shop together.

On Valentine's Day of 2015, Annie and In's dream came true. They opened the doors to their first coffee shop on Noriega street in San Francisco's Sunset District. It was here that HOME was founded, and it was here that Annie and In's dream came to life.



Menu



BROWSE OUR
FULL MENU

Coffee and Merchandise