



GRAN MILAN

ELLEN & PEARL

GRAN MILAN



Business Description

A high-end Traditional Artisan Italian Bakery and Cafe

Project Mission

To create new visual identity for Gran Milan including a web site by designing the layout and user friendly interface.

Gran Milan's new website will be beneficial as current website is scattered and unclear to locate the specific icon and overall unorganized.

By creating clean and concise layout of the website, it will bring the new vibe of friendly yet modern, sophisticated style to Gran Milan.

Location

Richmond, CA

Target Market

A wide range of customers who loves coffee including families, neighbors, millennials to seniors.

Timeline

1 month

PEET'S



Business Description

A founder, Alfred Peet first opened his coffee-bar in 1966, based Bay area, since then it branched out to all over the bay area specializing mint mojito coffee.

Position Statement

Known for strong quality coffee and tea.

Location(s)

Bay area

Platform	Cost	Target Audience
Website	\$4-8	Ages 20 and up

Main Features

Detailed information in website such as subscription options, locations, menu, rewards, careers, and shop.

Main Pain Points

There are too many words in the first page and busy image in the background. Overall good place for business

Visual Style

Modern but not quite simple.

STARBUCKS



Business Description

An multinational chain of coffeehouses and roastery which was originated from Seattle, Washington. Starbucks is the largest coffeehouse in the world and represents America's coffee culture.

Position Statement

One of the most recognized coffee brands around the world. Known for quality coffee and tea, Starbucks has withheld its reputation against many existing competitors.

Location(s)

Bay area

Platform

Website

Cost

\$4-8

Target Audience

Ages 20 and up

Main Features

Prices of the drinks are stated. Allow customers to download menu. Able to check gift card balance at the top right as soon as website page opens.

Main Pain Points

Website is stated clearly however, reviews have shown bad service, unorganized and too crowded most of time.

Visual Style

Simple and minimal, color palette is limited: green, white

SHENG-KEE



Business Description

Sheng-Kee Bakery was founded in Taiwan in 1948 and branched to be a chain serving baked goods and pastries at multiple locations in the Bay Area. Each branch offers sweet and savory buns, sandwiches, sweet pastries, cream rolls, moon cakes, and an assortment of breads and cookies.

Position Statement

Built on heritage of familiar flavors and community with finest Asian pastries.

Location(s)

Bay area

Platform	Cost	Target Audience
Website	\$1-35	15 and up

Main Features

Cake options are stated clearly for pre-orders. Not much information on the "About" page.

Main Pain Points

Home page has little to no information about them. Prices are not displayed online. Only selective cake order options are available.

Visual Style

Simple, large fonts, some photos, and promotion information provided.

Do you like Italian cuisine?
Yes, I have it frequently.

Have you ever tried Gran Milan?
No, but I wish to try. I usually order
take-out or delivery instead of
sit-down.

Do you like pastries?
Yes, I usually go to 85°Bakery.

Have you ever visited Italian
restaurant website or mobile app?
Which features do you look for?

I use mobile app to place an order
such as yelp, or direct website such
as dominos, pizzahut and all local
Italian restaurants.

What device(s) do you use?
iPhone11, MacBook Pro

MARC

Gender:
Male

Age:
34

Occupation:
Accountant

Residence:
San Francisco

Personality
Optimistic, down-to-earth, Foodie

INTERVIEW

Do you like Italian cuisine?
Yes, I do like Italian food.

Have you ever tried Gran Milan?
Yes, my girlfriend used to work there
so I went quite often.

Do you like pastries?
Yes, I like Gran Milan's pastries,
taste as real Italian.

Have you ever visited Italian
restaurant website or mobile app?
Which features do you look for?

Sometimes, I usually look for the menu
and order sign.

What device(s) do you use?
iPhone8 Macbook Pro

IRVIN

Gender:
Male

Age:
24

Occupation:
Student

Residence:
Oakland

Personality
Quiet, Introvert,
like to hangout with friends

Do you like Italian cuisine?
Yes, I have it occasionally.

Have you ever tried Gran Milan?
Yes, I've tried it once and loved the atmosphere and their wide-range of menu.

Do you like pastries?
Yes, I enjoyed Gran Milan's patstry.

Have you ever visited Italian restaurant website or mobile app?
Which features do you look for?

I usally use mobile app to read reviews and place an order such as yelp and other webistes.

What device(s) do you use?
Andriod, Samsung Labtop

ASHLY

Gender:
Female

Age:
25

Occupation:
Sales Associates

Residence:
San Francisco

Personality
Energetic, Outgoing, Caring



Lisa

Age: 24

Occupation: Student/Blogger

Income: \$20,000

Residence: San Francisco

Biography:

Lisa is a SFSU student and a major foodie. She loves Italian food and coffee and she enjoys spending time with her friends in cafes. She wants to explore around the area to try different cuisines and restaurants. She's expecting to graduate soon but at the time being she is a blogger and is looking for more content to post about food.

Goals:

- Find local businesses to try
- Find affordable dining places
- Spend as little money as possible

Device Use:

- iPhone X/ Macbook Pro

Challenges:

- Eating out costs a lot
- Busy schedule as a student
- Many small businesses are inaccessible online

Frequently Used Social Media Apps:

- Instagram
- Twitter

Influences:

- Word of mouth
- Friends
- Quality of food



SIMPLE



MODERN



INTERACTIVE



MINIMAL

PRIMARY COLOR



**PRIMARY COLOR
COLOR CODES**

-

COLOR CODES

CMYK : C075 M068 Y067 K090

Pantone: 000000

RGB : R000 G000 B000

Web : #000000



100%

80%

60%

40%

20%

COLOR TONES

T Y P O G R A P H Y

Futura

Futura 30pt

Futura Medium

Futura light

Styleguide

Abril Fatface 15pt

Abril Fatface Regular

Abril Fatface Italic

ABOUT

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HOME

MENU

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CAFÉ GRAN MILAN

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Coffee,
Pizza,
& Pastries

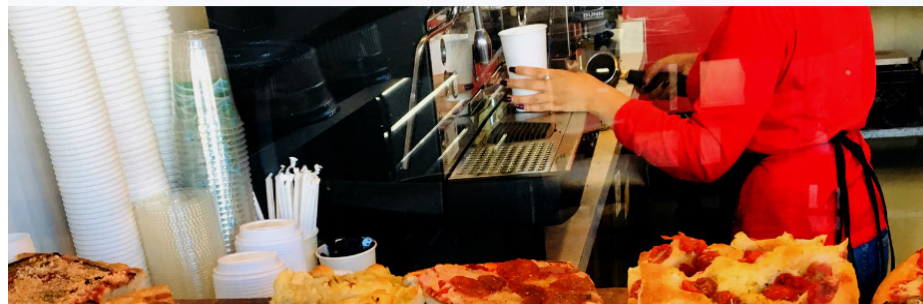
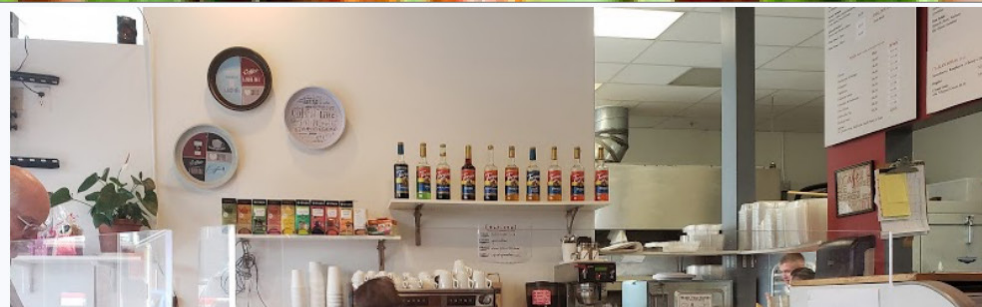
CAFÉ GRAN MILAN

[ABOUT](#)[MENU](#)[CONTACT](#)

ABOUT

Welcome to Cafe Gran Milan! A high-end Traditional Artisan Italian Bakery and Cafe We DELIVER the caterings if you order directly. We partner with: CAVIAR UberEats DoorDash GrubHub

Business Hours
Monday- Friday: 8am – 2pm
Saturday: 8am – 2pm



Directions

From SF, Exit on Central Ave. from Highway 580. Right turn on Jacuzzi St. Entrance on right hand side. From Richmond, Berkeley, We recommend you take local route from Central Ave or San Pablo Ave. Central Ave.-> Pass Highway 80 entrance(Do Not Enter i-80) left turn on next Road is Jacuzzi St. San Pablo Ave.-> Left turn on Solano Ave. -> Left turn on Jacuzzi St.-> Entrance on left-hand side.

CAFÉ GRAN MILAN

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MENU

- Pizza Topping Options
- Vegetarian
- Cheese
- Mushroom and Sausage
- Pepperoni
- Calabrese Sausage
- Prosciutto and Mushroom
- Four Cheese
- Chicken Pesto
- Sweet & Savory Pastries
- Breakfast Bun
- Ham and Cheese Broche
- Breakfast Sandwich
- Savory Brioche
- Spinach Stouff
- Quiche Lorraine
- Crossant Plain
- Crossant with Filling
- Cannoli
- Puff Pastry
- Cannoli
- Mini Tart
- Fruit Tart
- Bomboloni
- Muffin
- Coffee
- Espresso
- Macchiato
- Cappuccino
- Latte
- Americano
- Mocha
- House coffee
- Cafe Au Lait
- Paninis and Salads
- Vegetarian

bigger font in website
(made small to fit into page)

CAFÉ GRAN MILAN

ABOUT

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CONTACT

Richmond Location
5327 Jacuzzi Street #2E2
(510)-984-0697
Business Hours
Monday-Friday: 8am - 2pm
Saturday: 8am - 2pm



Special Party Pizza
Savory Morning Platter
Sweet Pastry Plator
For info and orders:
Contact vis Phone
info@granmilan.com