

ESTABLISHED: 2016	LOCATION: SOUTH SAN FRANCISCO	NEED: WEBSITE REDESIGN
<h1>Antigua Coffee Design Brief</h1>		
COMPANY NAME: ANTIGUA COFFEE CO	SLOGAN: AN EXQUISITE CUP OF COFFEE	

“Antigua Coffee is a local SF coffee shop that specializes in south american coffee, and a strong community bond.

They need a new redesign of their website that emphasizes their core values of; Community, Quality, and Experience

WEBSITE REDESIGN		CUSTOMER	VALUES
RETRO	MODERN	Locals	Community
MINIMAL	COMPLEX	Tourists	Quality
FUN	SERIOUS	Students	Experience
PRACTICAL	LUXURY	Professional	Family

Branding
We specialize in our South American coffee bean sourceing. We wanted to have culture themes of these south american cultures in our branding. Also, "antigua" means ancient. We wanted to reflect the old culture with the new. We choose the Andean Motmot as our logo because it represents the beautiful connection between where our coffee is souced and the beauty of the area.

Call to Action
We want customers to have the best eperience possible. If that means serving the best coffee, or having a clean resturat we want to do that. We are branded to be a great local cafe where people can come enjoy great coffee or food, and, and be in a safe, comfortable area.

customer retention
We focus allot of our attention to building a community and intereacting with our customers on social media. We have a good following on instagram and we use it to find new costumers and for annoucments.

Who are their direct competitors
Our direct competitors are the big chain coffee companies. Starbucks, Petes Coffee and even Philz Coffee.

Who are their indirect competitors
Our biggest indirect competitors are Mcdonalds and other fast food.