

# DESIGN BRIEF

## Eddie's Cafe



### Designer

Isabel Reodica  
Nanami Kanda

### Project Goal

Create a website for a Eddie's Cafe by interviewing a stakeholder and the target audience.

### About the company

Eddie's has a classic American diner look. They have old-fashioned red leather chairs and friendly staff. Their wall of mugs abundance of stickers at the counter represent a lot of different teams and characters..

### Timeline

April 13th - April 21th

### Target Audience

The main customers are men in their 40s to 60s who live in San Francisco. They are the regular customers who are in their work clothes on lunch break. They tend to sit on the seat near the counter reading some newspapers. They like to grab some easy quick meal during their lunch break. Also, they like cheap breakfast but taste like home. A typical simple American breakfast is their favorite: coffee, bacon, eggs, pancakes, and hash browns.

### Deliverable Description

A website using HTML/CSS code with at least three web pages.

Eddie's Cafe	1428 HAIGHT Patio Cafe & Crepery	Bacon Bacon	Bean Bag Cafe	Company / Product Name
Eddie's has been open since 1974 and they serve American style breakfast	It has been a family business for 2 generations. They provide exceptional food and welcoming atmosphere.	They are a former food truck business and are currently concentrating on getting a solid location in San Francisco.	They've been serving the community since 1992. They use local ingredients and take pride in being a local business.	Brief History of the company
They have their iconic sticker-clad red leather seats and a wall of various types of mugs.	Their menu is mostly breakfasts and soups as well as their sweet and savory crepe options. Vegan options available.	Their menu is shorter and simple. They offer breakfast all day.	They serve breakfast foods with sweet and savory crepes. They offer pasta as well.	Features of the business
Good for groups, nice waiter service, and gender neutral bathrooms	Wheelchair accessible and pet friendly.	Wheelchair accessible. Takes reservations.	Pet friendly, free wifi, and serves alcohol	
Customer service is rushed	Customer service is slow	Orders come out inconsistent.	lower health score	Pain Points of the business
n/a	<a href="https://www.1428haight.com/">https://www.1428haight.com/</a>	<a href="http://www.baconbaconsf.com/locations/">http://www.baconbaconsf.com/locations/</a>	<a href="https://beanbag.cafe/">https://beanbag.cafe/</a>	Website Features
n/a	Dark color scheme with light red accents	Dark color scheme with red accents	Grey with a red tint, including red accents	> Colors/mood
n/a	thin and tall	thick	thick with soft/rounded corners	> Fonts
n/a	Includes title, an excerpt, current news, and a contact page.	Includes a photo, an "order now" button, their menu, and their contact. Also includes a video and merchandise.	Website has a hero image with overlayed address. Their pages include an about, open hours, features with icons, the menu, and their contact.	
4/5	4/5	4/5	4/5	Yelp Rating
\$	\$\$	\$	\$\$	Price



## USER PERSONA **Martin Covinsky**

### ABOUT

Martin is a guy who's been going to Eddie's for 8 years since he has been working as a bus driver. He likes Eddie's because the waiter recognize his face and he likes the atmosphere there. He isn't great at using digital devices and he prefers using a computer over small smartphones.

### GOALS

Create a clear and visually pleasing website for Martin

Age: 54

Gender: Male

Status: Single

Occupation: Bus Driver

Location: San Francisco, CA

### DAILY ROUTINE

- Drink coffee with French toast
- Sit near the counter
- Read newspaper while eating
- Tend to choose quick meal due to their short work break

### PAIN POINTS

- Small type fonts
- Cannot get the information quickly that he wants

## EDDIE'S CAFE

Serving American Style Breakfast since 1974.

### BUSINESS HOURS

Monday	8:00 am- 1:30pm
Tuesday	8:00 am- 1:30pm
Wednesday	8:00 am- 1:30pm
Thursday	8:00 am- 1:30pm
Friday	8:00 am- 1:30pm
Saturday	8:00 am- 1:30pm
Sunday	8:00 am- 1:30pm

CALL US  
(415) 563-9780

JOIN US ON FACEBOOK  
<https://www.facebook.com/EddiesSF/>

## MENU

### --- BREAKFAST MENU ---

Three Egg Omelettes	Grill
Denver ham, onion, and bell pepper	Smoked Beef Sausages & Two Eggs
French Toast & Waffles	Combination
Three Pancakes	Three Pancakes & Two Eggs

### --- LUNCH ---

Hamburger	Sandwich
Hamburger	Cheese Sandwich

picture of the place

map

800 Divisadero St

San Francisco, CA 94117

b/t Mcallister St & Fulton St

Alamo Square

# STYLE TILE

## EDDIE'S CAFE

Perpetua Bold 48pt

MENU    ABOUT    LOCATION

Roboto Condensed Bold 20pt

Serving American Style  
Breakfast since 1974.

Perpetua Bold 23pt

### BUSINESS HOURS

Roboto Condensed Regular 17pt

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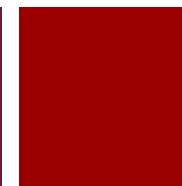
Perpetua Regular 14pt

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### Possible Colors



#681f30



#9a0000



#503d2e



#a27345



#f0ecc9

### Images & Patterns



### Adjectives

Retro

Old-fashioned

Friendly

Cozy

Homey

Simple

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## CALL US

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## FOLLOW US ON FACEBOOK!

<https://www.facebook.com/EddiesSF/>

### --- BREAKFAST MENU ---

#### From the Grill

Smoked Beef Sausage & 2 eggs	9.85
Two Smoked Beef Sausage & 2 eggs	13.75
Pan Sausage & 2 eggs	9.85
Link Sausage & 2 eggs	9.85
Chicken Apple Sausage & 2 eggs	10.35
Salmon Patty & 2 eggs	9.85
Beef Patty & 2 eggs	9.85
Ham & 2 eggs	9.85
Bacon & 2 eggs	9.85
Two Pork Chops & 2 eggs	13.95
2 eggs	8.95
with cheese	0.50
with Avocado	1.00

#### Three Eggs Omelettes

Cheese	10.25
Onion	10.25
Tomato	10.25
Vegetable	mushroom, tomato, onion, bell pepper
Denver	11.75
ham, onion, bell pepper	11.75
Ham or Bacon or Sausage	11.75
Meatlover	
bacon, ham & sausage	13.75

### --- LUNCH MENU ---

#### Hamburgers & Sandwiches

Hamburger	6.65	Egg Cheese Sandwich	5.25
Cheeseburger	6.95	Pan Sausage Sandwich	6.25
Bacon Cheeseburger	7.45	BLT	6.25
Divisadero Burger	8.55	Bacon & Egg with Cheese	6.25
Grilled Ham %Cheese	6.45	Smoked Beef Sausage	6.50
Ham & Cheese Sandwich	6.25		
Bacon Turkey Club with Fries	10.85	French Fries	2.55

### --- BEVERAGES ---

Coffee or Tea	1.95	Milk	2.50
Hot Chocolate	2.45	Root Beer Float	3.25
Ice Tea	2.25	Apple Juice	2.50
Milk Shake	4.25	Orange Juice	2.75
Soda (cans only)	1.75		



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