

Design Brief
Cafe 101

Cafe 101 is a small snack and drink place located at Cesar Chavez, Student Center. They serve Monday- Thursday from 7 am - 7:20 pm and Friday 7 am - 4 pm. The purpose of this café is for students/ professors and other employees on campus to grab-and-go. The website will be presented with the same intent so the audience could easily navigate through the content such as the menu, hours and directions.

Project Vision

The vision of this offering is the menu should be the focal point of the website. The presentation would be a success only when the customers will want to purchase food from the café because of the website. To ensure that, the website will include photography and color themes from the café. The purpose is to inform the customers about the quality, atmosphere, and service of the place. A potential pitfall could be making the cafe stand out with the limited menu options. The menu of Cafe 101 has stayed the same, it will be difficult for bringing variety.

Value Proposition

Users generally exploring a food/restaurant website may find it difficult to get the information with a few clicks. This offering will ensure that all the important content is presented visibly and straightforwardly. The core value proposition will be listing the price next to the menu posted on the website. Many customers check before that visiting especially a food place. The main marketing message is to promote this cafe as the most accessible and affordable cafe on campus than the rest.

Competition

Similar tools are already presented in other snack shops on campus websites, but the re-production of Cafe 101's website will be attracting more young generation because of our presentation of content.

Your Customers

Our target audiences are students and professors on campus. It is specifically for those who want quality drinks and pastries/donuts of their money's worth. Since many

students are always on a budget and on-the-go, Cafe 101 will offer to solve both the problems. The current competition of Cafe 101 is Peet's Coffee and Cafe Rosso. Cafe 101 is different from both these food places. Peet's Coffee is located in the library while Cafe 101 is located at the center of the campus which makes Cafe 101 very accessible. Cafe Rosso is not only located on the other side of the campus but also does not offer as many options for drinks as Cafe 101.

Timeline



Competitive Analysis - Cafes SFSU

Competitors	Peet's Coffee	Cafe 101	Cafe Rosso
Company History	Founded in 1966, Peet's coffee is a SF Bay Area based- specialty coffee roaster and retailer. Introduced dark roasts such as Arabica coffee in blends including French Roast to the U.S.	Cafe 101 is located in the Cesar Chavez building at SFSU. Known for quick service and quality drinks/food for the price, it is a favorite to many students. It has been in business since 2007.	Serving variety of house-made specialties including, but not limited to, rice dishes, curry, fresh salads, premium sandwiches, coffee, and espresso. Cafe Rosso has been in business since 2006.
Business Features	Peet's Coffee offers specialty coffee at a competitive price. Choose from an array of standard coffee/tea options in addition to pastries & fresh produce/fruits.	Cafe 101 offers a variety of Coffee & Tea options at a reasonable price; not to mention the specialty drinks are themed after SFSU. In addition there are many grab-n-go breakfast options.	Cafe Rosso offers a wide array of inexpensive drinks and food for SFSU. Spanning from a espresso bar, bagels, sandwiches, soup, & even pasta- Cafe Rosso is a jack of all trades.
Pain Points	Prices are a bit more expensive than your typical Cafe at SFSU & the lines can be long at times since it's located in the Library building. Extremely busy in the morning.	The line here can be intimidating but they move quick. Prices are fair, however sometimes the breakfast goods are frozen. Extremely busy in the morning.	Wait times for food can either be a few minutes or many minutes- you may end up being late for class. Coffee is okay at best.
Website Features	Peet's Coffee website offers plenty of information on their menu, locations, roast, their team, and an Online store.	The Cafe 101 website presents hours, location information, & even some of their menu. However, it's worth noting that menu seems incorrect.	There isn't information on the location or website for this one. The only thing available seems to be a pdf of the menu at the location.
Revenue Models	Mass appeal business model Seating in the library lobby for customers	Fast & Friendly model / Mass appeal Only room for equipment in shop	Mass appeal business model Small amount of seating in the courtyard.



Autumn

"Life happens, coffee helps"

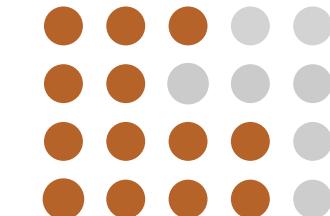
-creative
-exploration
-open minded
-expressive

DEMOGRAPHICS

Age: 20
Location: San Francisco
Education: Cinematography Major
Job: Waitress in the Richmond

ASPECTS

Social Media
Music Streaming
Video Streaming
Fashion



GOALS

- Survive the semester
- Spend time with family
- Explore the Bay Area
- Get a nice job post-grad

FRUSTRATIONS

- Long lines often cause her to be late to class
- MUNI Traffic
- Paying rent in SF
- Inaccurate websites/Yelp pages

ABOUT

Autumn is a second year here at SFSU who is currently working as a waitress. She loves to explore the city with her friends & check out movie releases. At SFSU her favorite place to stop & grab coffee is Cafe 101, its the perfect cafe to meet up with friends in the morning.

IDENTITY

BARNES&NOBLE



UO



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HEADLINE

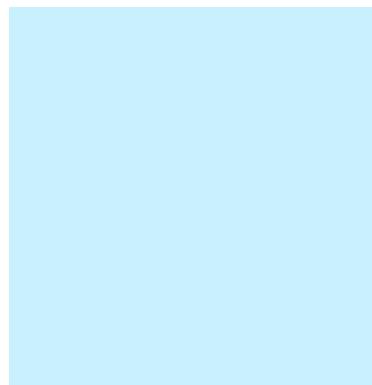
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SUBHEAD

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



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SIMPLE WARM WELCOMING CALM CLEAN

(Tabs) //Coffee// - //Food// - //Other//

- Featured Products -

Logo

+ Menu (expanding)

About

Store

Products

Contact

Accomadations

Img

Img

Img

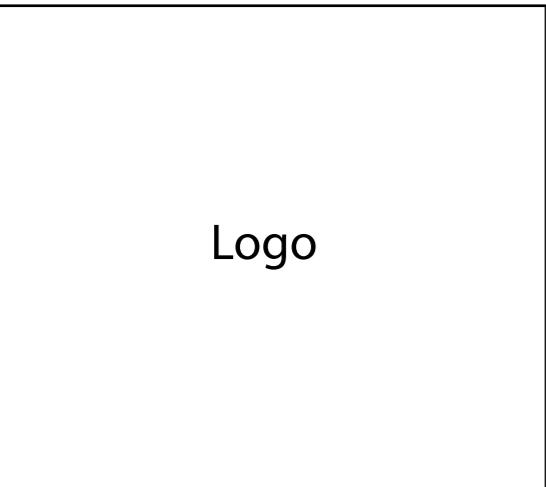
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Media links





Logo

+ Menu (expanding)

About
Store
Products
Contact
Accomadations

About

- About -

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Legal Stuff

Media links



ABOUT

Logo

- About -

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+ Menu (expanding)

About

Store

Products

Contact

Accomadations

Who / what / where / when

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Media links





COFFEE

FOOD

OTHER

ABOUT

STORE

PRODUCTS

CONTACTS

ACCOMODATIONS



House Coffee



Hot Tea



Hot Chocolate



Iced Espresso



Iced Tea



Cold Chocolate Milk

[ABOUT](#)[STORE](#)[PRODUCTS](#)[CONTACTS](#)[ACCOMODATIONS](#)

House



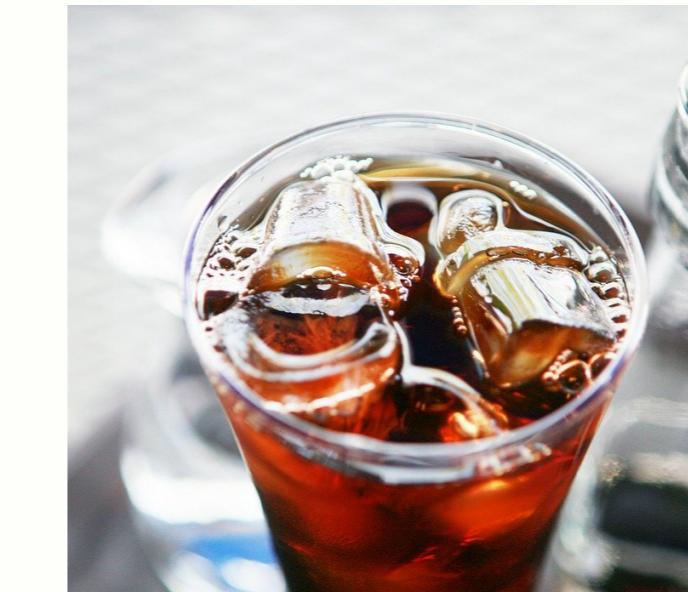
Hot Tea



Hot Choco-



Iced Espresso



Iced Tea



Cold Chocolate