

# **FINAL PROJECT**

Ashley Gass & Melody Rosado



## GOAL

The goal of the project is to create a new visual identity for Cafe Enchante, including a logo and a responsive website using HTML and CSS.

## FINAL PRODUCT

The final product will be an interactive and responsive website for Cafe Enchante. This will try to emulate the Parisian vibe the business is already offering to attract more customers and best reflect their brand values.

## TIMELINE

The project will start on April 22nd and will be delivered by mid-May.

## TARGET AUDIENCE

The current customers are locals that live within a 15-minute walking radius. The laid back atmosphere brings in a mixed bag of regulars. Students, retirees, computer users, and on the weekends' Russian orthodox parishioners and priests frequent this cafe. Therefore, the aim would be to attract a younger clientele and tourists looking for a fast and low-priced snack and hot beverage. The target audience would be people from 16 to 80 years old.

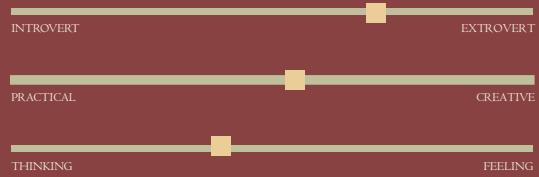
## DELIVERED

The website delivered will have a clean and simple interface using a color palette inspired to nineteenth century France. The product will also enable the costumers to order ahead.

# COMPETITIVE ANALYSIS



Company Background	Seattle-based coffeehouse chain known for its signature roasts, light bites and WiFi availability.	Berkeley-born chain featuring signature coffee, tea & blended drinks alongside baked goods.	Contemporary coffeehouse known for design-your-own sandwiches plus upgraded twists on classics.
Main Features	Free Wifi, Accepts Credit Cards, Gender Neutral Restrooms, Kid Friendly	Accepts Apple Pay	Free Wifi, Parking Available, Gender Neutral Restrooms, Kid Friendly, Delivery, Takeout, Outdoor Seating, Accepts Credit Cards
Major Pain Points	Rude service, hard to find parking, unorganized and chaotic.	Business calls take place. Staff is rude, racists, and slow. Not enough outlets.	Long wait lines.
Website Features	Menu, Rewards, Gift Cards	Shop, Subscriptions, Locations, Menu, Rewards, Learn, Careers	Does not function.
Category	Coffee & Tea	Coffee & Tea	Sandwiches
Customer Ratings	3 Stars out of 145 Yelp Reviews	4 stars out of 138 Yelp Reviews	4.5 stars out of 1504 Yelp reviews
Customer Review Insights	The best is on Sunday when the bank is closed, the entire store is empty except for the front left corner.	The coffee here is really on point (great in regular English)! Always better than Starbucks!! I walk the extra few blocks for this coffee!!	Their portions are huge, prices and fair and subs are amazing. I don't say this lightly, Lou's is the best sub-style sandwich I've had in the city.



# YVONNE CHANG

**GENDER** Female

**AGE** 25

**LOCATION** San Francisco

**OCCUPATION** Student



## BIO

Yvonne is a blog writer who lives in Outer Richmond, San Francisco. She both works and goes to school. Currently, she is studying to become a journalist to pursue her dream job that allows her to travel. Unfortunately, she has never traveled outside of California because her financial condition is quite precarious. She would love to travel to Europe, especially France.

## PSYCHOGRAPHICS

During the week, Yvonne goes to school and spends a lot of time studying. However, she works as a freelancer which helps her pay the rent and practice for becoming a professional writer. Also, enjoys spending her free time visiting museums, parks, and reading a good book. Since she does not earn enough to have her own house, she shares a 2 bedroom flat with her close friends. However, sharing a room implies a lack of privacy or a quiet place. Therefore, she needs a place to study or write when she is not using the campus library. She is looking for a cafe near her house that has a warm environment. Her pain points are cafes with slow wifi, crowded seating, a loud atmosphere, and with not enough power outlets.

Cafe Enchante might be a great place for her to spend time reading, writing, and studying. This is because it is comfortable, quiet and has spacious seating arrangements. Wifi users can lounge around without the pressure of staff regulating their stay and judging their minimum purchases.

# WIREFRAME

# Cafe Enchante

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# ABOUT US

## IMAGE

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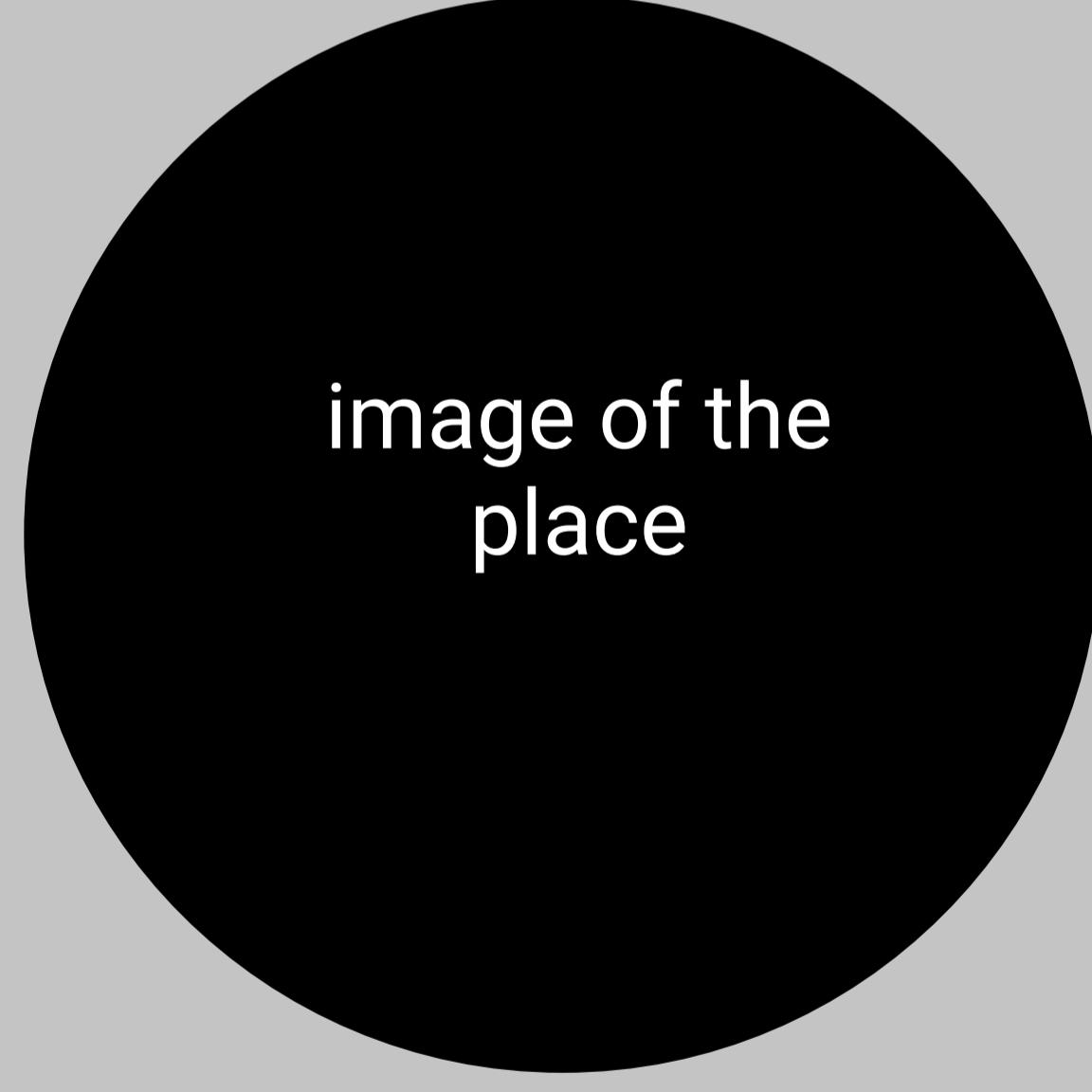
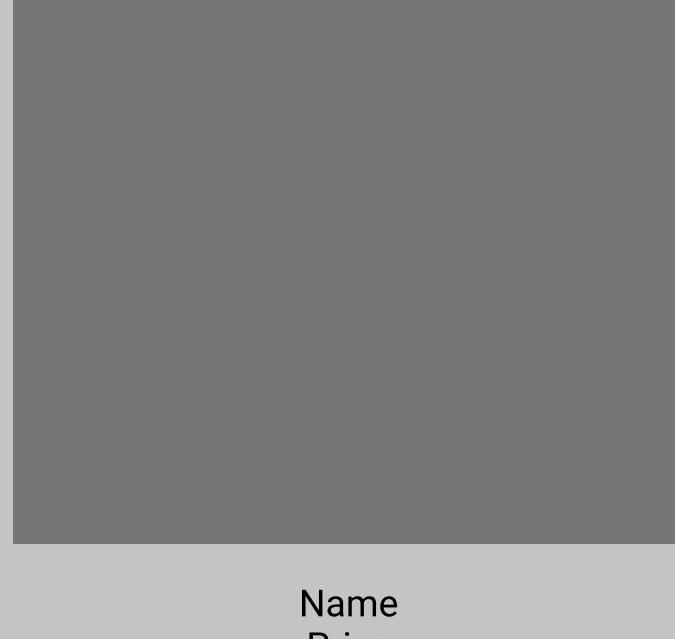


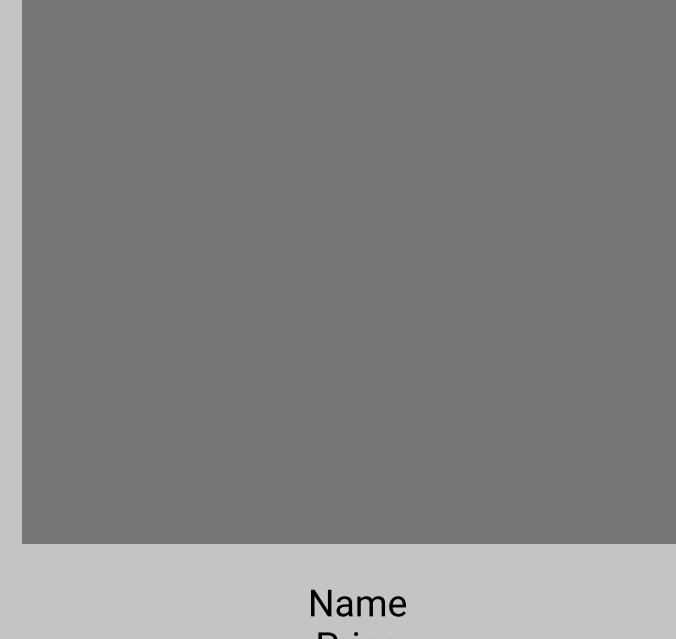
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## IMAGE

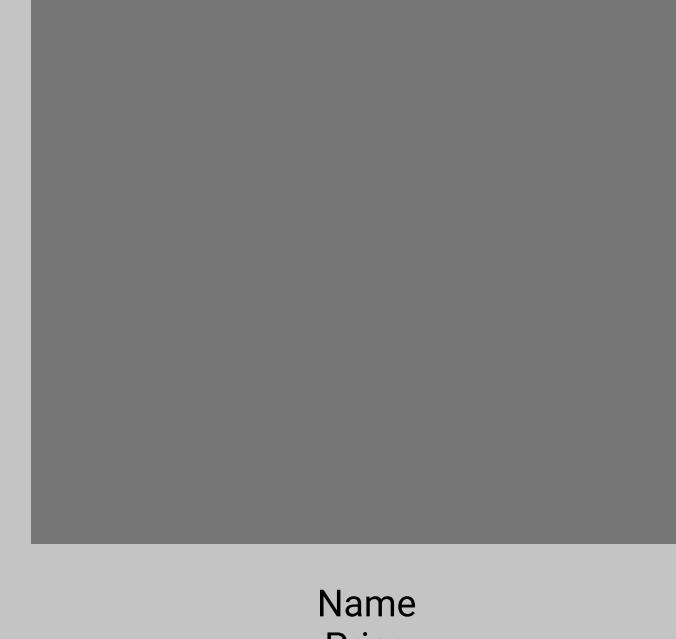
## Beverages



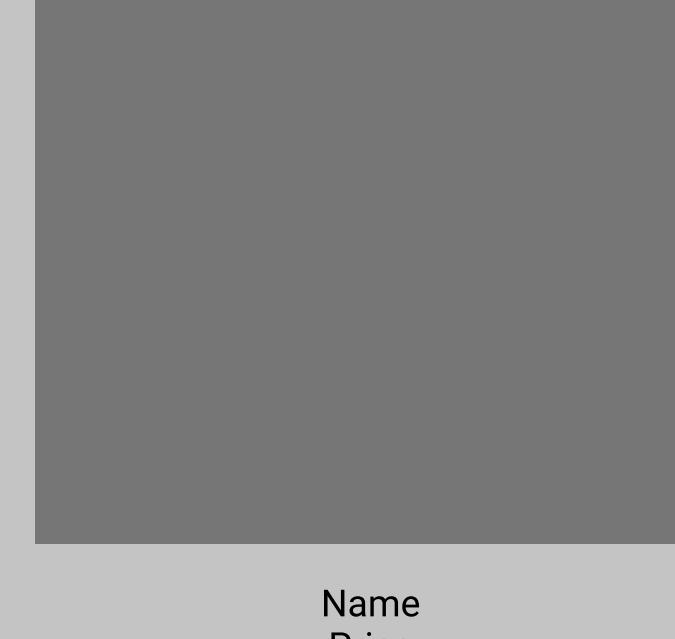
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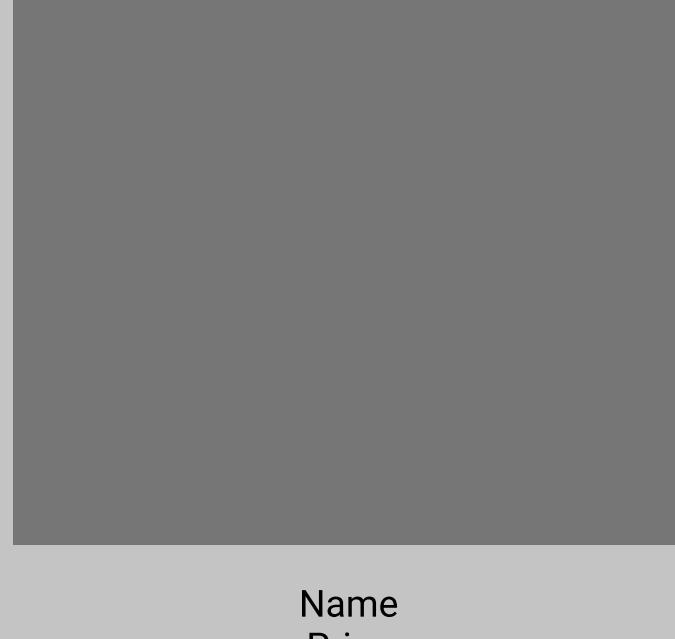
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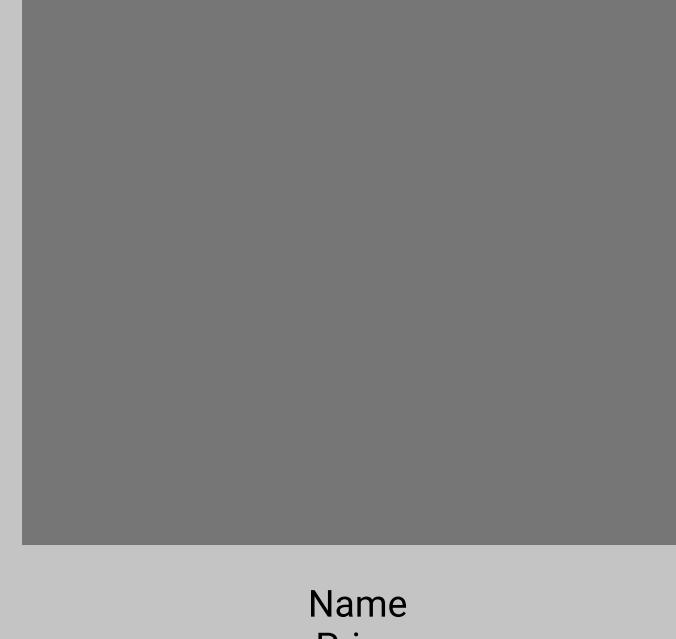
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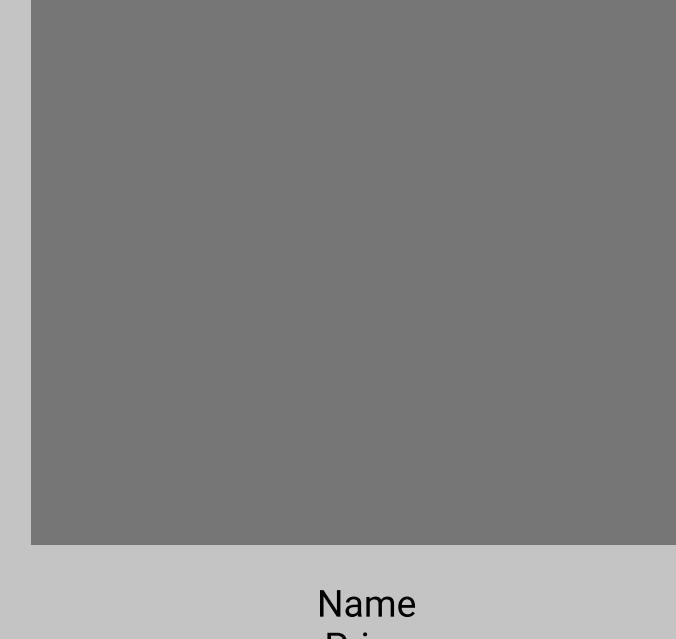
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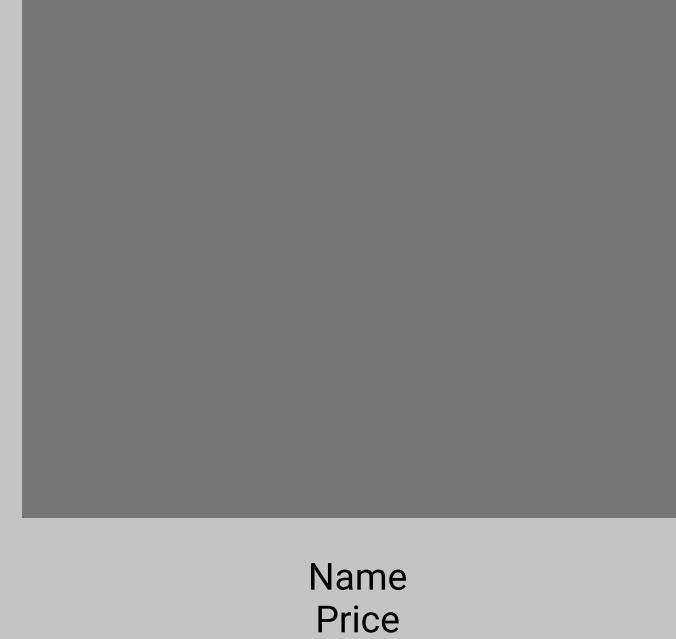


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## Breakfast



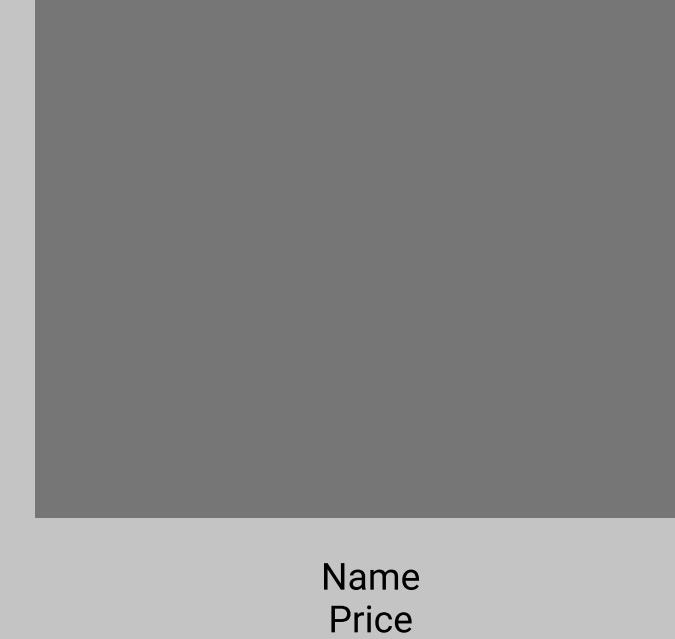
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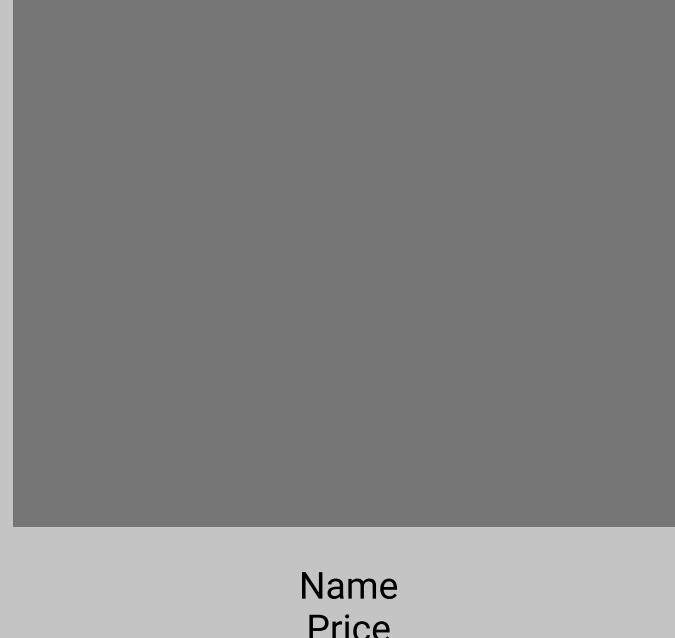
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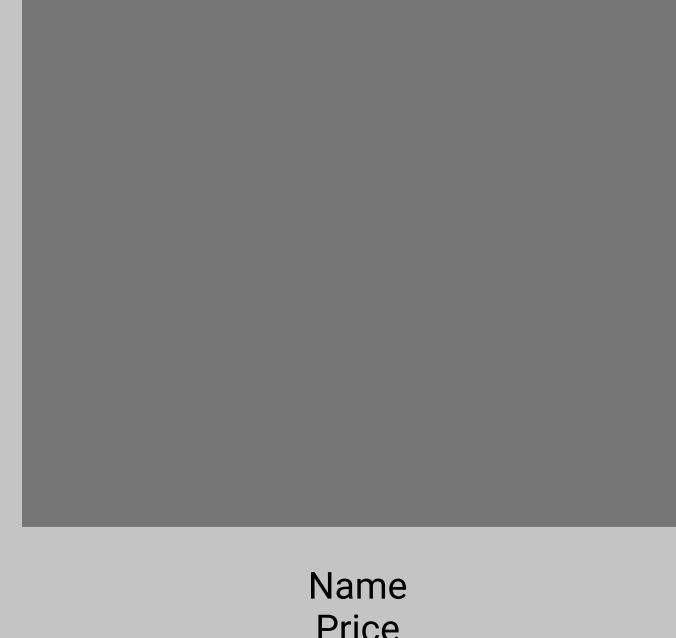
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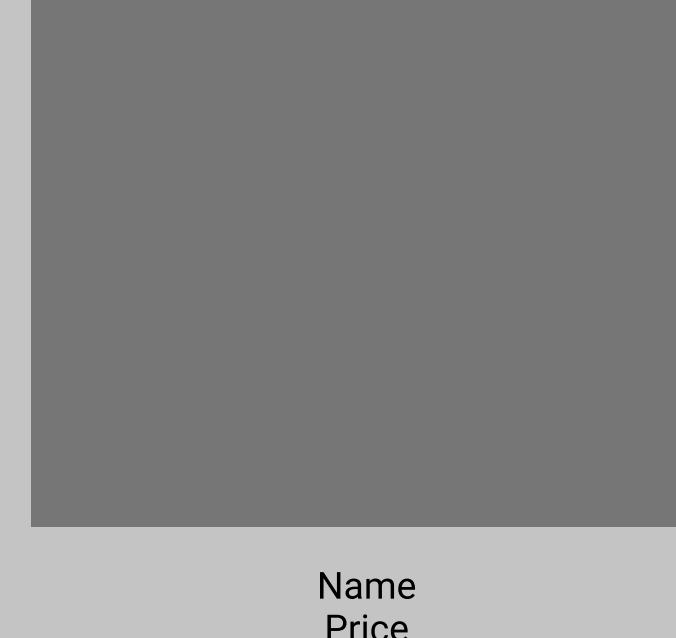
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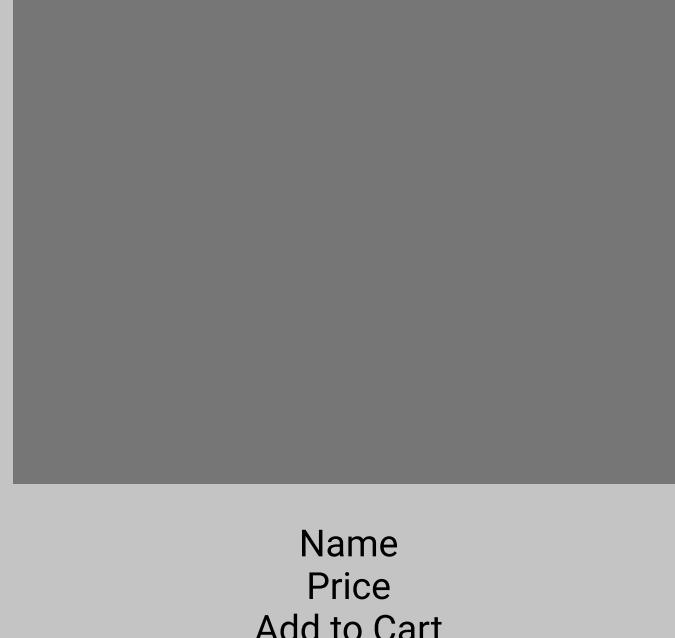


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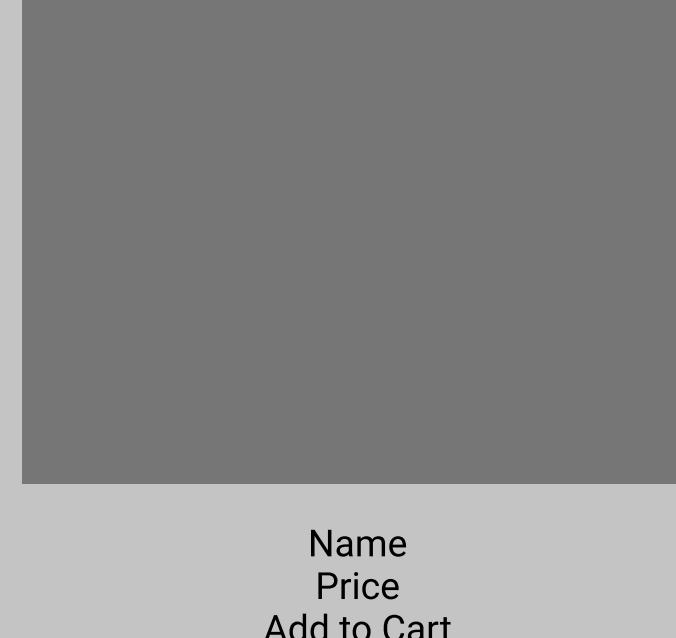


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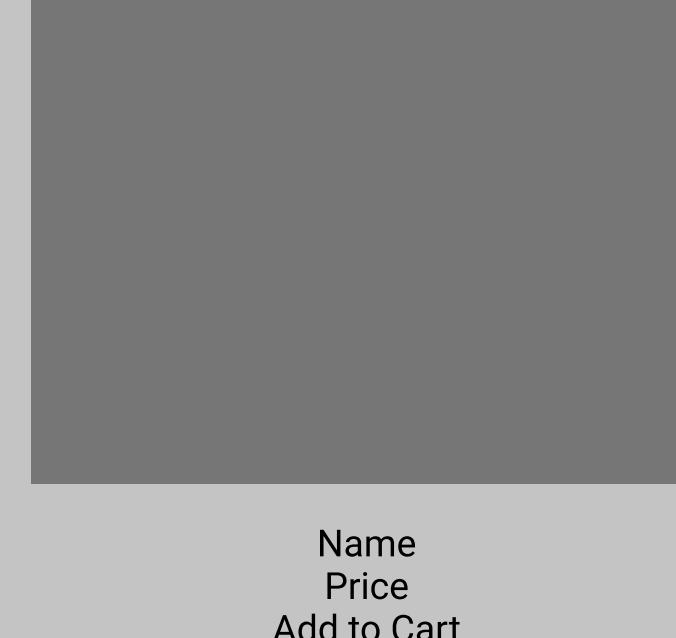
## Sandwiches



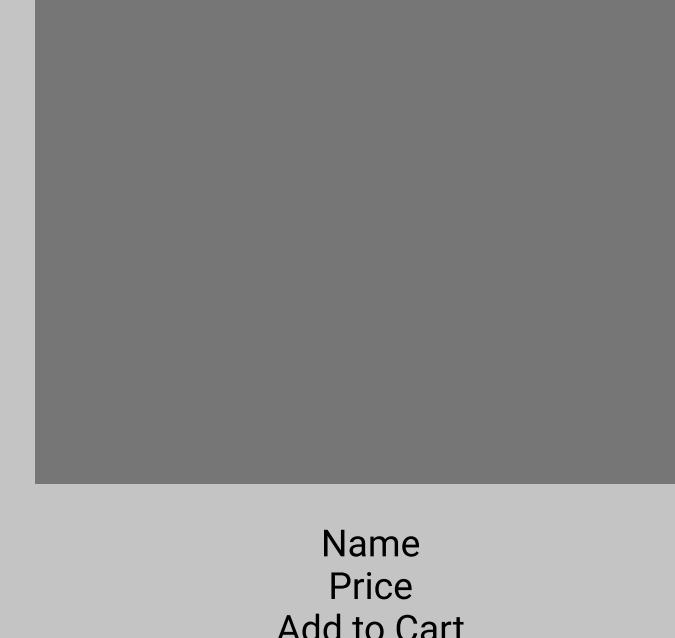
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# CONTACT US

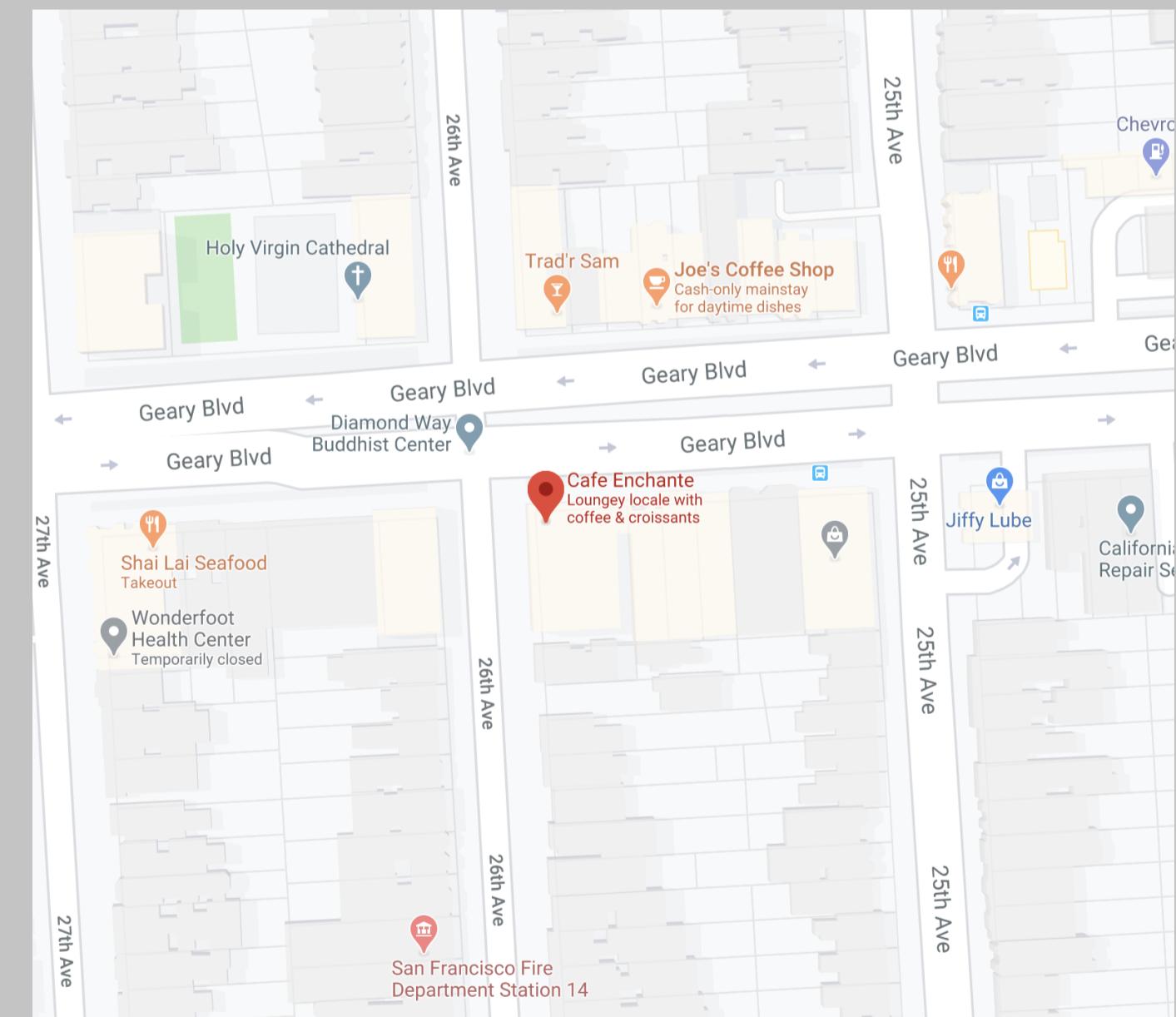
IMAGE

## CONTACT US

Phone: [REDACTED]

E-mail: [REDACTED]

Address: [REDACTED]



# Style Tile

## This is an Example of a Header

Cherry Swash Bold

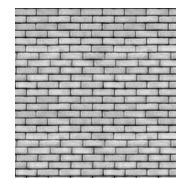
### This is an Example of a Sub Head

ScalaSansPro Regular

This is an example of a paragraph. Occusa velitataque  
et estis et hicipsam, nos et aceprovidit quate veribus  
ad qui opta disim voluptaquis aut lic to ese

Roboto Regular

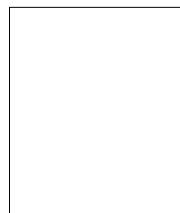
Textures



### Adjectives

Clean      Flamboyant

Possible Colors



#FFFFFF



#C6C5A4



#E8CC96



#87413F



#494949

Modern      Warm

Parisian      Elegant

This is an example of a button

Submit Button Example Here

# MOCKUP



# Cafe Enchante

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# Cafe Enchante

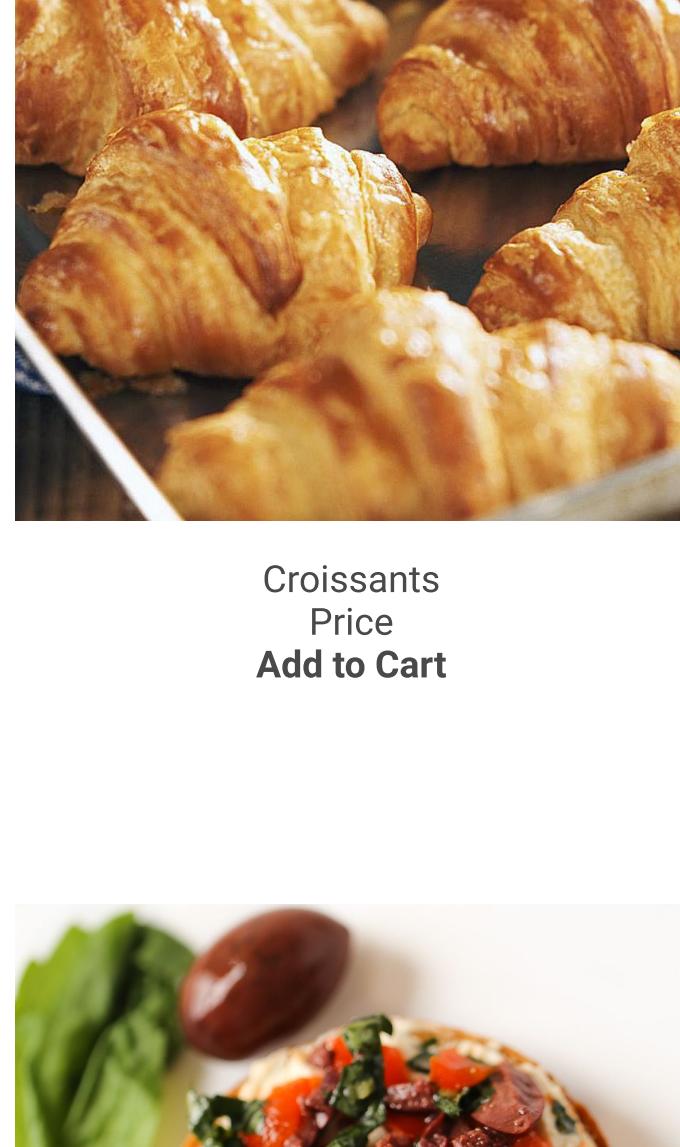
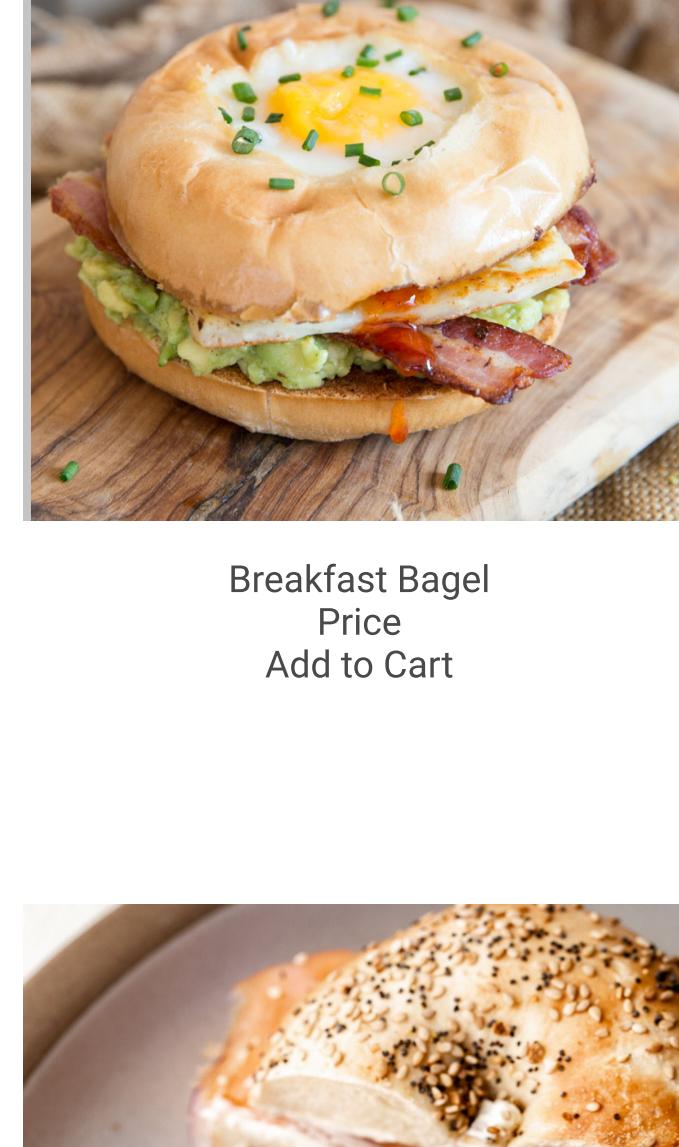
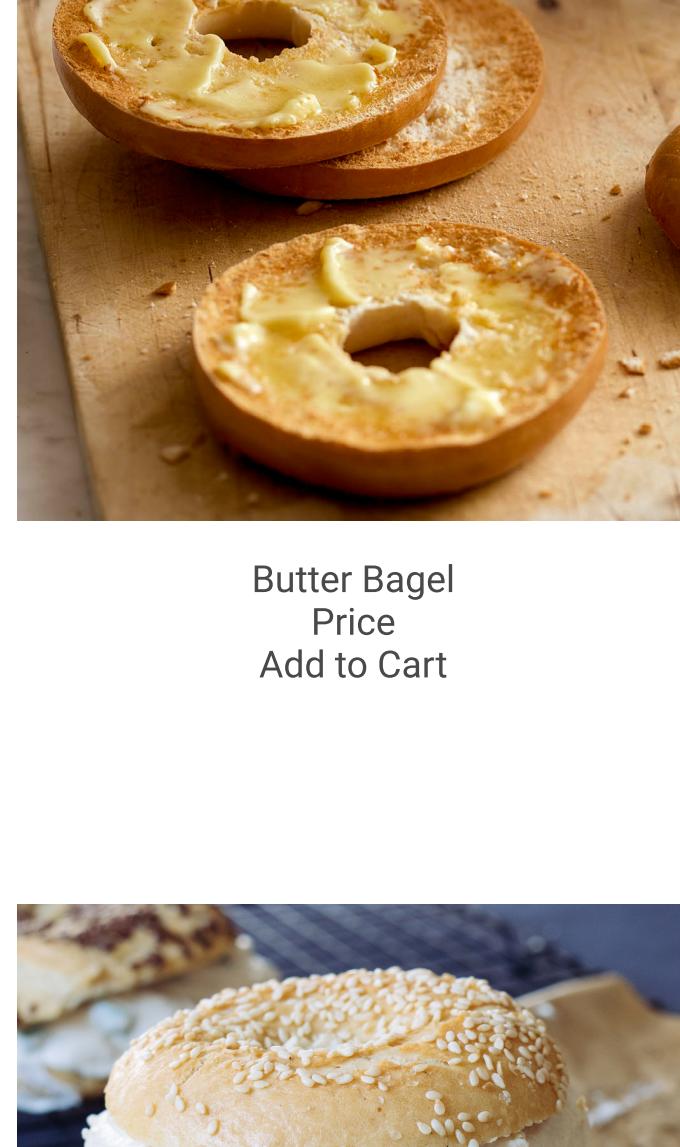
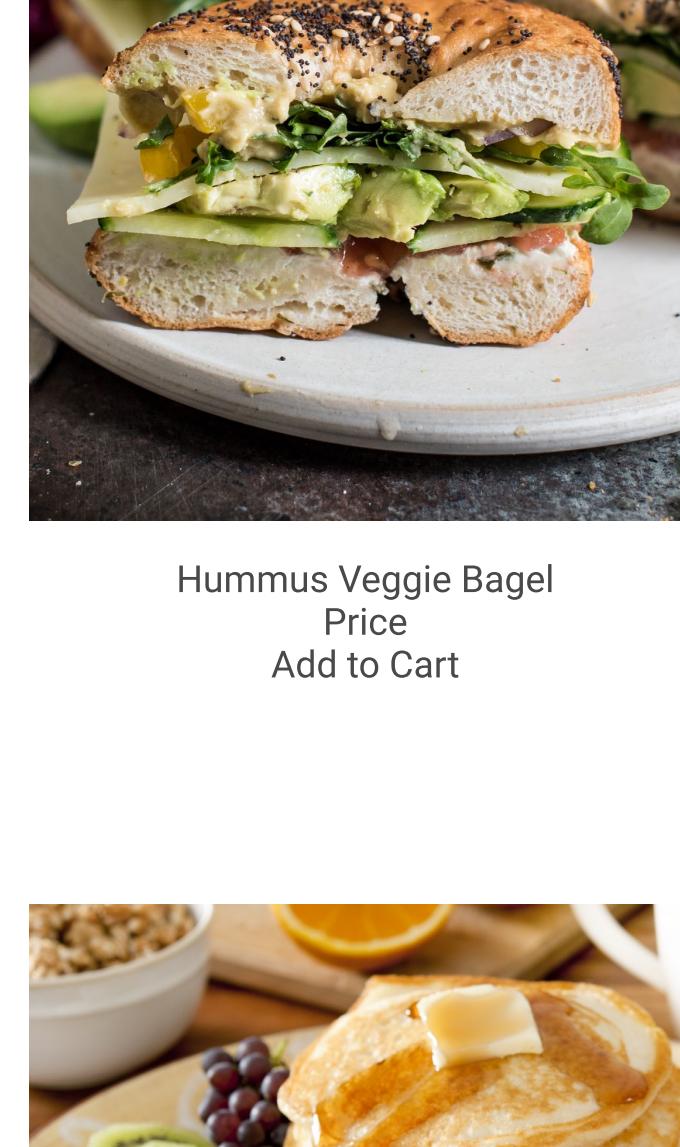
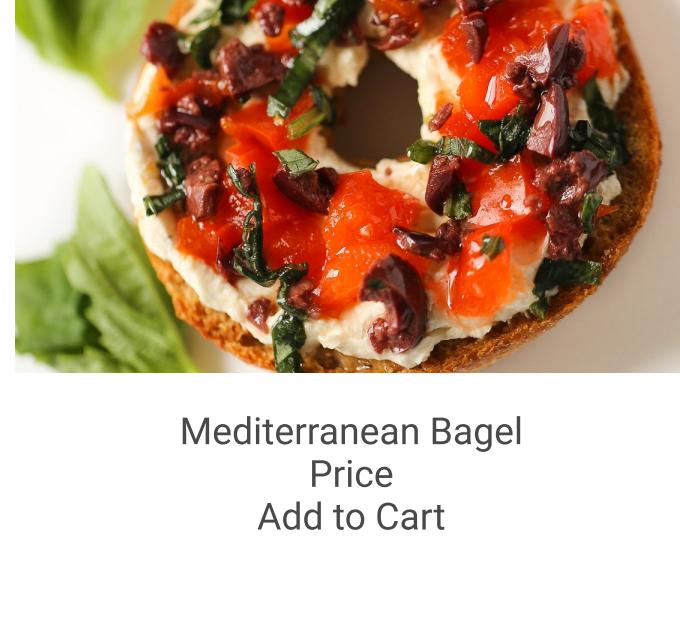
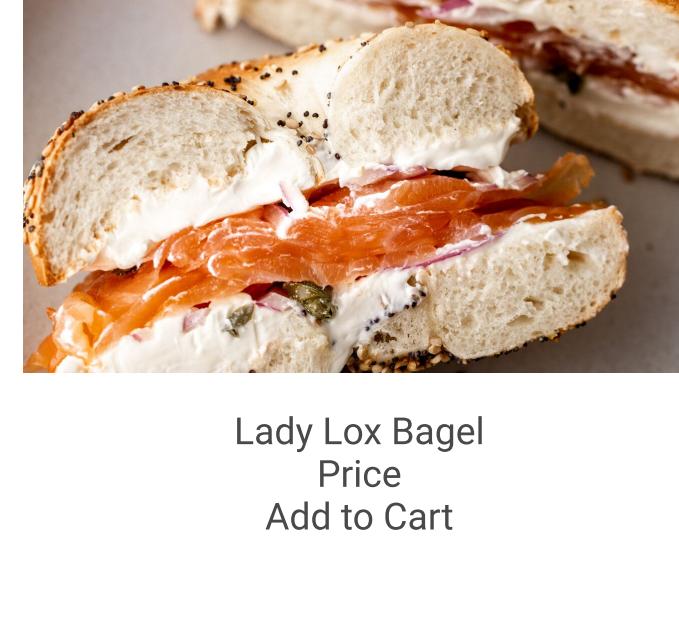
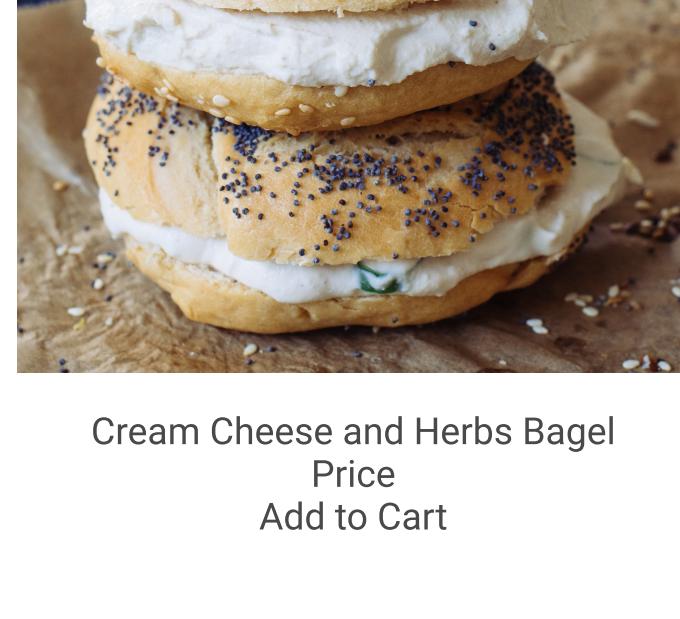
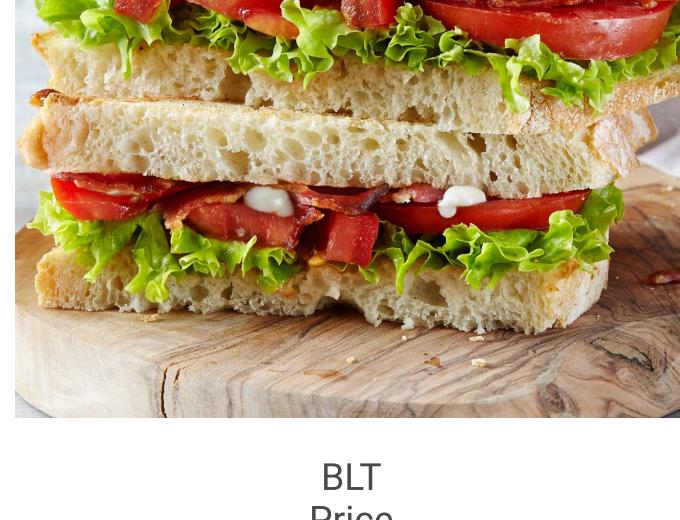
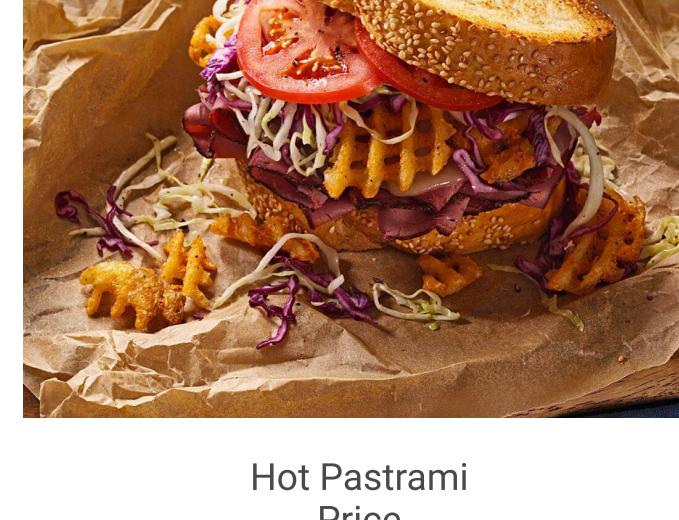
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**Beverages**Espresso  
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[Add to Cart](#)Red Eye  
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[Add to Cart](#)Mocha  
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[Add to Cart](#)White Hot Chocolate  
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[Add to Cart](#)**Breakfast**Croissants  
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[Add to Cart](#)Breakfast Bagel  
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[Add to Cart](#)Butter Bagel  
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[Add to Cart](#)Hummus Veggie Bagel  
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[Add to Cart](#)Mediterranean Bagel  
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[Add to Cart](#)Lady Lox Bagel  
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[Add to Cart](#)American Breakfast  
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[Add to Cart](#)**Sandwiches**BLT  
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[Add to Cart](#)Turkey Wrap  
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[Add to Cart](#)San Franciscan  
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