

# Antigua Coffee

Final Production Presentation

Des 327

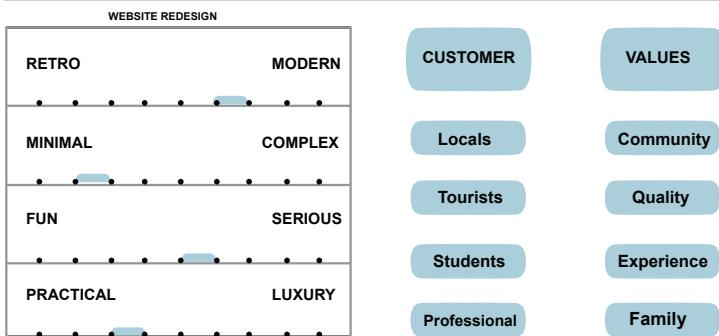
Ezra Cohen/Lesly Sanvicente

## Design Brief

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



### Branding

We specialize in our South American coffee bean sourcing. 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 experience possible. If that means serving the best coffee, or having a clean restaurant we want to do that. We are branded to be a great local cafe where people can come enjoy great coffee or food, and, be in a safe, comfortable area.

### Customer retention

We focus a lot of our attention to building a community and interacting with our customers on social media. We have a good following on Instagram and we use it to find new customers and for announcements.

### 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 competitor is McDonald's and other fast food.

# Competitive Analysis



Company / Product Name	Antigua Coffee	In-N-Out
Brief History of the company	<p>Our story began in San Francisco, first as a customer, then as an entrepreneur. What started off as a simple cup of coffee became a lifelong pursuit of happiness, living the American Dream. We bring passion, experience, and coffee excellence to our customers here in South San Francisco, and Hayward.</p>	<p>In-N-Out Burger is an American regional chain of fast food restaurants with locations primarily in California and the Southwest. It was founded in Baldwin Park, California, in 1948 by Harry Snyder and Esther Snyder.</p>
Features of the business	<p>Features of the business include are friendly staff, clean cafe, and a quiet setting.</p>	<p>Features of the business are good food, cheap, and good customer service</p>
Pain Points of the business	<p>Pain Points of the business price, and service speed.</p>	<p>Pain Points of the business are its crowdedness.</p>
Website Features	<p>Website Features the complete menu, a catering service and links to social media</p>	<p>Website Features includes establishment locator, full menu, and merchandise.</p>



Company / Product Name	Mcdonalds	Starbucks
Brief History of the company	<p>McDonald's Corporation is an American fast food company, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States</p>	<p>Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. As the largest coffeehouse in the world, Starbucks is seen to be the main representation of the United States' second wave of coffee culture.</p>
Features of the business	<p>Features of the business include well known and reliable for consistant food. Cheap and quick as well.</p>	<p>Features of the buisness are reliable and quality coffee with professional and comfortable setting.</p>
Pain Points of the business	<p>Pain Points of the business are quality, and customer service.</p>	<p>Pain Points of the business are price, crowds, and customer service</p>
Website Features	<p>Website Features includes establishment locator, full menu, and merchandise. online ordering.</p>	<p>Website Features include menu, store locator, and emphasis on their uber eats partnership.</p>

## Persona



Name: Natalia Alfaro  
Age: 21  
Gender: Female  
Residence: South San Francisco  
Income: \$12,000

### Daily Routine:

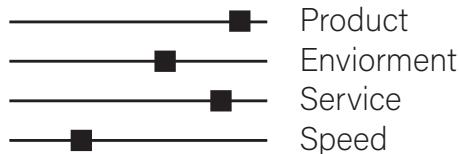
Breakfast, go to school,  
do homework at cafe or park, hang out with  
friends/do activity, read book, go to sleep

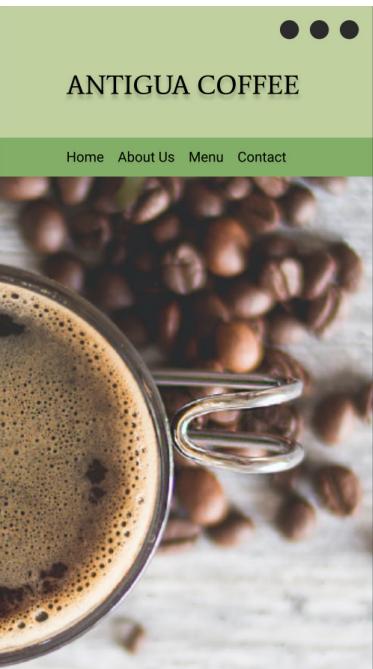
### Potential Frustrations:

Crowds, dirty setting, bad vibes, and bad product.

BIO: Eliana is community college student from South San Francisco. She loves doing her homework at Antigua cafe because of the quiet and clean environment. She also loves that she can talk to the owners there and catch up. Bumping into friends at Antigua coffee is not uncommon, which makes Antigua better than a chain cafe.

**"Antigua is a relaxing calm environment."** Natalia Alfaro





**ANTIGUA COFFEE**

Home About Us Menu Contact

**Menu**

About Us Contact

**Drinks**

ESPRESSO \$9 .....	AMERICANO \$9 .....	MACCHIATO \$9 .....
CORTADO \$9 .....	CAPPUCINO \$9 .....	LATTE \$9 .....

**Eat**

CLASSIC CROISSANT \$9 .....	ALMOND CROISSANT \$9 .....	CHOCOLATE CAKE \$9 .....
BANANA BREAD \$9 .....	BLUEBERRY MUFFIN \$9 .....	ASSORTED COOKIES \$9 .....

Home About Us Menu Contact Home

**About Us**

Welcome to the neighborhood Antigua Coffee Shop! Our story began in San Francisco, first as a customer, then as an entrepreneur. What started off as a simple cup of coffee became a lifelong pursuit of happiness, living the American Dream.

**Contact**

(510) 818-3715

Email\*  
Subject\*  
Message\*

**Send**




We're passionate about blending only the finest coffee beans in all our neighborhood shops. Sourcing from the farmers of Columbia, Guatemala, and Mexico, our international blend gives our coffee a bold flavors, as well as character.

## Style Tile

**STYLE TILE: Antigua Coffee**

# HEADLINE

Baskerville Old Face 60pt

Baskerville Old Face Regular

## TITLE

Here is an example of a paragraph. *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.*

## SUBHEAD

Choplin Extra Light 25pt

**Choplin Medium**

Choplin Extra Light



#C0D09F



#290E00



#C3B186



#F2CF8C



#EBBF94



#82AE67

Straightforward

Intuitive

Style

Complete

Clear



We created this style tile based of the atmosphere of Antigua and the responses we got from customers. We feel that the colors reflect a safe and fresh environment.



# ANTIGUA COFFEE

Home    About Us    Menu    Contact



The mockup for the Antigua Home page was designed to be simple and intuitive, while still having the character of the Antigua Coffee brand.

**ANTIGUA COFFEE**

Home About Us **Menu** Contact

Catering Services Call (450) 845-3987  
We have a variety of catering options available for parties ranging from 25 to 200 people.

**About Us**

Welcome

to the neighborhood Antigua Coffee Shop! Our story began in San Francisco, first as a customer, then as an entrepreneur. What started off as a simple cup of coffee became a lifelong pursuit of happiness, living the American Dream.

**Our Promise**

We're passionate about blending only the finest coffee beans in all our neighborhood shops. Sourcing from the farmers of Colombia, Guatemala, and Mexico, our international blend gives our coffee a bold flavors, as well as character.

**About Us** **Menu** **Contact**

**Beverages**

Drinks	Sliders
Mimosas --- 7.50	7.75 - 3 Grilled beef patty, American cheese, tomato, onions
White Sangria --- 5.00	
Red Sangria --- 5.00	
Michelada --- 6.50	
Bellini's (Manjo, passion fruit, peach) --- 6.00	Flautitas
Espumosa --- 6.00	7.75 - 4 Mini crispy corn tortillas filled with chicken, fresh pico de gallo, shredded lettuce, queso fresco and sour cream.
Wine Cooler --- 6.00	Veggie Empanadas
Red Wine	6.49 - Spinach, portobello mushrooms, onions, mozzarella, spices with home-style Serrano Sauce.
Pan Rodolfo --- 8.00	Cheese Quesadilla
William Hill --- 8.50	6.49 - Shredded cheese, fresh pico de gallo, and sour cream.
Columbia --- 10.00	TORTILLA CHOICE: flour, garlic, spinach, cilantro & jalapeño, whole wheat, chipotle.
White Wine	
La playa / Sauvignon --- 7.00	
J. Lohr / Chardonnay --- 9.00	
Tinga/ Chardonnay --- 7.00	

**Menu** **Contact** **Home**

(510) 818-3715

Email\*  
Subject\*  
Message\*  
**Send**