

William Ramirez Amaya
Althea Marin Santos
DES 327 Interactive Design
Small Business Research
Design Brief
Prof. David Hurwich
19 April 2020

Beachside Coffee Bar & Kitchen
San Francisco, CA
Outer Sunset

Branding:

Beachside Coffee Bar & Kitchen's brand identity is directed towards an American comfort food business. Its branding focuses its aesthetics towards the beach style setting and family-oriented home style. The owner would like to incorporate a cozy and friendly setting for its customers when it comes to their restaurant, their facebook page, and their under construction website. They hope that their website development is easy and convenient for the customer with enjoyment of style.

Calls to Action:

Beachside's call to action would be creating a website that is specifically towards their supporters, customers, and viewers. It would be a website that consists of having options that are towards a service for either ordering food, catering, or simply visiting and supporting their business. Its features would have a direct service dedicated to food service, customer merchandise, and a direct line for delivery.

They want a website that is exactly like their business objectives and aesthetics.

Customer Retention:

Beachside Coffee Bar & Kitchen would like for their customers to feel welcome and have a good time while eating their American comfort food or brunch. They hope that their customers are willing to come back again in support of their business and to hopefully introduce their business with their friends and family.

As part of their customer retention, they will want to guarantee the customer their service by providing them customer merchandise when it comes to delivery or catering. As well as free refills and on the house specials, when inside dining. They want to make the customer feel at home and comfortable.

Competitive Analysis:

As for competitive analysis with Beachside Coffee Bar & Kitchen, their competitors would be the local cafe chains nearby, Java Beach Cafe and Trouble Coffee Co. or any local cafe business across SF county.

They are all local spots for current residents and SF natives. Java Beach Cafe has two locations in the Outer Sunset. As for Trouble Coffee Co., they have three locations in the Bay Area. As Beachside Coffee Bar & Kitchen has one location, it sets apart how its competitors have multiple locations to keep its business running.

The main challenge for Beachside would be to keep their customer service and business up and running, because it is a small local business that is supported through their current residents, their quality of service with their foods and beverages, and their appeal to customers having the beach by their side after having a nice quality homemade brunch.



Beachside Coffee Bar & Kitchen

Website Development Design Brief

Client information:

Client's name: Beachside Coffee Bar & Kitchen
Address: 4300 Judah St, San Francisco, CA 94122
Phone number: (415) 682-4961
Business email: javabeachcafe@yahoo.com

Business overview:

Beachside Coffee Bar and Kitchen is a cozy and home-like feel cafe that attracts Neighborhood residents, San Francisco natives, families, and tourists who enjoy lovely brunches outside near the beach with refreshing beverages and catch-up chatter.

Project requirements/deliverables:

Sketches
Website prototype
Final Website

Objectives:

Create a website for Beachside Coffee Bar & Kitchen.
The website should translate the character of the business in a digital format.
Integration of new features such as online ordering.

Target Audience:

The current customers for Beachside Coffee Bar and Kitchen are usually located around the Outer Sunset and Outer Richmond area. Besides coffee they specialize in American Brunch. Their busiest hours are between 10:00 a.m. and 1:00 p.m.

Although a great percentage of their clientele is from the neighborhood, its location close to the beach attracts many tourists and the café-like setting attracts many students.

Demographic details:

Outer Sunset

Median income of \$93.3K annually (San Francisco Median income \$87.7 annually)

Being Younger adults (22-39) and older adults (40-64) the most significant population groups representing almost 66% of the total population.

Outer Richmond

Median income of \$87.3K annually (San Francisco Median income \$87.7 annually)

Being Younger adults (22-39) and older adults (40-64) the most significant population groups representing almost 64% of the total population.

Both neighborhoods have a slightly larger male population.

Design Problem:

Beachside Coffee Bar & Kitchen currently does not have a website. The business currently does not offer online ordering or delivery which could potentially increase popularity and therefore increase sales volume. Even though the business has social media presence updated information might be hard for customers to find.

Key dates:

April 22, 2020: Design brief/business research

April 27, 2020: Competitive analysis/persona.

May 4, 2020: Wireframe/style tile.

May 11, 2020: Website mockup.

May 13, 2020: Complete website presentation.

Competitive Analysis

Competitor:	Java Beach Cafe	Outerlands	Andytown Coffee Roasters	Verve Coffee	Devil's Teeth Bakery
Category	Cafe	Restaurant	cafe	Cafe	Bakery
Company background/description	Java Beach Café has been serving homemade & locally sourced eats for decades. All of our coffee is freshly roasted by our team in the San Francisco Bay Area & brought right to our cafés so that we can serve you the perfect cup every single morning.	Locally sourced, organic fare served in a warm, handcrafted setting. Cozy place with weathered-wood walls serving New American eats, housemade bread & a popular brunch.	Andytown Coffee Roasters was founded by baristas Michael McCrory and Lauren Crabbe to bring specialty coffee roasting to the Outer Sunset in San Francisco. They wanted Andytown to feel like your grandmother's kitchen—clean, cozy, welcoming, and warm.	Verve came to be through the serendipitous union of surf, sweat and a love of life and living. It was founded by Ryan and Colby. Its origin location was on 41st Ave in Santa Cruz, California. Today, Verve has locations in cities from Los Angeles to San Francisco to Japan, but their roots remain planted in Santa Cruz, where they roast our coffee on vintage roasters and enjoy the endless surf of the rugged California coast.	Comfort food and fresh baked goods for breakfast and lunch. Devil's Teeth is a cozy bakery in the foggy Outer Sunset, and has been handing out comforting treats and hearty sandwiches for nearly a decade. It was opened by Hilary Passman, a former attorney and mother of four, who was an avid home baker before setting up shop in 2011.
Time on the market	Since 1993	Since 2009	Since 2014	Since 2017	Since 2011
Target audience	College Students, Families, Tourists, locals.	Tourists, locals, solo dining.	Locals, College Students, Families, Tourists	Surfers, Locals, College students, Business people, Tourists	Families, Surfers, Locals, College students, Elderly, Tourists
Main features	Great coffee, good food, location, pet friendly, outdoor seating.	Great coffee and tea, outdoor seating, Hipster vibe.	Quality coffee and herbal tea, baked goods, take-out, made-to-order merchandise, and organic foods, location.	Quality coffee, locally sourced, herbal tea, merchandise, on-the-go pastries, fast service, location.	Reasonable price, fresh food, only outside seating, delivery service [grubhub and doordash]
Major pain points	No delivery, crowded, pricey.	Pricey, waiting times, service, no delivery	Small spaces, crowded, pricey	Limited seating, pricey.	Limited seating, crowded, waiting time.
Platforms/online presence	Instagram, Facebook, Yelp	Instagram, Facebook, Yelp	Instagram, Facebook, Twitter, Yelp	Yelp [SF] - Instagram, Facebook, Twitter, Youtube [general]	Instagram, Facebook, Twitter, Yelp.
Website features	Online ordering for pick up, view menu.	e-Giftcard and merchandise purchases, Contact form	Locations, Food previews, Subscriptions for coffee packs,	Shop merchandise, coffee, brew gear, giftcards, locations, subscriptions, help center and contact form, jobs, account	Menu, social media links, press coverage.
Ratings	Yelp: 4 Google: 4.4	Yelp: 3.5 Google: 4.4	Yelp: 4.5 Google: 4.7	Yelp: 4 Google: 4.4	Yelp: 4.5 Google: 4.6

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DES 327 Interactive Design

User Research Summary

Small Business Persona

Prof. David Hurich

29 April 2020

Beachside Coffee Bar & Kitchen user research results summary

The research survey gave us valuable information for a website development, as a group we noticed a variety of answers.

- In question 1, the most important factors that a customer takes into consideration to make a purchase were friendliness of staff and speed of service within a restaurant/cafe setting and showed about 80% of the majority survey takers.
- The research showed about 60% of survey takers main reason to visit or take a look at the restaurant/cafe's website are for either checking the menu, prices, and ordering online.
- Survey takers showed that the most wanted features on a restaurant/cafe website would be ordering for delivery and ordering for pick up.
- The 4 most wanted features from survey takers for the website would be: displaying the hours of the cafe, a menu complete with prices, contact information, and external social media links to share with friends and family.

- The last observation was that survey takers would like the website to be more visual. Since, more than 50% of the survey takers rated a 4 out of 5 for visual preference, being five a very visual experience.

Susan.



Demographics:

Age: 29

Occupation: Dental assistant.

Status: Single

Location: San Francisco, CA.

Income: 40,000/yr

Bio:

Susan is native from San Francisco. She graduated from CCSF and she works as a dental assistant in downtown San Francisco. On weekends she wakes up late and likes to spend time with her friends, most of the time they have brunch together. Brunch is very popular on weekends so they like to plan ahead. Sometimes they just get a cup of coffee or a drink and go to the beach.

Habits:

She has a 9 to 5 job from Monday thru Friday. She likes to start her morning with a good cup of coffee. Three days a week she wakes up early to go jogging. She uses public transportation and enjoys reading a good book on her way to work. Most of the time she brings her lunch and

likes to use that time to talk with her friends. Sometimes after work she likes to visit the supermarket to get some fresh ingredients and prepare a delicious meal and sometimes she prefers to order food for delivery and relax watching TV.

Goals:

Support small business and artists.

Contribute to the rescue and protection of the natural environment.

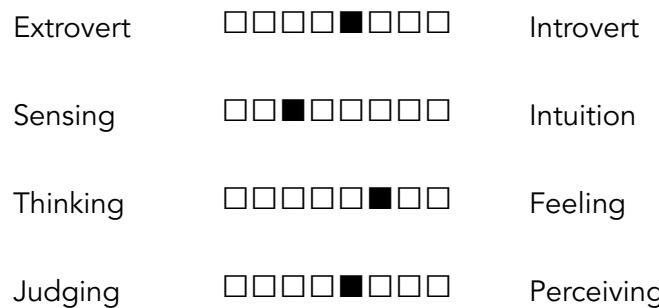
Have a healthy lifestyle.

Frustrations/Pain points:

Having inconsistent information or too much information that is difficult to navigate.

Spending too much time trying to find information or features that could be found in one place.

Personality:



Brands:

Wholefoods Market, Sprouts Farmers Market, Patagonia, REI Co-op, Cuyana, Dr. Bonner's

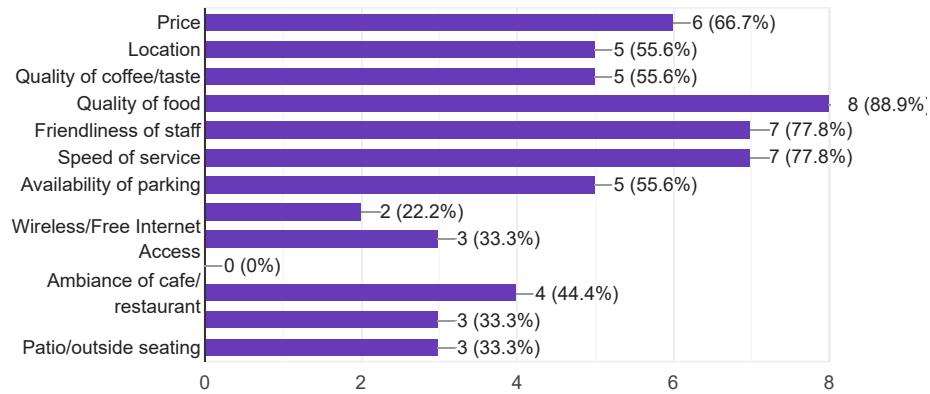
Website development survey

9 responses

[Publish analytics](#)

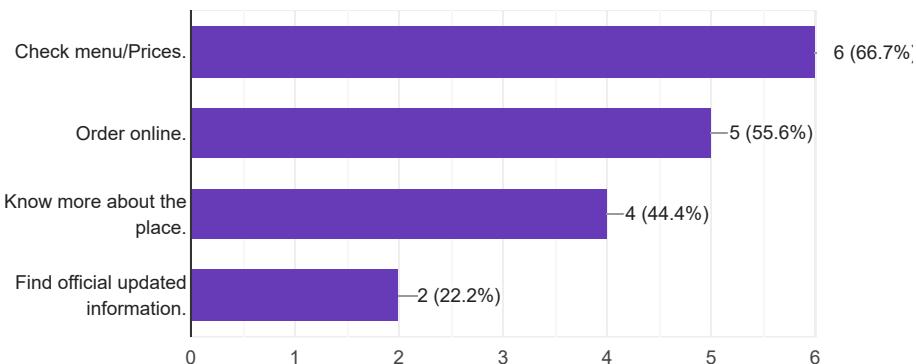
What factors influence your choice of coffee shop/restaurant to make your purchases? (You may answer more than one)

9 responses



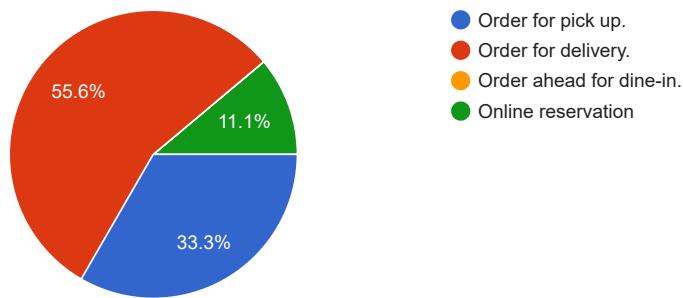
What are the main reasons you visit a restaurant/coffee shop website?

9 responses



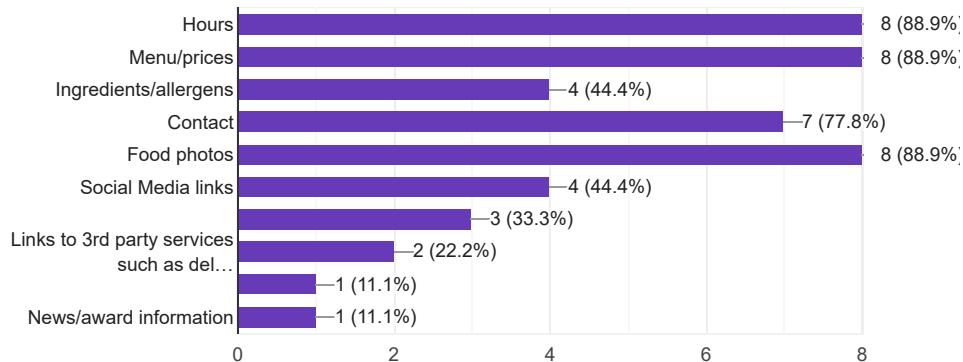
Which of the following features would be most useful for you?

9 responses



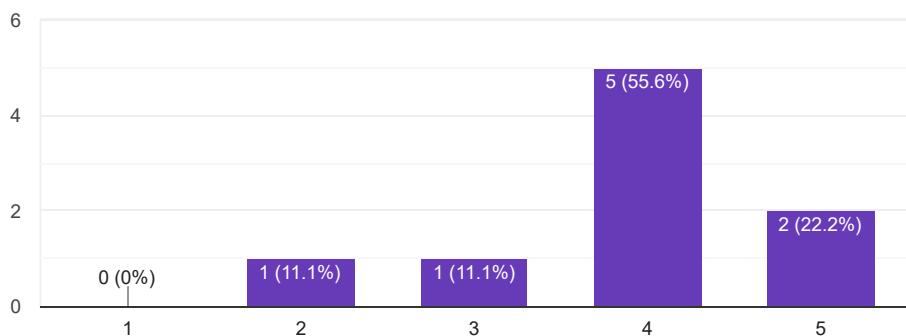
Which of the following features would you like to have in a local restaurant/coffee shop website? (Please choose at least 3 or more to specify)

9 responses



On a scale of 1-5, how visual would you like the local cafe/restaurant website to be? (1 being the very minimal and 5 being very visual)

9 responses





Header

Header 2

Header 3

BODY TEXT

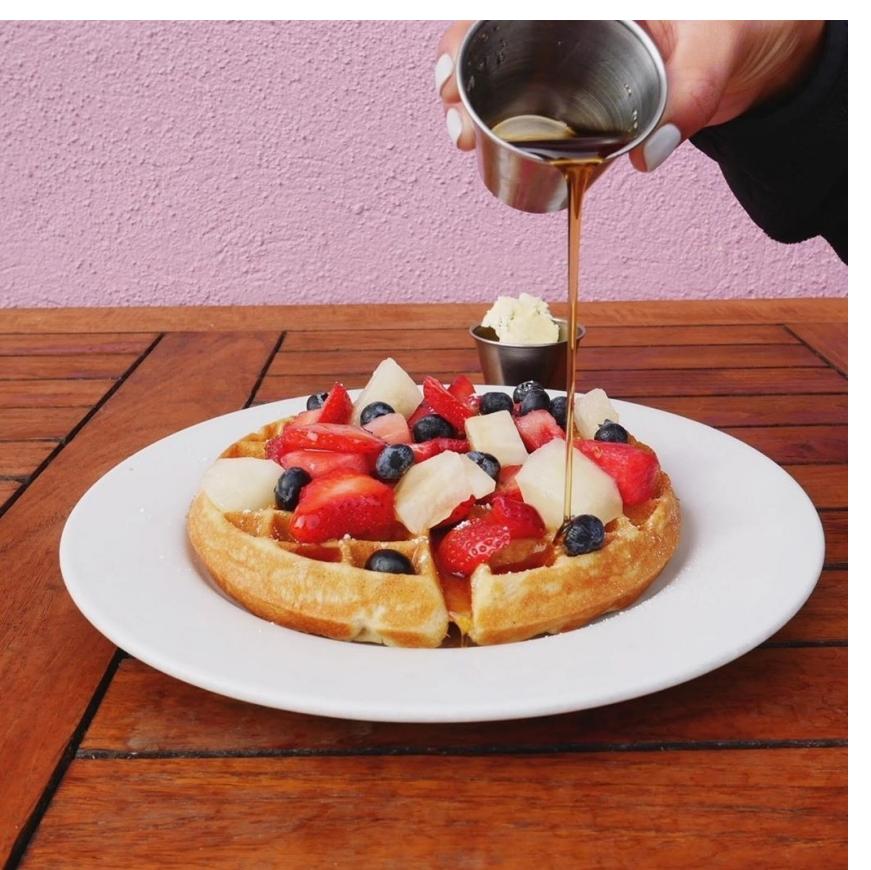
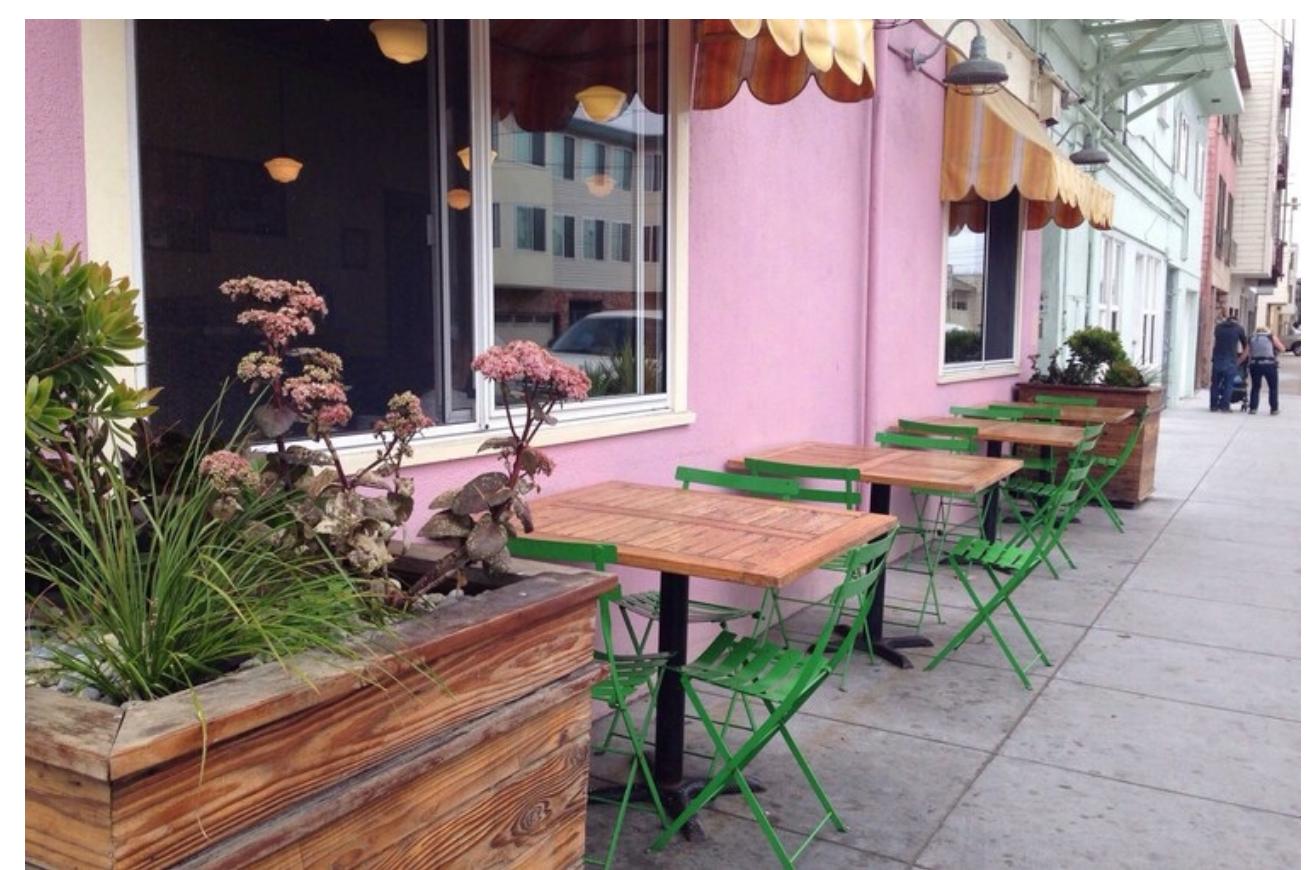
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Jost Bold

Jost Semibold

Jost Medium

Jost Regular



MENU

Normal

MENU

Hover

MENU

Active

Adjectives

Cozy

Vintage

Californian

Coastal

Friendly

Home

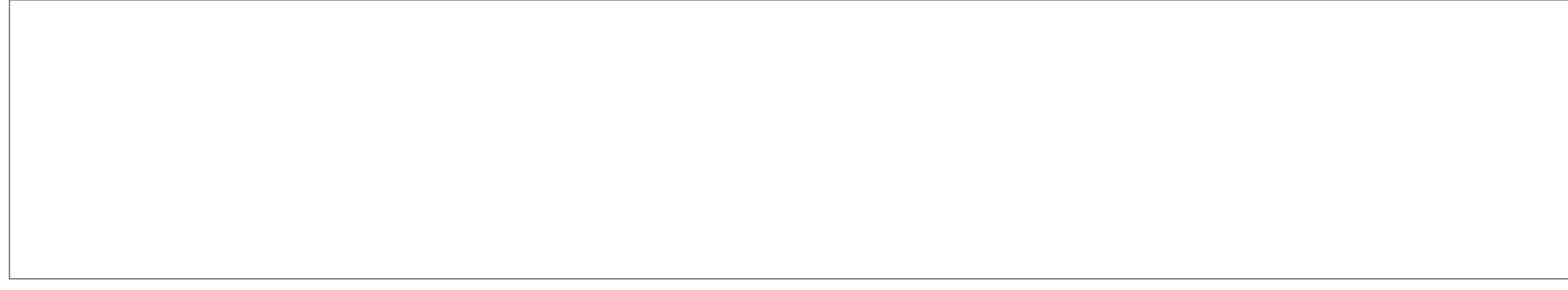
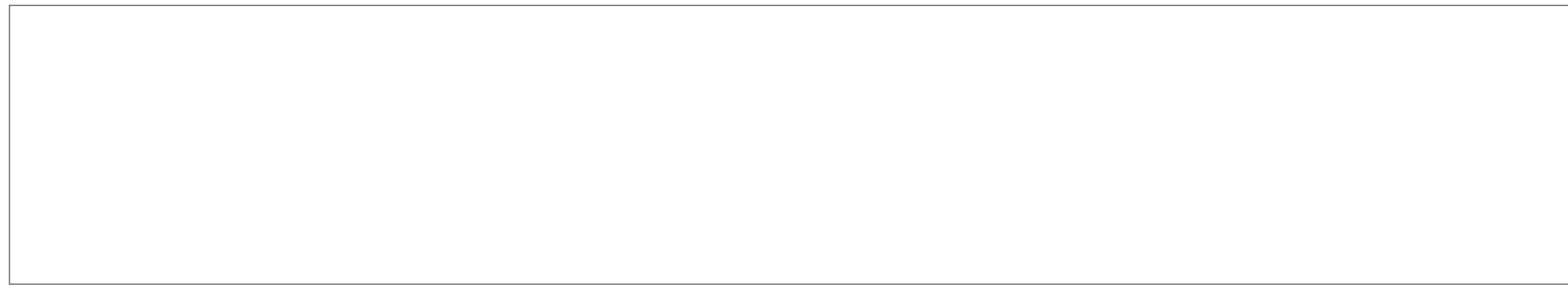
Menu

Delivery

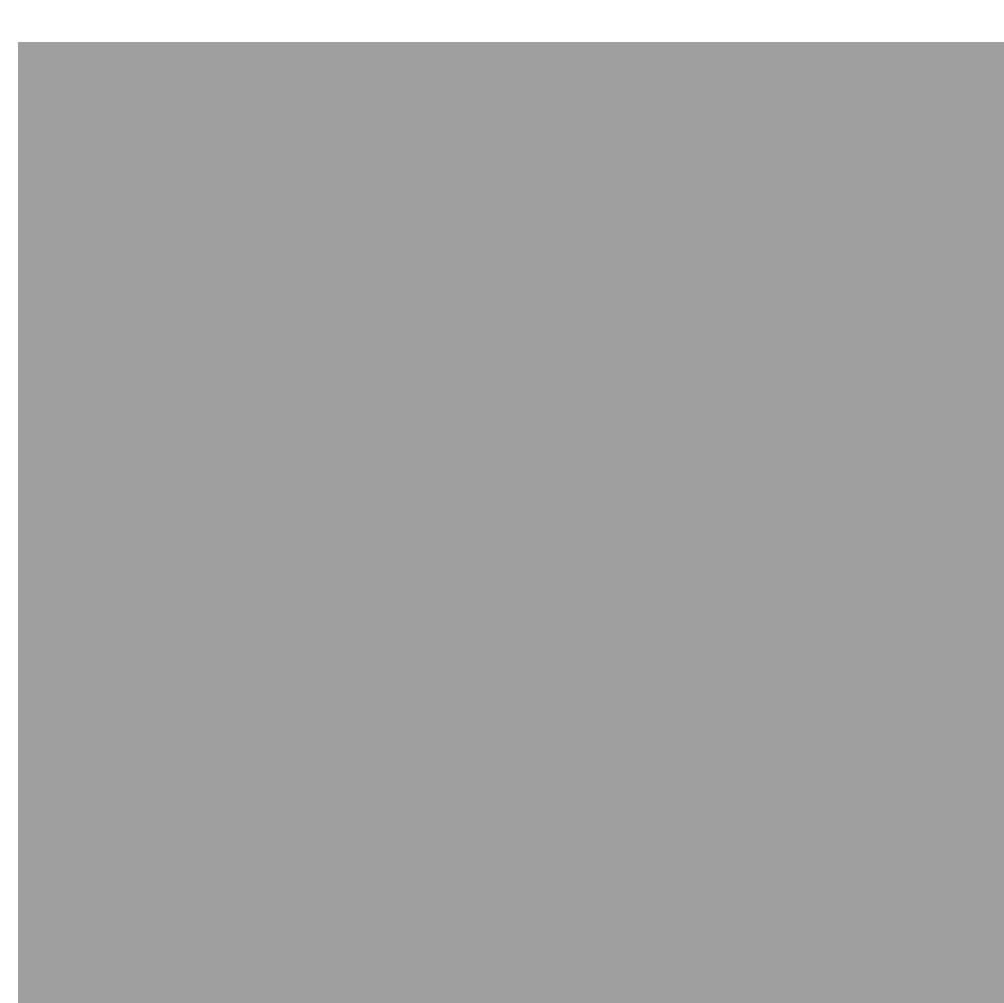
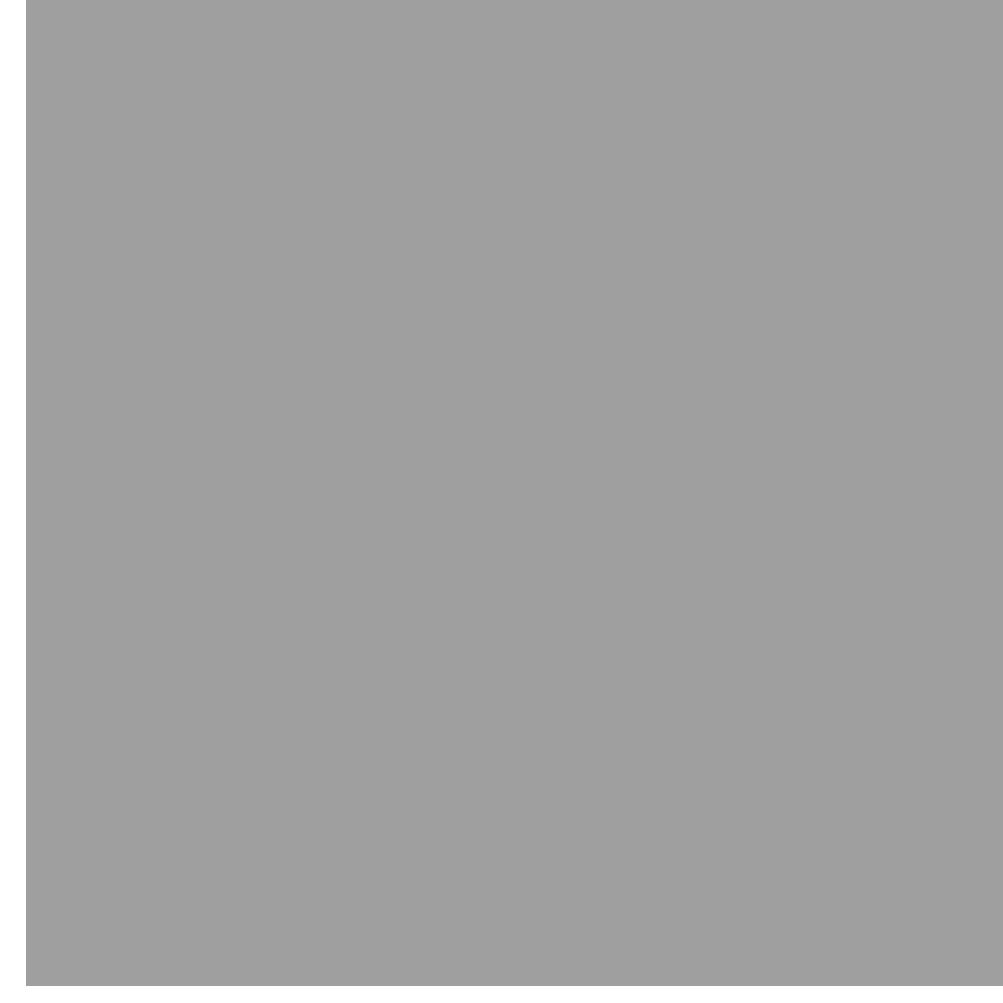
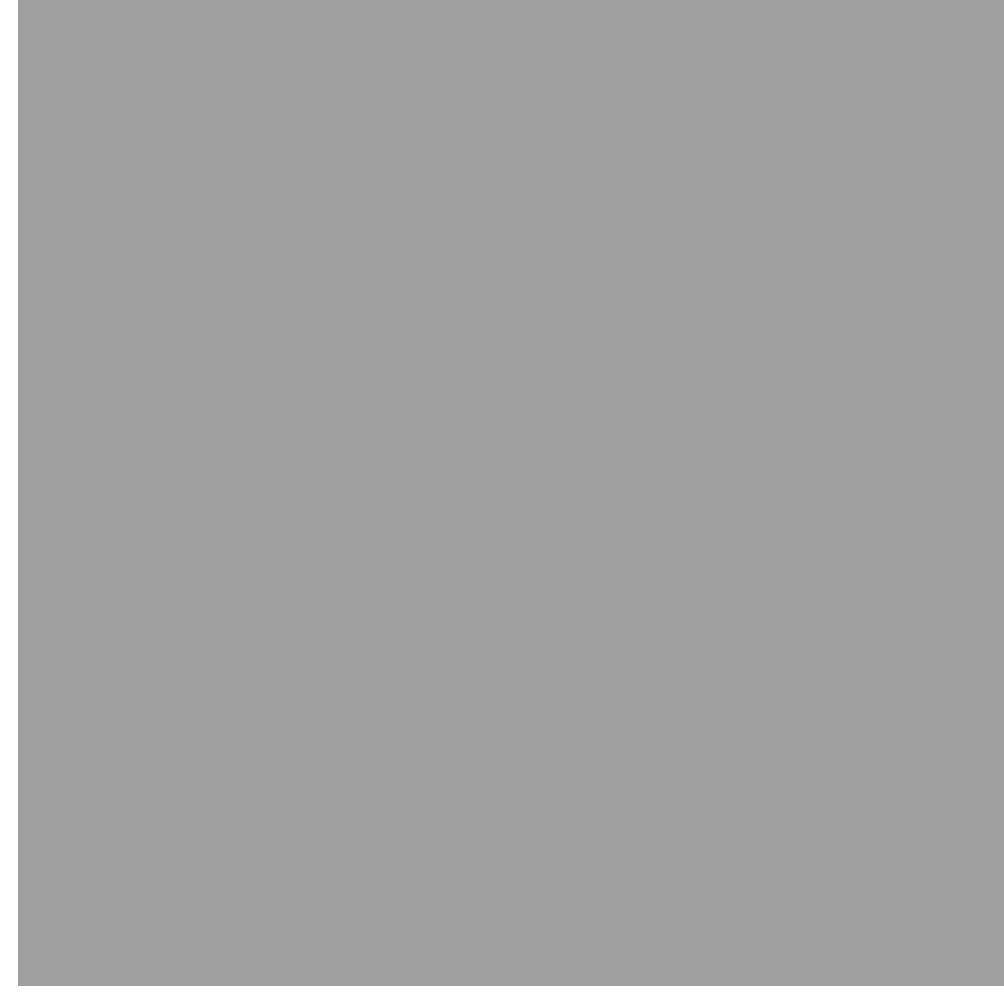
Contact

MENU

News:



Customer images:



Menu

Breakfast

Menu

Lunch

Menu

Beverages

Home

Menu

Delivery

Contact

Address:

Contact Form

Phone:

Name

Hours:

E-mail

Message

Send

OPEN DAILY 11:00 AM - 4:30 PM

MENU**Promotions:****Customer Images:**

OPEN DAILY 11:00 AM - 4:30 PM



BREAKFAST

Served until 3 pm

Fried Egg Sandwich 7.75/8.25

two fried eggs & cheese on a brioche bun with your choice of bacon, house-made fennel sausage, or grilled tomato

Sunset Boy Breakfast 12

two fried eggs, house-made fennel sausage, & hashcakes

Irish Breakfast Sandwich 13.50

irish bacon, black & white puddings, bangers, two fried eggs, grilled tomato, & house-made aioli on a french roll

Breakfast Burrito 9.25 /8.75

scrambled eggs, cheese, & house-made salsa wrapped in a flour tortilla with your choice of bacon & sausage or spinach & tomato

Quiche du Jour 6.75 /7.75

served with house salad

SCRAMBLES

All scrambles have three eggs & are served with two hashcakes

Cheddar & Herb 11.50

Mushroom & Gruyere 12.50

Meat Lovers 13.50

POACHED DISHES

Beachside Benedict 14.00

two poached eggs, irish bacon, house-made english muffins & hollandaise, served with two hashcakes

Eggs Florentine 13.25

two poached eggs, sautéed spinach, grilled tomato, house-made english muffins & herbed yogurt sauce, served with two hashcakes

Smoked Salmon Sunrise 16.75

two poached eggs, smoked salmon, sautéed spinach, grilled onion, house-made english muffins & herbed yogurt sauce, served with two hashcakes

Polenta & Kale 13

two poached eggs, sautéed spinach, cherry tomatoes, & gruyere cheese on top of polenta

WAFFLES

Served all day

Belgian 7.50

Belgian with Fruit Topping 8.50

Bacon Waffle 9.50

Chicken & Waffle - 1 piece 10.25

2 piece 13.75

LUNCH

Served after 11:30 am

SANDWICHES

Grandpa's Meatball 10.75

house-made meatballs, provolone cheese, & bolognese sauce on a french roll

Fried Chicken 10.25

organic panko-breaded chicken breast, apple slaw, & house-made aioli on a french roll

Tofu Sunset 9

organic marinated tofu, pickled carrots & jalapenos, arugula with ginger-lime vinaigrette, & house-made aioli on a french roll

BBQ Pulled Pork 10.50

eight-hour milk-braised pork butt, apple slaw, fried pickles, & BBQ sauce on a brioche bun

Egg Salad 9

curried egg salad with pickles & apple slaw on a french roll

BURGERS

Old-Fashioned Burger 9.75

half-pound grass-fed beef patty with lettuce, tomato, red onion, pickles, & house-made aioli on a french roll

Portabella Burger 9

large portabella mushroom with lettuce, tomato, red onion, pickles, & house-made aioli on a brioche bun

Add: cheese - 1, peppers - 2, bacon - 2.50, mushrooms - 2

All sandwiches & burgers are served with a small house salad that can be upgraded to a small order of fries for \$2.50

SALADS

Summer Carnival 10.50

roasted red & gold beets, arugula, goat cheese, valencia oranges, toasted bread crumbs, & citrus vinaigrette

Tofu & Lime 9.75

organic marinated tofu, arugula, pickled carrots, & ginger-lime vinaigrette

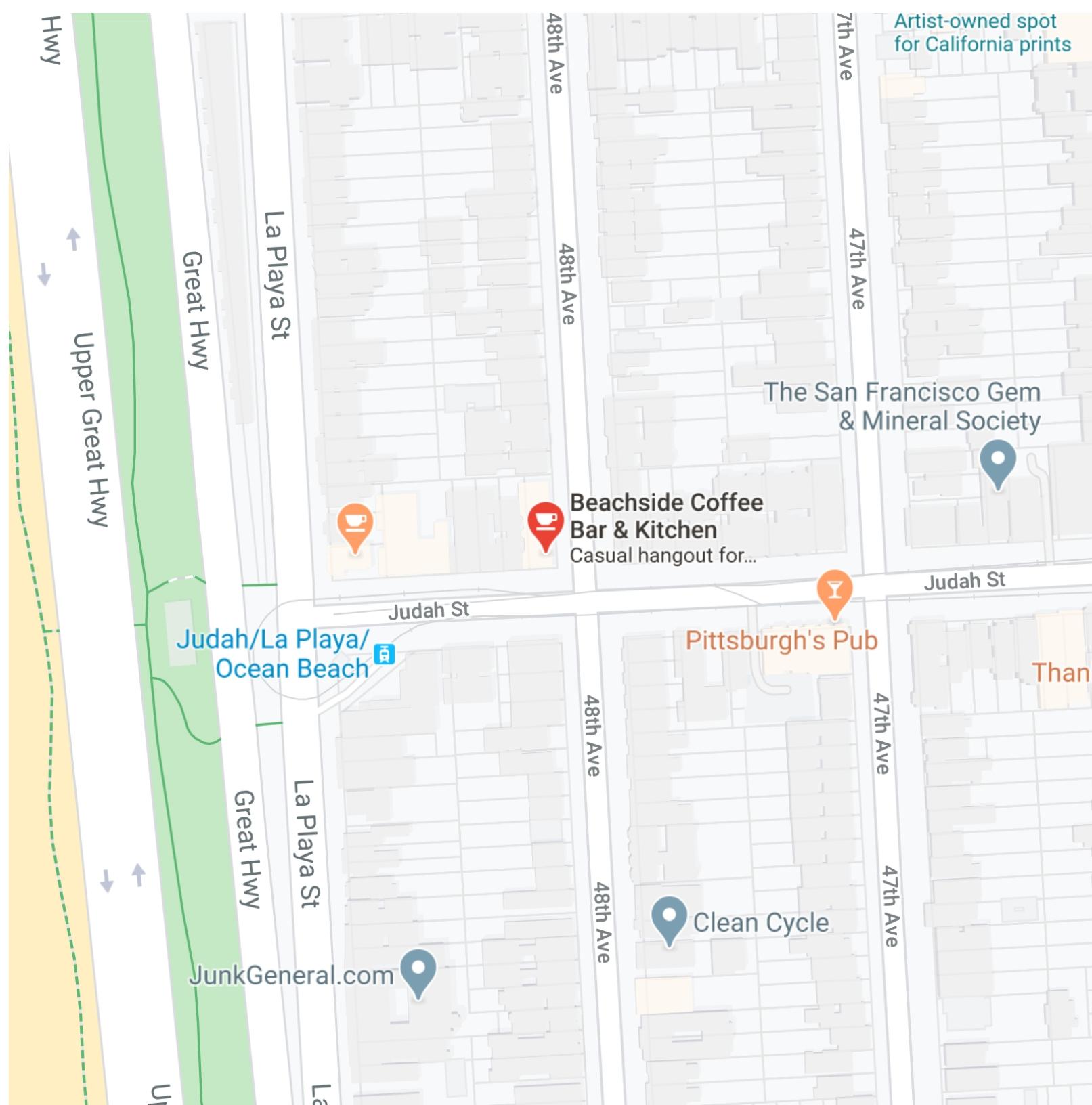
House 5

grapes, arugula, & house dressing



OPEN DAILY 11:00 AM - 4:30 PM

Address:
4300 Judah St,
San Francisco, CA
94122



Phone:
(415) 682-4961

Contact Form

Name

E-mail

Message

SEND

