

Sierra Hanan and Cesar Sarabia

April 28th, 2021

Professor Hurwich

DES 327-04

Design Brief

Project Goals:

Create a finished, functioning website with HTML for the KitTea cat cafe in San Francisco by redesigning the existing one to better serve the needs of a stakeholder.

Timeline:

April 28th - Design Brief & Stakeholder Research

May 3rd - User Research & Persona

May 10th - Wireframe, Style Tile, and Mockup

Milestone 4: May 12th - Feedback & Prototype

May 17th 7:15pm - Presentation & Website Submission

Target Audience:

Future visitors to the cafe, or members of the general public who are interested in what the cafe has to offer.

Small Business Research

Our group is still in the midst of getting more information from Courtney, a representative of KitTea. However, from what we have spoken about so far, we know that the KitTea brand is centered around the concept of mutual betterment for human visitors and the adoptable rescue cats at the cafe. As such, every decision they make is ethically-minded. While most of their advertising and public outreach speaks to the positive effect on visitors that showing affection to and receiving affection from cats has, the main call to action behind their cafe is that visitors should come to the cafe in order to help socialize the cats, or potentially adopt one if possible. As it states on their website, KitTea “believe(s) that all cats are adoptable. Much like us, they need love, affection, and a space to call home. Most cats are not able to handle the stress of living in cages at a shelter; they can shut down, become unfriendly and aggressive, and seem ‘un-adoptable.’” Because gaining United States health standards approval can be hard for cat cafes,

there are very few in the U.S., which gives KitTea a distinct advantage over regular, non-cat cafes. Customers tend to be cat lovers, and as such, are extremely typical to come back again due to it being such a unique place to go. Unfortunately, the high propensity of customers means that KitTea customers have to make appointments to visit with the cats, which can interfere with the cafe's ability to attract new customers. However, the customers that are able to visit almost always enjoy the experience, as KitTea offers helpful amenities like bathrooms, free drinks, and a very enthusiastic staff. By taking their mission statement so seriously, they ensure that customers will at the very least want to come back (even if they can't get an appointment), and maintain a good, animal-loving image in the eyes of the broader San Francisco community.

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User Research

For our project, we will be redesigning the website of KitTea, a San Francisco-based cat cafe. Because KitTea's primary goal is to find people willing to adopt the cats at the cafe, it is extremely important that their website be able to reach out to potential owners and connect them with the cats. For our user research, we asked 8 people from the 18-21 age range (as well as one 49 year old outlier) several questions to determine what was most important to potential visitors of the KitTea website and cafe in general. Firstly, a slight majority of those surveyed identified as Female (50%), with Male (37.5%) and Nonbinary (12.5%) completing the remaining amount. This means that the website should be appealing to all genders, with an aesthetic that is welcoming to all. Our second question, and perhaps the most telling, was "How do you feel about cats?", to which 75% of responders said that they "Love them!" (with the remaining saying that they feel neutral) indicating that the remaining questions could correspond to a larger sample size of fellow cat lovers. The next question was about whether they have adopted a pet, and how they found out about the animal. We found that a majority of those who had adopted had visited an adoption center or heard about them through someone else. This emphasizes the importance of KitTea in that potential cat adopters are looking to form a personal connection with a cat, which KitTea helps guide the process of. Next, we asked what quality the responders would look for in a cat if they were to adopt. While the answers were extremely varied, the majority said their personality and appearance are important. In our website, this could translate into emphasizing the images of the cats (their appearance) and the descriptors of how they interact with others (personality). After this, we asked the simple question of whether or not responders had visited a cafe, to which only 25% said they had. Finally, we asked if responders would be comfortable eating or drinking round pets, something that cat cafes have historically struggled with in the legal world. Surprisingly though, we found that 87.5% of responders said that they would, which is good news for KitTea; it means there are customers they still have the potential of attracting to the cafe.

Company/ Product Name	<i>KitTea Cafe</i>	<i>Cat Town</i>	<i>Starbucks</i>	<i>The Dancing Cat</i>
<i>Brief History</i>	The first cat cafe in San Francisco, CA. Offers cat adoption services.	The first cat cafe in the United States, located in Oakland, CA. Offers cat adoption services.	A global coffee company, and the largest food chain in San Francisco with 88 stores.	Cat “cafe” in San Jose, CA. Offers cat adoption services.
<i>Features</i>	Small, intimate encounters with cats up for adoption and permanent resident cats in the atmosphere of a fun, trendy cafe.	Town-themed cat cafe with a well established community.	Widely available range of locations, same beverage and food choices at nearly every store.	Creative space in San Jose for visitors to interact with and potentially adopt cats.
<i>Pain Points</i>	Reservations required, long process to go through to actually adopt.	Less focus on the coffee/cafe aspect, more focus on adopting.	Extremely busy, can be a loud and chaotic environment to stay in, less personal.	Not really a “cafe”, only offers coffee and tea from a machine and pre-packaged snacks for sale.
<i>Website Features</i>	Not much information on their website about their cafe items, limited information about adoptable cats.	Highly informational, with lots of information about food items and adoptable cats alike.	Simple, to the point website. Extremely polished, but does not offer specific information about each location.	Lots of information about the cats available, volunteering, and the space itself, but no mention of the food items available.



Persona

Alexander Smith

Age: 24

Gender: Man

Residency: San Francisco

Occupation: Grocery Store Cashier

Daily Routine:

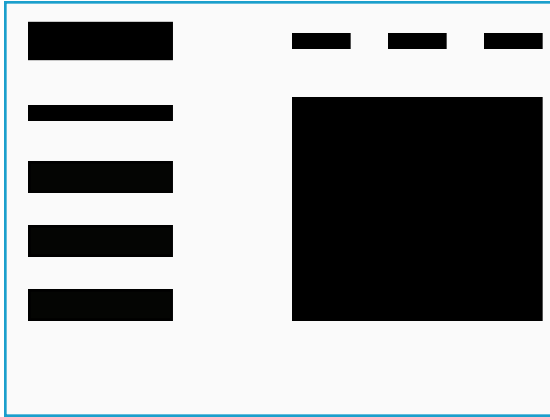
Alexander begins every day by feeding his cat. He then gets dressed and catches a bus on his way to his work, Whole Foods. After his shift, he goes home and plays with his cat, watches TV, or surfs the web. He is currently looking to adopt a second cat, but many shelters have strict COVID restrictions that he struggles to fit a visit at into his schedule.

Pain Points:

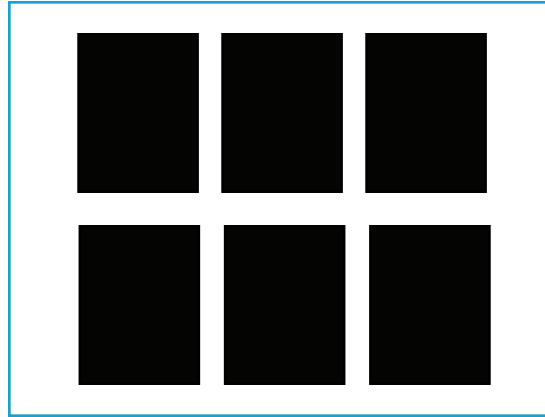
Alexander went through a long process to get his first cat, and wishes there was a simpler, more personal way to connect with and meet new cats for adoption. He likes to get to know cats before he makes his decision on adoption, but wants to do it in a safe, comfortable environment for the cats. He dislikes having to read through extremely long pages of content to learn about cats, and would prefer an easy to navigate format.

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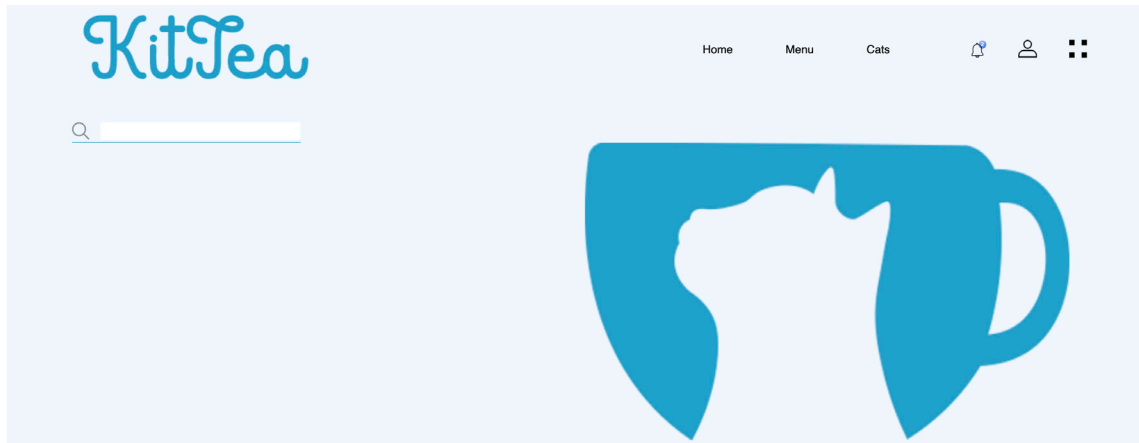
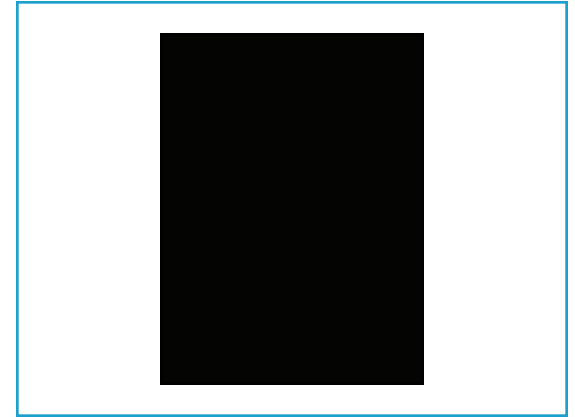
Home Page



Cats Page



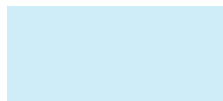
Menu Page



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