



C A J É

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DES327-02
November 16, 2020

Assignment 3: Design Brief / Stakeholder Research

Project Research:

Although we were not able to get in touch with the owner directly, we were able to get in contact with a manager of the Isla Vista location, Sean Espos. Speaking on behalf of the owner, Ryan Patrnyk, Espos was able to provide us with a realistic idea of what Patrnyk sought to create, with the designation and ownership of the two CAJE coffee locations. From the email exchange, we were surprised at how much I learned about the company itself, and the versatile intentions of the two locations. That being said, Espos implied in his messages that the two locations have different target audiences, and there are some disparities in how they brand themselves. By first hand experience as well as inclination from Espos, the Isla Vista location has a much more relaxed, youthful environment. As opposed to their location downtown Santa Barbara, we have visited and noticed their menu was different, the decorations were different, and the environment seemed a lot more sophisticated/mature.

Espos stated that given the Isla Vista location was intended to cater to college students, their focus lies in fresh, affordable coffee, sponsored in an environment that encourages artistry and studying. In regards to the new Caje location downtown, Espos said that the owner bought this space to brand the same fresh coffee, but also to elaborate on the trade that is coffee, and the culture surrounding it. Patrnyk had an unconventional idea for the downtown location- using it as a coffee space during the day, to then be converted into the Lab Social at night. The lab social idea was crafted to make the space more versatile depending on the time of day, as baristas turn bartenders around 5pm. He also encourages local bartenders input in new monthly recipes.

In regards to their website, Espos did say that he is disconnected from the suggestion of what goes on the website. But despite that, his knowledge of the website's content again emphasized the importance of promoting the two separate locations, while also promoting the sale of their coffee beans. Offering online ordering of both coffee beans and merchandise, Espos said this has helped their business significantly.

Overall, what we gathered to be most important for the branding of Caje, is promoting the unique culture the two locations offer. They are competitive by location, but also by taking a well-known trade of coffee, and making it something more than its competitors. Whether that's elaborate coffee cocktails, or promoting local artistry, Espos expressed the great pride he holds as a manager of one location.

Goals:

- Clarify differences between store locations
- Refine branding, current logo and type aren't consistent
- Add space for news, promotions and advertisements
- Rewards system for online ordering to compete with corporate coffee

- More food + drink photos

Timeline: To be completed by December 14, 2020

Target Audience: Isla Vista residents (primarily UCSB students) and Santa Barbara residents/visitors



COMPETITIVE ANALYSIS

DUNE COFFEE ROASTERS

Goleta, California

Brief History of Dune Coffee Roasters Dune Coffee is a roasting company native to Santa Barbara County, California. Born almost 15 years ago, Dune Coffee has seniority, and location to its advantage. Spanning three locations total, Dune Coffee has made a name for itself in local business.

Features of the business

- Globally sourced coffee beans, catering to a wide spread of flavor profiles
- In-house baked pastries and small bites- GF, vegan options available
- Drink menu offers a full espresso bar, loose-leaf tea, and coffee brewed in numerous styles (i.e pour-over, classic brew, etc.)

Pain Points of the business

- Price of drinks, on average, are higher than most in the local area
- Music is loud, not conducive for studying
- Food menu is limited to small bites/unsubstantial portions

Website features

- Mobile order-ahead option (created in response to COVID-19)
- Merchandise available for purchase
- Coffee beans available for purchase
- Location list
- Company blog



COMPETITIVE ANALYSIS

HANDLEBAR COFFEE ROASTERS

Santa Barbara, California

Brief History of Handlebar Coffee Roasters Handlebar Coffee spans two locations in Santa Barbara, and is the recent passion project of two world-class, retired cyclers. Its large, industrial interior accompanied by African and South American coffee beans, makes this a top competitor in the coffee culture of Santa Barbara County.

Features of the business

- Globally sourced coffee beans, that are roasted locally 3x a week
- Variety of seating options, from two-tops to community long tables offering comfort and encourage customers to stay
- Full drink menu with coffee, tea, and espresso
- Pastries and food are supplied from various local merchants, offering variety in portions and dietary restrictions from local chefs
- Dry goods sold in house

Pain Points of the business

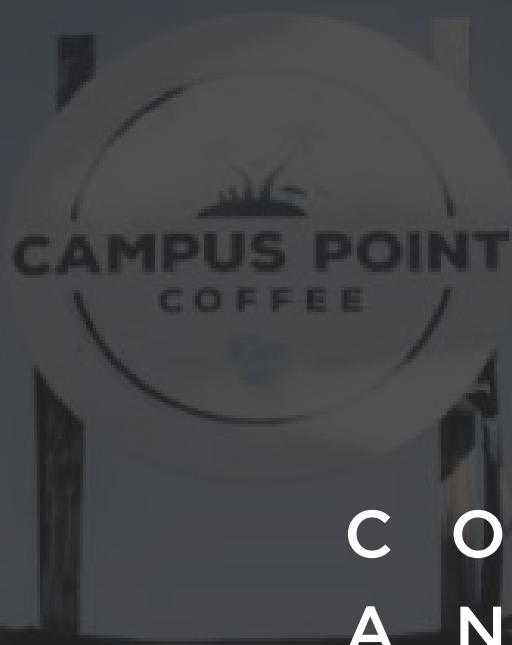
- Complaints of quality control- temperature of drink, preparation of food, etc.
- Price of drinks, on average, are higher than most in the local area
- Gets very crowded on the weekends, complaints the line and orders take long

Website features

- List of locations
- Insight on the history of the company, and the owners intentions
- Wholesale coffee available
- Coffee beans available for online order



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COMPETITIVE ANALYSIS

CAMPUS POINT COFFEE

Isla Vista, California

Brief History of Campus Point Coffee Campus Point Coffee is a ripe addition to the coffee scene in Santa Barbara, CA. Started in the fall of 2019 by recently graduated UCSB students, they sought this business opportunity to sell delicious coffee, for the betterment of the environment. Profits from every sale go towards employing and paying the wages of a beach clean up crew in association with Campus Point, in attempts to reduce the buildup of garbage on west coast beaches.

Features of the business

- Generous patio seating
- Less expensive in comparison to competitors
- Business profits advance towards a good, necessary cause
- Variety of beverages available, not limited to coffee
- Menu offers pastries, bagels, and small bites

Pain Points of the business

- Coffee bean source is not evident
- Very casual atmosphere, possibly too casual for some

Website features

- Wholesale and regular coffee purchase available online
- Merchandise available online
- Information regarding their bag send-back program
- Clear mission statement regarding the intention of use of profits, towards local eco-friendly improvements



USER RESEARCH

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- How old are you?

When out buying coffee...

- How often do you buy it?
- Are seating options important to you?
- Do you typically order food when you buy a coffee?
- If so, do you look for large portions or small?
- How important is price when you buy coffee out?
- How important is proximity in buying coffee out?
- Do you like to study at coffee shops?
- Do you prefer casual or more modern interiors?

For our interviewing process, we utilized Google Forms to type out the questions listed above, and shared the survey with several of our respective roommates. Despite living in different cities at the moment, our roommates combined yielded 7 survey respondents aging from 20-26. Overall, the general consensus was that coffee is a regular expense for our roommates, but setting preferences varied. Two respondents had consistent answers in that they don't see coffee shops as a realistic place to study, therefore seating options go less noticed, as well as general aesthetics. However, the other five respondents who agreed that they enjoy studying at coffee shops, appreciate having different seating options. Among these five, the results were divided on what kind of aesthetic they prefer. Three answered they preferred a more modern interior (i.e marble, glass, minimalist), while the other two preferred a more casual setting (i.e wood, brass, leather). All seven respondents agreed that proximity of the coffee shop plays at least a small factor in deciding where to go. Price, however, played less of an importance to the respondents. Despite being young, college-age adults, all five who responded they enjoy studying at coffee shops, did not mark price as vastly important. This could be attributed to the overall benefit they experience as a customer- getting to use a space to study for 'free'. On the other hand, the two respondents who don't prefer to study at coffee shops, did imply price was equally important to proximity, but not a dealbreaker. In terms of menu items, 4 of the respondents answered that they typically order food when they buy a coffee drink. Among these four, two responded in favor of buying a small bite or pastry, while the other two favored a larger portion of food such as breakfast sandwiches or bagels.



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USER PERSONA

H A N N A H W .



Age 21 years old

Location Isla Vista, California

Gender Female

Interests Gardening, surfing, reading, partying, travel, art, concerts

Education Associates degree from community college, Bachelors degree in Psychology in progress at UCSB

Personal Style Is casually interested in graphic and interior design, takes inspiration from modern and eclectic styles on Pinterest and Tumblr, frequently tries new hair, makeup and clothing styles based on trends in pop culture

Personal Tendencies Shops locally, enjoys secondhand fashion, is drawn toward brands and organizations that are representative of a cause, high-achieving student, attends university on scholarships and student loans and is not currently working, has a healthy school-life balance. Spends weekends at the beach, camping with friends and watching Netflix. Enjoys coffee daily

C A J É

Wyatt Slate & Danielle Askar

Wireframes (3x)

Homepage Mockup

Style Tile



About Caje



World Class Organic Coffee

Quidam officiis similique sea ei, vel tollit indoctum efficiendi
ei, at nihil tantas platonem eos.



Isla Vista
Student Vibes



Santa Barbara
Professional Vibes

Two Unique Locations

Quidam officiis similique sea ei, vel tollit indoctum efficiendi ei, at nihil tantas platonem eos. Mazim nemore singulis an ius, nullam ornatus nam ei.

[Directions](#)

Benefiting Artists and the Earth



Value 1

Quidam officiis similique sea ei, vel tollit indoctum efficiendi nihil tantas platonem eos.

Value 2

Deseruisse definitionem his et, an has veri integre abhorreant, nam alii epicurei et.

Caje Online Store



Coffee Beans 1

\$7.99 - [Add to Cart](#)

Coffee Beans 2

\$12.99 - [Add to Cart](#)

Coffee Beans 3

\$19.99 - [Add to Cart](#)



Hat

\$7.99 - [Add to Cart](#)

Shirt

\$12.99 - [Add to Cart](#)

Hoodie

\$19.99 - [Add to Cart](#)

Header

Quidam officiis similique sea ei, vel tollit indoctum efficiendi ei, at nihil tantas platonem eos.

[Order Coffee](#)[Shop for Beans](#)
**Isla Vista
Student Vibes**
**Santa Barbara
Professional Vibes**

Two Unique Locations

Quidam officiis similique sea ei, vel tollit indoctum efficiendi ei, at nihil tantas platonem eos. Mazim nemore singulis an ius, nullam ornatus nam ei.

[Directions](#)**Article**
Quidam officiis similique sea ei, vel tollit indoctum efficiendi nihil tantas platonem eos.**Featured Product**
Deseruisse definitionem his et, an has veri integre abhorreant, nam alii epicurei et.**Ad**
Ea eos essent ornatus percipit, mea an persecuti pertinacia, te suas semper per.**Article**
Mea iisque mentitum signiferumque te, sed commune erroribus scripserit ut, vocibus facilis sea an.

Purchase Coffee Beans

Quidam officiis similique sea ei, vel tollit indoctum efficiendi ei, at nihil tantas platonem eos. Mazim nemore singulis an ius, nullam ornatus nam ei.

[View Shop](#)

CAJÉ

Santa Barbara, CA

[ORDER COFFEE](#)[BUY BEANS](#)

Isla Vista
Chill Vibes



Santa Barbara
Professional Vibes

Two Unique Locations

We offer two unique store locations for our guests varying needs. Stop by our Isla Vista location to study with friends, or our downtown location for work meetings.

[DIRECTIONS](#)

New: French Roast >

Cajé is proud to announce the arrival of our specialty organic french roast blend. Now available for purchase.



Açaí Bowls >

Our Açai Bowls use only organic and responsibly sourced fruit. Available at both Cajé locations.



Cajé is Hiring! >

Positions available at both Cajé locations, no experience needed. Free coffee and paid holidays!



25% Off Bagels >

Place an order using the Cajé mobile app to receive 25% off any bagel sandwich. Valid 12/14-12/16.

Shop our Fair Trade Coffee Beans.

At Cajé, we put our hearts in our beans. Our coffee beans are organic, fair-trade certified, sustainably grown, and delicious. Our beans are packaged in bags designed by local artists. Order online now for delivery or pickup.

[SHOP BEANS](#)

CAJÉ



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STYLE TILE

for Cajé Coffee Roasters

CAJÉ

Santa Barbara, CA

Online Ordering Now Available

LOGO TYPEFACE: Montserrat Semibold, Capitalized, +27px letter spacing

H1 TYPEFACE: Vollkorn Semibold, 50pt, 58px line spacing

PARAGRAPH TYPEFACE: Montserrat Regular, 14pt, 23px line spacing

ORDER COFFEE

BUTTON STYLE: Montserrat Bold, Capitalized, 13pt, +4px letter spacing
Color O3 (#F3900E), Maximum Corner Rounding

KEYWORDS: Local, Trendy, Progressive, Friendly, Premium

O1: #ED4F05

O2: #F8641E

O3: #F3900E

G3: #445C46

G2: #28382D

G1: #2A3129

W1: #FFFBF5