

TARTINE

Rise each day
Warm every table

Briana Gardener
Ashlynn Capper

Design Brief

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Product Brief

TARTINE

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About

In 2002, Elisabeth Pruiett and Chad Robertson came into San Francisco for dinner from their home and small bakery in Point Reyes. They saw a bakery on the corner of the street that was going to close and made it their own. Tartine began with a mission: bring bread with an old-soul into the lives of our friends and family in California. The idea behind the company is thoughtful expression of modern craft through good food and warm experiences. Now it is one of the most popular bakeries in the Bay Area, bringing locals and tourists of all ages in to experience their food.

Project Goal:

We will be creating a website for our chosen small business, Tartine Bakery. There will be pages for people to click through in order for them to check locations, see menus, look at images of the products, and more. Brackets will be used to create the website. This website will provide customers with any information they need about the business before and after they come to visit.

Final Product:

The final product will be a website for Tartine Bakery, created using the program Brackets. From the home page, people will be able to click on different tabs or scroll through to navigate the website in order to view different pages (i.e. hours, locations, menu, about page, contact, etc.).

Target Audience:

The target audience for this business is people age 20-30. These people make up the majority of customers that visit the bakery. Visitors are mostly San Francisco locals. The website will be easy to navigate and will cater to the needs/uses of these young adults, and hopefully as well as others.



Timeline:

Start	Chpt. 1	Chpt. 2	Chpt. 3	Chpt. 4	End
Nov 12, 2019	Nov 19, 2019	Nov 26, 2019	Dec 3, 2019	Dec 10, 2019	Dec 19, 2019

Receive Assignment Design Brief Persona Wireframe Draft #1 Wireframe Draft #2 Wireframe Draft #3 Freedom.

Competitor Analysis

Competitive Analysis

Company	Competitive Scope	Strategic Intent	Market Share Objective	Competitive Position/ Situation	Strategic Posture	Competitive Strategy
Mr. Holmes Bakehouse	Local	Maintain strong base and continue to expand	Expand through social media & connections	Strong	Combination of offence and defence	Broad differentiation
Dynamo Donut	Local	Grow so they are well-known	Expand through word of mouth	Still weak	Combination of offence and defence	Broad differentiation
Craftsman and Wolves	Local	Grow so that they are top among market	Expand through development of brand name	Getting stronger	Combination of offence and defence	Broad differentiation

Persona

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Persona

Other Businesses She Likes:

Hiking, blogging, brunch,
Farmer's Markets, calligraphy, thrifting

Name: Angelica

Age: 24

Location: San Francisco

Gender: Female

Job: Marketing @ Airbnb

Income: 95K

Pain Points:

She doesn't like places that don't have any options. She wants a variety of things to choose from so that she always has something different to try. She also prefers not to stand in line for too long, but doesn't mind if it moves quickly. If she goes with her friends, they all need to be able to sit somewhere, so there either needs to be places to sit or somewhere nearby to go enjoy their food. Overpriced food that doesn't have any special taste or appeal is also a no for her.



Other Businesses She Likes:

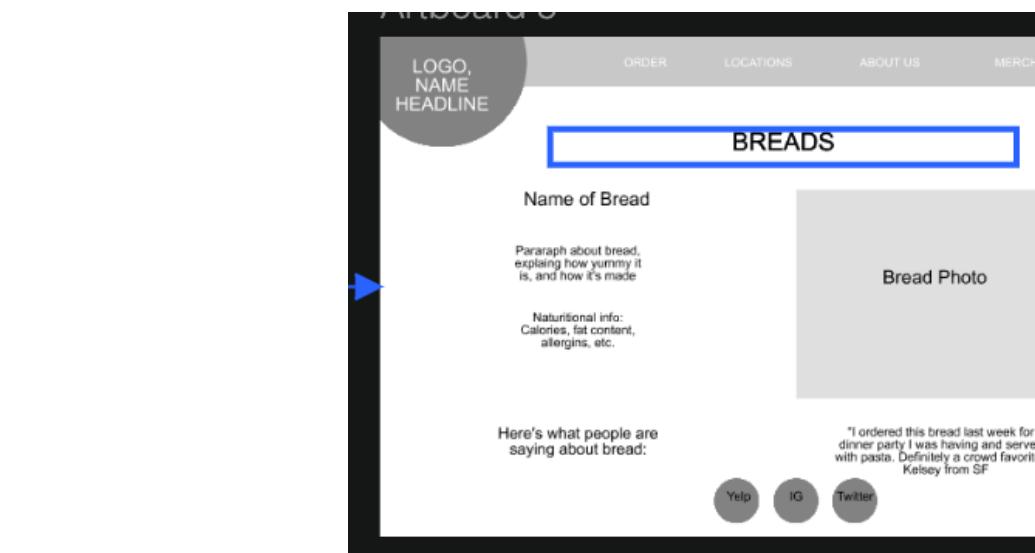
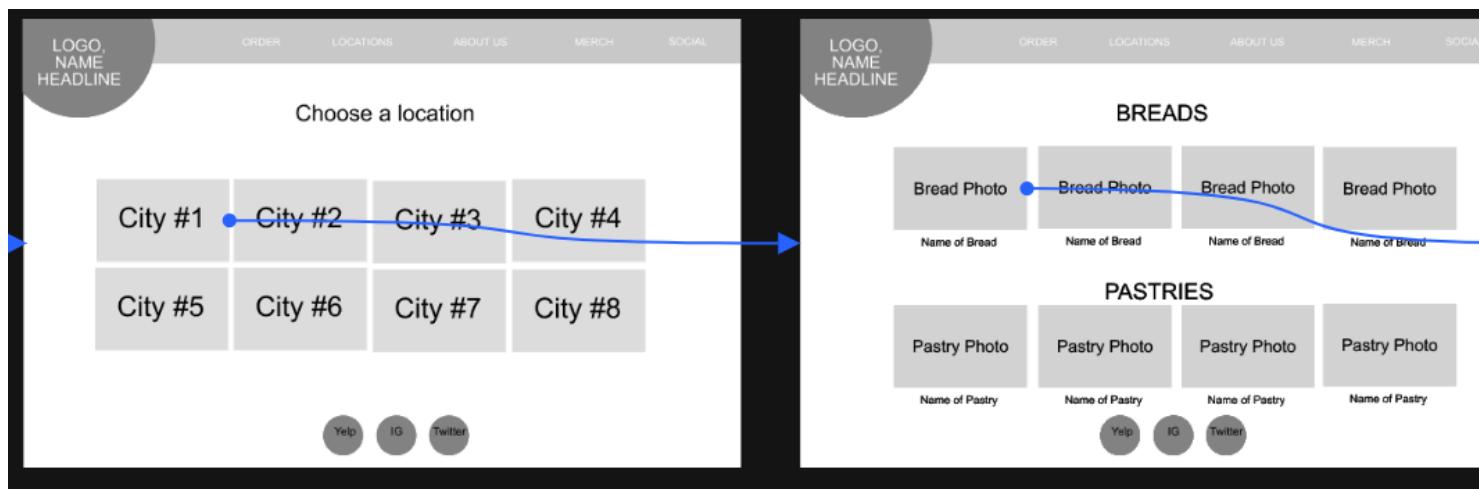
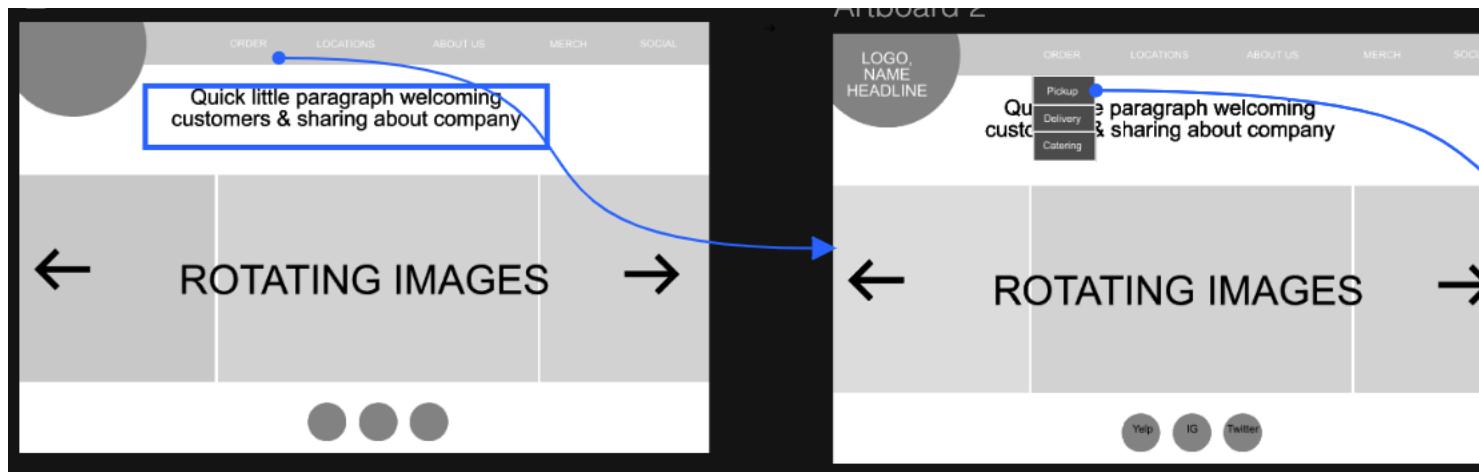
Mr. Holmes Bakehouse
Dynamo Donut
Craftsman and Wolves
Devil's Teeth Bakery
Arsicault Bakery

What She is Looking For:

A place to go to brunch with her friends on the weekends. She loves getting coffee and baked goods on a Sunday morning after a long, busy week. She likes to try new places around the city because there are so many options to choose from. She is also the kind of person who needs to take a picture of her food to post on social media, so it had to have a certain aesthetic.

Wireframes

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Style Tile

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Type:

HEADLINE

Myriad Pro, Regular

SUBHEAD

Myriad Pro, Regular

BODY

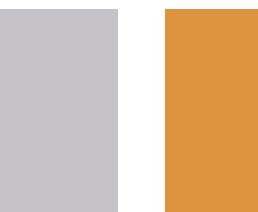
Helvetica, Light

Logo:



https://www.behance.net/gallery/75063083/Tartine-Bakery?tracking_source=for_you_published

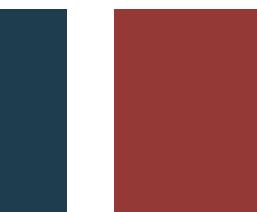
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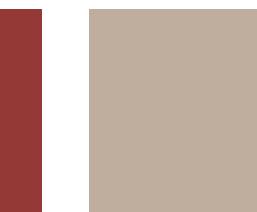
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#DE943E



#1E3F4E



#943A35

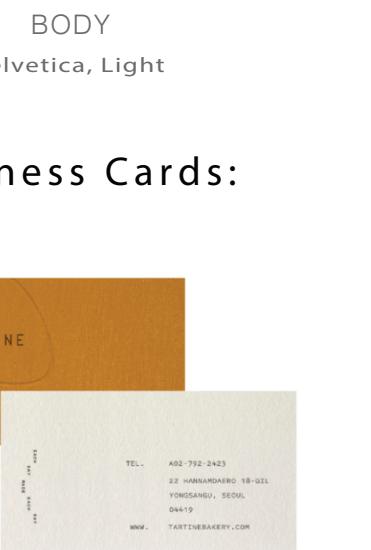


#BFAE9C



#EEE9DC

Sample Photos:



Business Cards:



<https://www.instagram.com/tartinebakery/tagged/?hl=en>

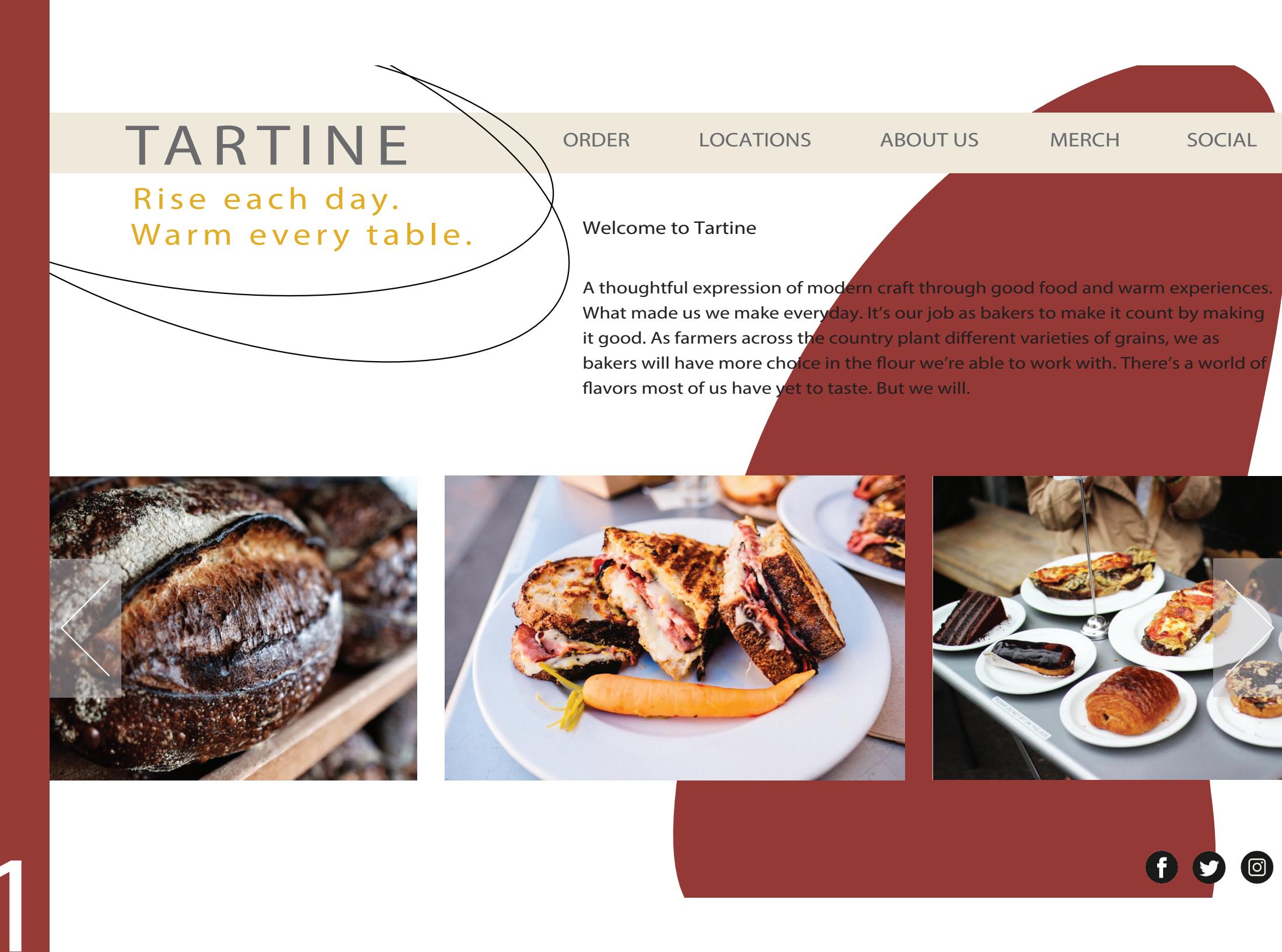
Logo Use Examples:



https://www.behance.net/gallery/75063083/Tartine-Bakery?tracking_source=for_you_published

Mockup

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The image shows a mockup of the Tartine website. At the top right, there is a navigation bar with links for ORDER, LOCATIONS, ABOUT US, MERCH, and SOCIAL. Below the navigation, the word "TARTINE" is written in large, bold, black capital letters. Underneath it, the tagline "Rise each day. Warm every table." is displayed in a smaller, orange-yellow font. To the right of the tagline, a large, thin black oval shape is positioned above a paragraph of text. The text reads: "Welcome to Tartine. A thoughtful expression of modern craft through good food and warm experiences. What made us we make everyday. It's our job as bakers to make it count by making it good. As farmers across the country plant different varieties of grains, we as bakers will have more choice in the flour we're able to work with. There's a world of flavors most of us have yet to taste. But we will." Below this text are three images: a close-up of a dark, crusty loaf of bread, a sandwich cut in half on a white plate with a small orange garnish, and a display of various baked goods like pastries and breads on a counter.

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ORDER LOCATIONS ABOUT US MERCH SOCIAL

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