



EON COFFEE

Design Brief

Baylee Wolfe , Vanessa Khamphoune , Ting Li



Project Goals

Timeline

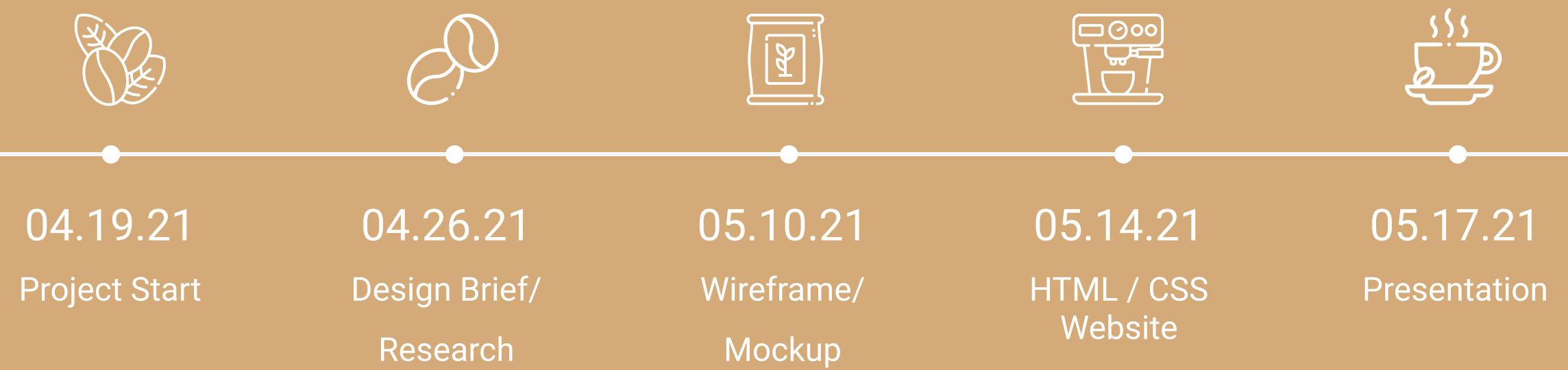
Target Audience

PROJECT GOALS

The goal of the project is to create a website that increases access to information and streamlines the in-store experience for Eon's customers.

The final product will be a website in which users can view Eon's menu, hours, contact info, and events.

TIMELINE



TARGET AUDIENCE



The target audience will be mostly college students around the ages of 18-25. We hope to attract those with an appreciation for coffee and people looking for a change of scenery from their work or classes.

COMPETITIVE ANALYSIS

Eon Coffee

History: Opened in 2005, Eon has been serving a variety of food and drinks to their customers. Everything that's been served to customers has been made fresh in store everyday. Towards the beginning of their business, the cafe held events such as live performances, but as time went on, they stopped with the events. Now, the cafe is a spot where customers can hang out and work on whatever they need to do.

Features of Eon: Serves mulberry tea which has many health benefits including lowering blood pressure, helps regulate digestive system, and contains antioxidants. The coffee beans are handpicked and roasted in store for customers to get fresh coffee each day.

Pain Points: The online store tab doesn't work.

Website Features: A menu tab to inform the customers what is available to order, a catering tab for large events, a health tab to explain the benefits of their mulberry tea, a feedback tab for customers to leave their comments, and an event tab to announce upcoming events being held in the cafe.

COMPETITIVE ANALYSIS

Hippies Brew

History: No history information about the shop, but there are three locations; two in Union City and one in Hayward.

Features of Hippies Brew: Each drink has a unique name that relates to pop culture to like “The Yoncé” and “Purple Rain” and have their own merchandise like tshirts, hats, and stickers.

Pain Points: No photo gallery to show what the food and drinks look like and no about tab how the shop came up.

Website Features: A tab for people to apply for a job, a picture of the menu, live feed of their instagram, and a shop tab to buy gallons of coffee and merchandise.

COMPETITIVE ANALYSIS

Atlas Cafe Bar & Crêperie

History: Atlas Cafe was opened in 2020 and is currently located in Hayward. This cafe is a Moroccan inspired cafe, which includes some of the Moroccan influence into their food and drinks.

Features of Atlas: An all-day food menu that includes savory and sweet crepes, paninis, bagels and croissants, a brunch menu from 8am to 2pm on weekends only, and serves Moroccan tea.

Pain Points: The gallery doesn't show everything that is sold in store and the blog page is empty.

Website Features: A home page that summarizes everything about the shop, a menu tab to show what is offered, a photo gallery that displays some of the food and drinks, empty blog tab, and a contact tab.

COMPETITIVE ANALYSIS

Starbucks

History: Starbucks was founded in 1971 in Seattle, Washington and has around 32,000 locations across 83 countries. For over 50 years, Starbucks has been the largest coffeehouse chain. In addition to the coffee and food that is offered, Starbucks has Teavana, which is their tea collaboration with the company.

Features of Starbucks: Star reward program where customers can collect stars throughout their purchases in order to get rewards like a free bakery item for 50 stars or free drink in any size for 150 stars.

Pain Points: Information about coffee sourcing and processing is less easy to locate from the home page.

Website Features: The home page summarizes the reward system, a menu tab that shows what is offered and customers can place an order, a rewards tab that explains what the program is about and what it offers for the user, a gift card tab for customers to purchase the gift cards for themselves or someone else, a find a store tab for customers to find a store in their location, a sign in tab for reward users to check their account, and a join now tab for customers to enroll in the rewards program.

PERSONA



Stephane

Age: 20

Education: Chabot College

Home: Fremont

Most used software



Why she goes to Eon

- Freshly roasted coffee
- Healthy
- Study Space
- Convenient

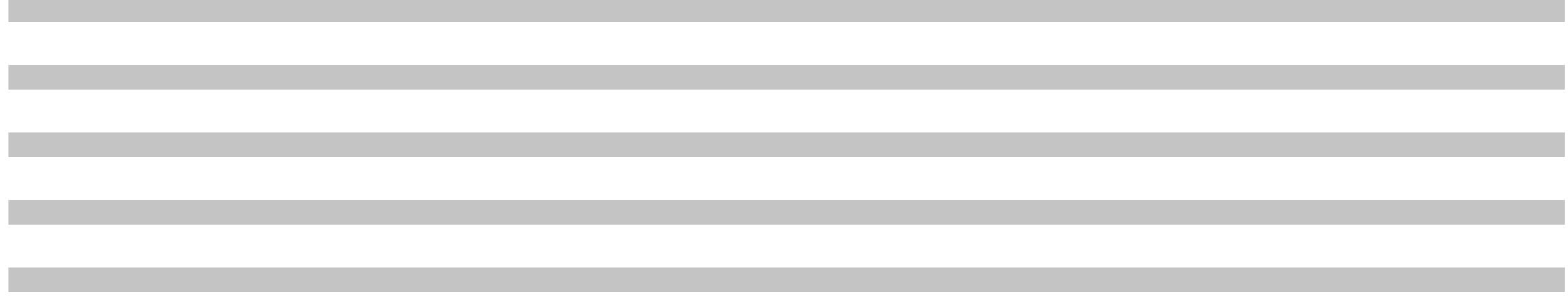
About

Stephane is a student of Chabot College and lives in Fremont. She likes music and painting. She occasionally goes to the cafe to buy breakfast. She usually eats lunch with friends in the cafe, and occasionally needs to order her lunch in advance. She loves healthy ingredients. She also likes to try the cafe's specialty drinks. After lunch, she will take a coffee to go. Iced coffee is her favorite. A cup of iced coffee can fill her with energy for the whole afternoon of study. Sometimes she stays to study at the cafe.

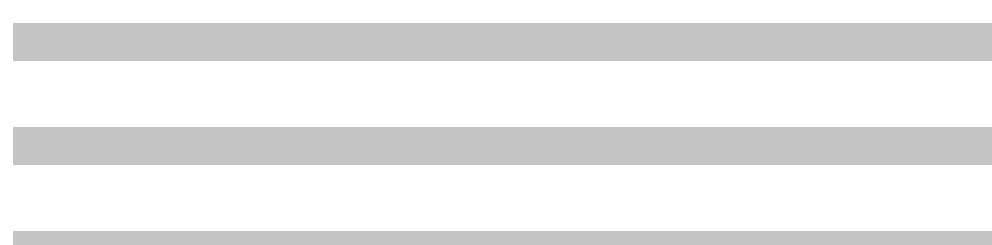
banner

Eon Coffee

About Eon



Hours



Events



We use specialty grade Arabica coffee beans.



We carefully select our beans by hand.



Our coffee is manually roasted by our roast master



We use "pi water" for all of our drinks.

Monday - Friday
6:00am - 10:00pm

24970 Hesperian Blvd
Hayward, CA 9454

Saturday
7:00am - 8:00pm

Sunday
8:00am - 8:00pm

Contact
(510) 264-0507

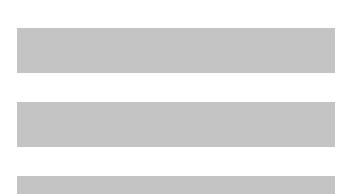
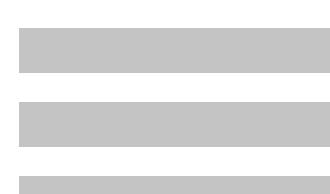
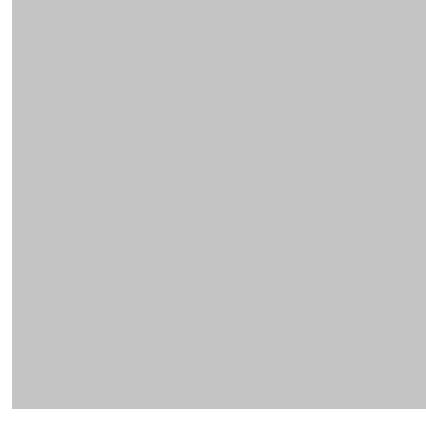
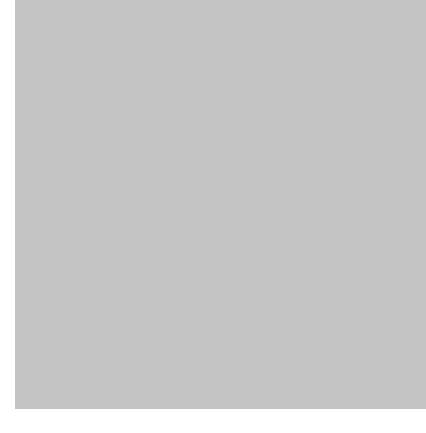
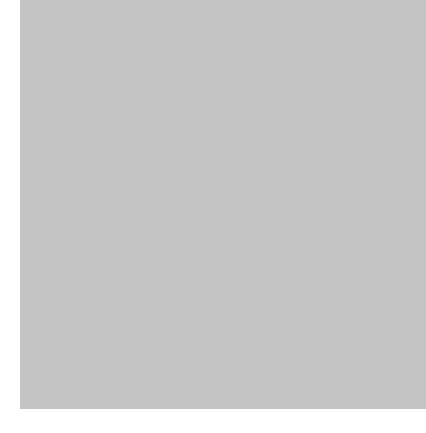
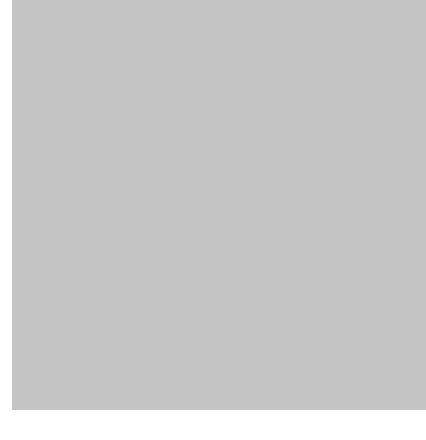
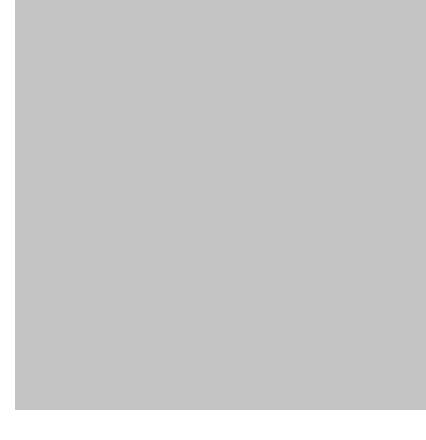
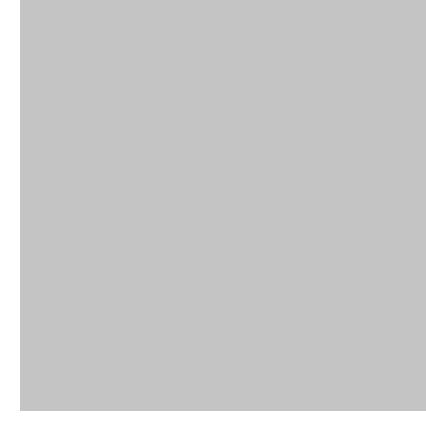
banner

Menu

We handpick and roast our coffee beans in store for customers to enjoy a nice cup of coffee. Food is made each day in our kitchen with fresh ingredients.
Join our rewards to get 10th drink free. (Learn More)

[Order Online!](#)[Ubereat](#)[Doordash](#)**Special**New
Hot**Drink**Iced drinks
Hot drinks
Espresso
Hot tea
Healthy drink**Food**Eon's Signature
Sandwiches
Salads
Wraps**Desserts**Cookies
Cheesecake
Croissants
Danishes
Scones
Bagels

Drinks

Monday - Friday
6:00am - 10:00pmSaturday
7:00am - 8:00pmContact
(510) 264-050724970 Hesperian Blvd
Hayward, CA 9454Sunday
8:00am - 8:00pm

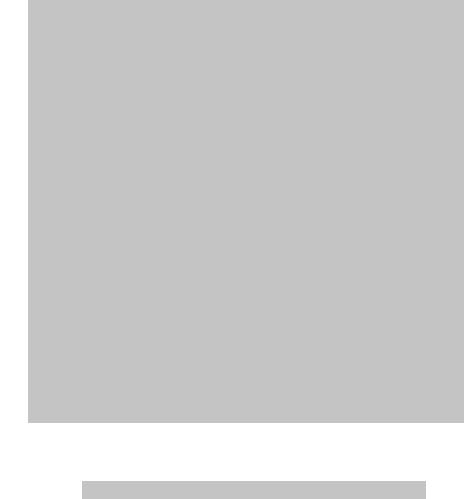
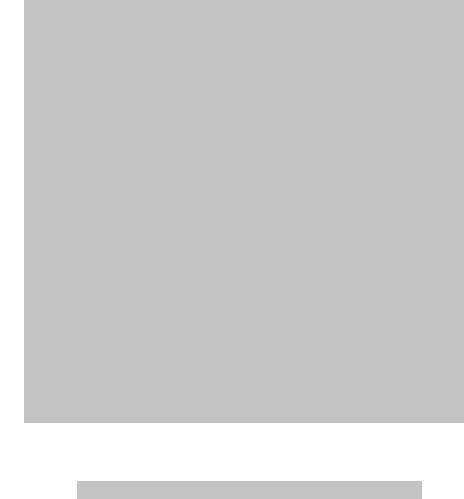
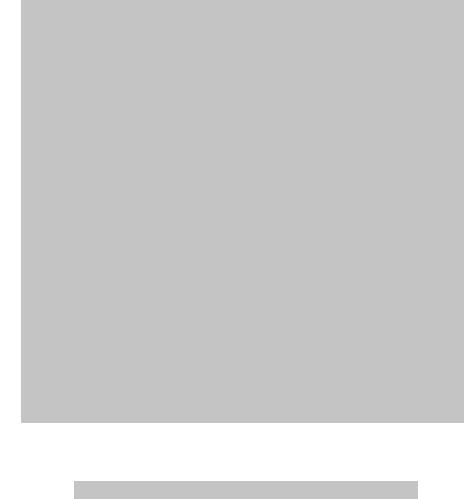
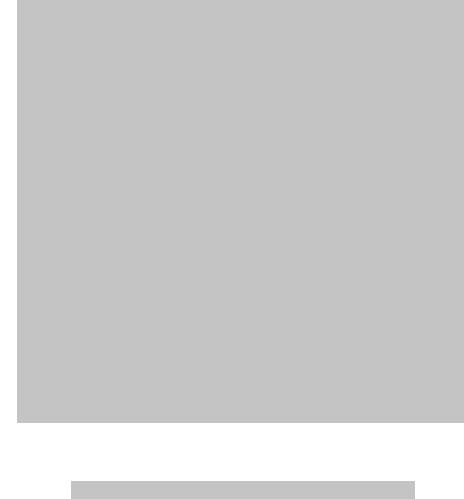
banner

Health Benefits

Because it is our sincere desire to provide the best menu for our customers, we are committed to bringing you quality taste and health benefits through the foods we serve.

Mulberry Tea

Helps lower high blood pressure. Contains antioxidants. Help regulate digestive system. Helps prevent and fight type 2 diabetes. Naturally helps you lose weight by blocking sugars.



Pi Water

At Eon coffee, all drinks are made with Pi water to guarantee noticeable enhancement of natural flavor in a healthy way.

Pi water was recently discovered in Japan and through various experiments, and is found to have health improving characteristics. Pi water helps strengthen your immune system, increase mental alertness, and lead you to a state of better relaxation.



Monday - Friday
6:00am - 10:00pm

24970 Hesperian Blvd
Hayward, CA 9454

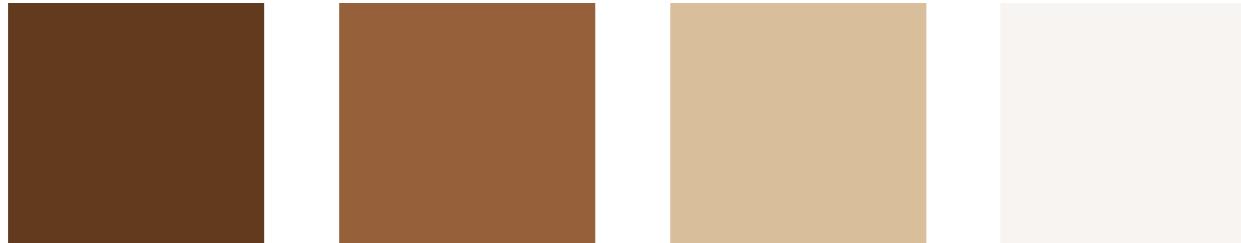
Saturday
7:00am - 8:00pm

Contact
(510) 264-0507

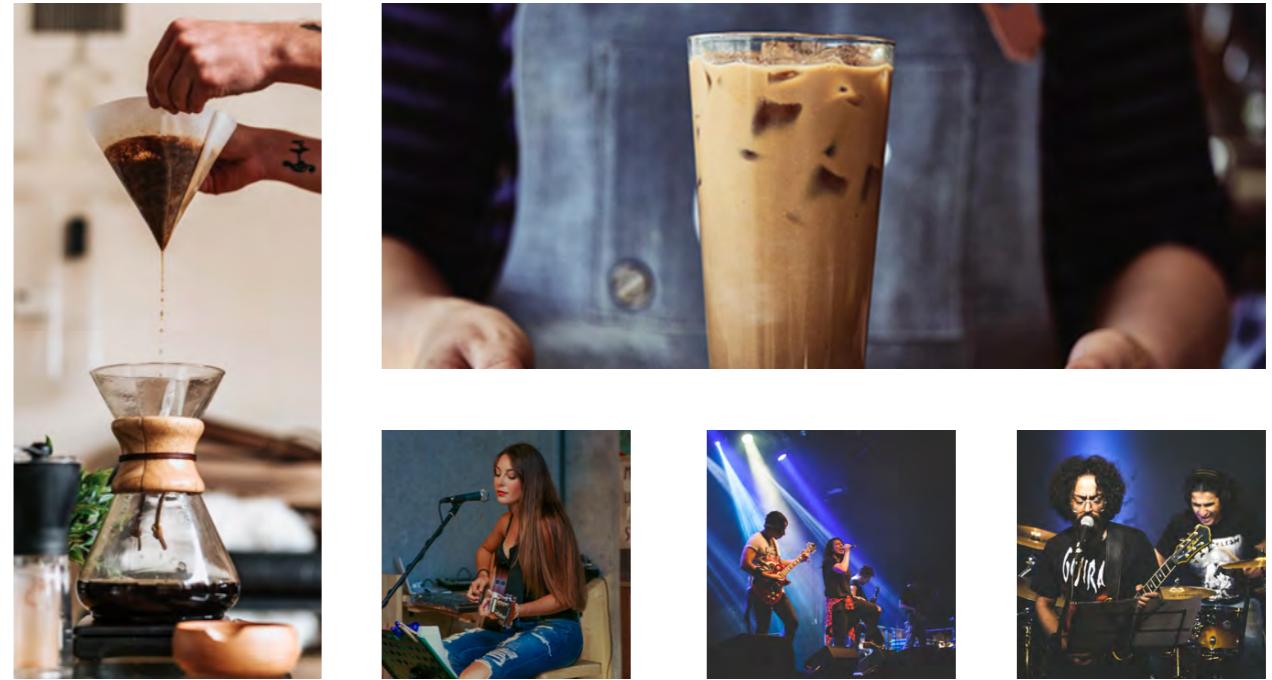
Sunday
8:00am - 8:00pm

Style Tile

COLORS



IMAGE



FONTS

Satisfy (Google Fonts) 100pt

Eon Coffee (Header)

Montserrat Bold (Google Fonts) 36pt

Heading 1

Montserrat Semibold (Google Fonts) 24pt

Heading 2

Montserrat Regular (Google Fonts) 18pt

Body

BUTTONS



ICON



TEXTURES





Eon Coffee



We use specialty grade Arabica coffee beans.



We carefully select our beans by hand.



Our coffee is roasted by our roast master.



We use "pi water" for all of our foods.

Hours

Monday - Friday

6:00am - 10:00pm

Saturday

7:00am - 8:00pm

Sunday

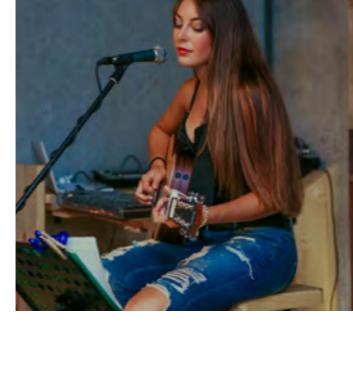
8:00am - 8:00pm

Events

Jane Doe

Performing on May 12, 2021

@ 7:30pm

**Lighters**

Performing on May 20, 2021

@ 7:00pm

**Sal**

Performing on May 24, 2021

@ 8:00pm

**The Underground**

Performing on May 30, 2021

@ 7:00pm



About Eon

Eon Coffee is dedicated to offering the best customer service by serving all of our guests with the highest quality products with great passion and enthusiasm. Eon was chosen as the Best Tea and Coffee House in Alameda County for KRON 4's program Best of the Bay. Our name means everlasting. Welcome to Eon Coffee, where everlasting relationships, health and happiness begins

Buy 9 drinks, get the 10th free!

Join the Five Star rewards program to start saving! [Learn more here.](#)

Monday - Friday
6:00am - 10:00pm

Saturday
7:00am - 8:00pm

Sunday
8:00am - 8:00pm

**24970 Hesperian Blvd
Hayward, CA 94544**

Contact
(510) 264-0507



Menu

We handpick and roast our coffee beans in store for customers to enjoy a nice cup of coffee. Food is made each day in our kitchen with fresh ingredients.
Join our rewards to get 10th drink free. ([Learn More](#))

[Order Online!](#)[Ubereats](#)[Doordash](#)**Special**[New](#)
[Popular](#)**Drinks**[Hot Coffee](#)
[Iced Coffee](#)
[Blended Coffee](#)
[Teas & Lemonade](#)
[Smoothies](#)**Food**[Sandwiches](#)
[Salads](#)
[Wraps](#)**Desserts**[Cookies](#)
[Cheesecake](#)
[Croissants](#)
[Danishes](#)
[Scones](#)
[Bagels](#)

Drinks

Hot Coffee**Cafe Latte****S \$3.80 M \$4.25 L \$4.80****Vanilla Latte****S \$4.20 M \$4.65 L \$5.20****Cafe Mocha****S \$4.35 M \$4.80 L \$5.35****Cafe Bianco****S \$3.00 M \$4.25 L \$5.00****Creme de Caramel****S \$3.80 M \$4.25 L \$4.80****Latte Love****S \$3.80 M \$4.50 L \$4.90****Americano****S \$3.80 M \$4.25 L \$4.80****Espresso****S \$4.20 M \$4.65 L \$5.20****Classic Cappuccino****S \$4.35 M \$4.80 L \$5.35****Iced Coffee****Monday - Friday**

6:00am - 10:00pm

Saturday

7:00am - 8:00pm

Sunday

8:00am - 8:00pm

**24970 Hesperian
Blvd
Hayward, CA 94544****Contact
(510) 264-0507**

Health

Because it is our sincere desire to provide the best menu for our customers, we are committed to bringing you quality taste and health benefits through the foods we serve

Mulberry Tea

Helps lower high blood pressure. Contains antioxidants. Help regulate digestive system.
Helps prevent and fight type 2 diabetes. Naturally helps you lose weight by blocking sugars. [Learn more.](#)



Pi Water

At Eon coffee, all drinks are made with Pi water to guarantee noticeable enhancement of natural flavor in a healthy way.

Pi water was recently discovered in Japan and through various experiments, and is found to have health improving characteristics. Pi water helps strengthen your immune system, increase mental alertness, and lead you to a state of better relaxation. [Learn more.](#)



Monday - Friday
6:00am - 10:00pm

Saturday
7:00am - 8:00pm

Sunday
8:00am - 8:00pm

24970 Hesperian
Bld
Hayward, CA 94544

Contact
(510) 264-0507