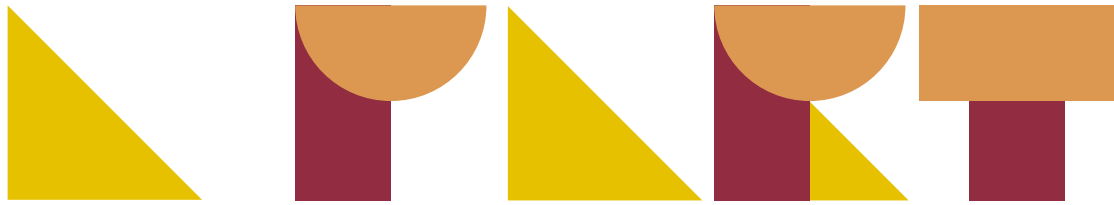




# A Part Café

## Small Business Website

by Ingrid Q. Barison, Gino Gabuyo, Vivian Zhu



# A Part Café

**Project Timeline:** April 12–May 17

Design Brief



## Background

A Part Café is a cafe that offers fresh and authentic Middle-Eastern cuisine and is located at 217 Vernon St Roseville, CA. They are especially known for their shwacos (hybrid of a shawarma and taco) and pocket pies. They also serve desserts such as chocolate chip cookies and ice cream.

## Mission Statement / Goal

To redesign the A Part Café website so it is more organized in layout, allowing customers to easily navigate through the website to find information about the history of the place and easily browse through the menu to order their food. In addition, redesigning the website to match their description of their food being fun and savory, while also showcasing their Middle-Eastern cuisine.

## Target Audience:

- Ages 20–30
- Couples and small groups of friends

## Visual Style

Modern, chic but also simple, colorful, and cozy



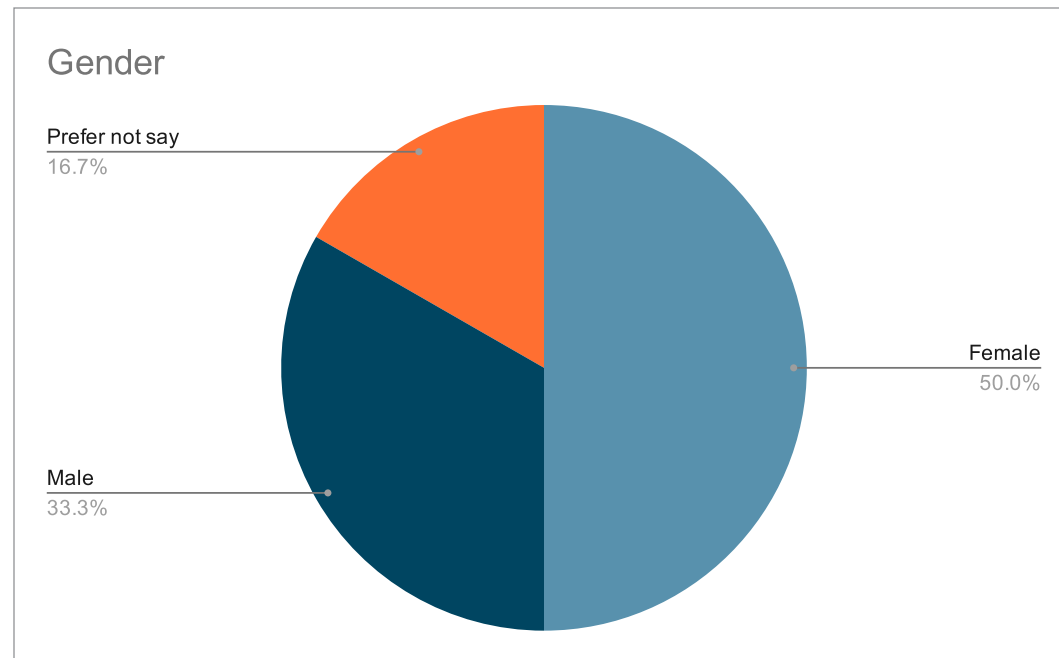
Competitive Analysis



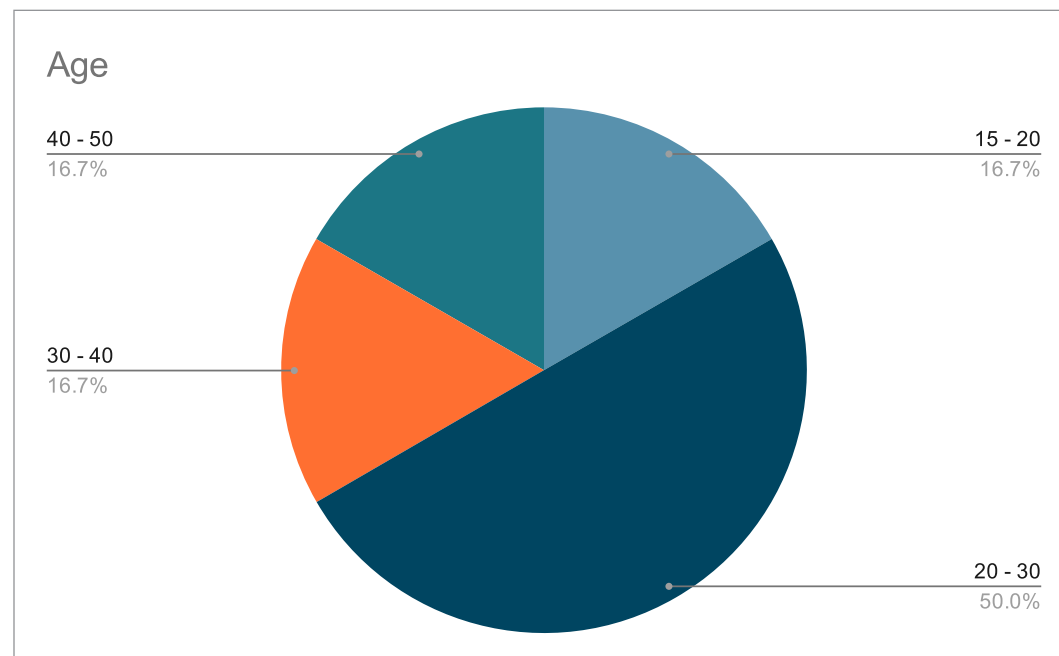
	A Part Cafe	Vernon Street Grill	Goose Port	Bounty Hunter Cafe
Cuisine	Middle Eastern Fusion	Traditional American	Sports Bar	Sandwiches, Donuts
Price	\$	\$	\$\$	\$
Dining	Outdoor	Takeout only	Outdoor+Indoor	Outdoor
Location	217 Vernon St	211 Vernon St	316 Vernon St	406 Vernon St
Atmosphere	Trendy	Casual	Trendy/Hipster	Casual/convenient
Avg Yelp Rating	5 stars / 26 reviews	4 stars / 106 reviews	4 stars / 198 reviews	4.5 stars / 23 reviews
Hours	11am - 8pm	10am - 7:30pm	11am - 9pm/10pm	11am-3pm
Key Points	Locally sourced ingredients	Inexpensive, no frills	Social space	Vegan options
Pain Points	Outdoor seating not heated	Inconsistent service	Adequate food quality	Short operating hours
Website Features	Webstore, online ordering	N/A no website	Ticket sales for events	Online Ordering



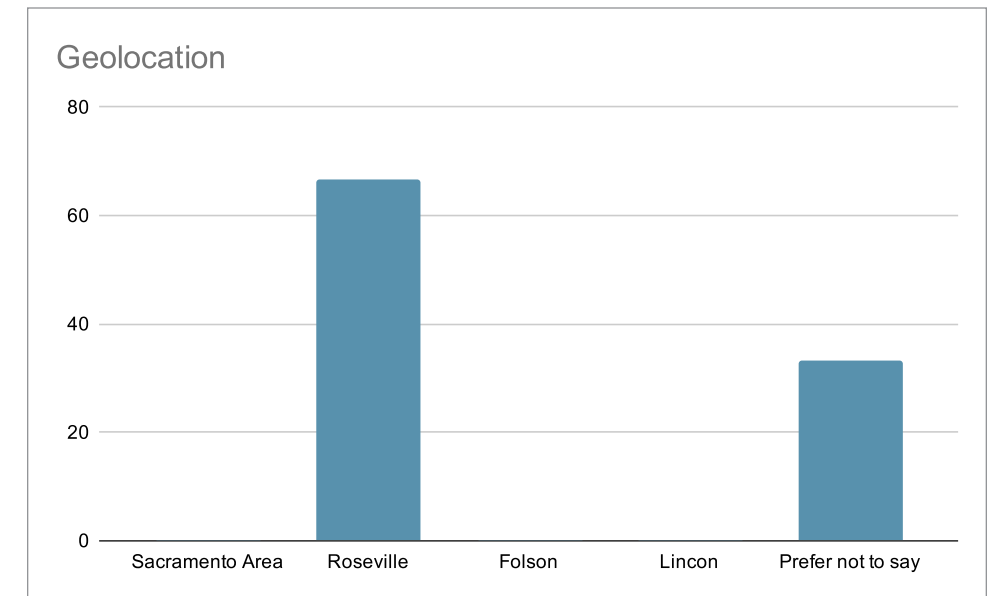
## Users - Google form / 6 participants



When talking about gender, it wasn't surprising to see a majority of female customers. The establishment's aesthetics is very feminine, and as a result, it attracts a female audience.

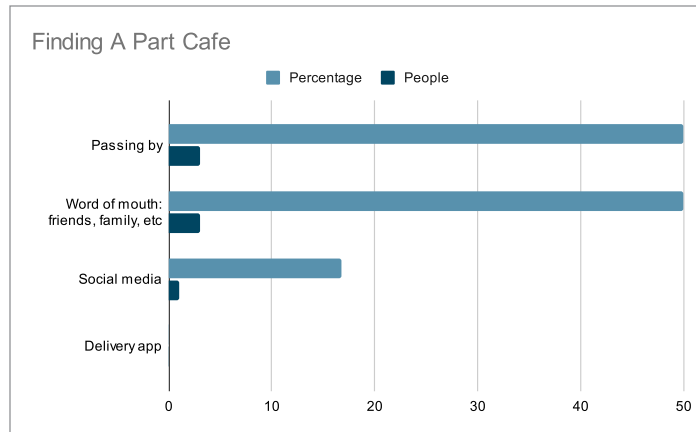


Most customers of A Part Cafe are young. Around 15 and 30 years old. We can correlate this data with the fact that the restaurant has a modern image. The idea of fusion food is also something that attracts a younger audience.

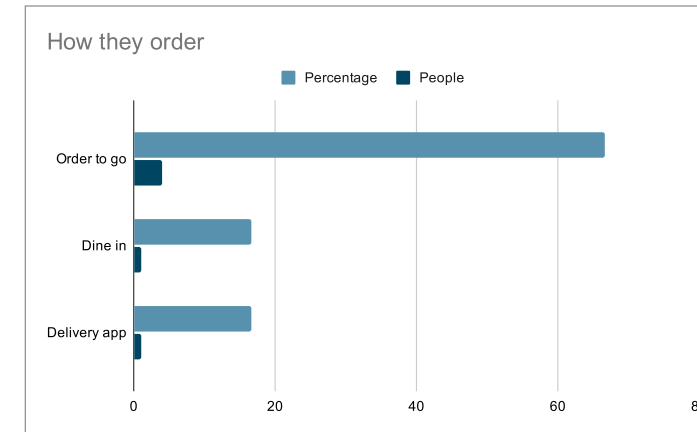


As expected, all customers are locally based. A Part cafe is a local restaurant, so it makes sense to assume most of its customers are locally based also.

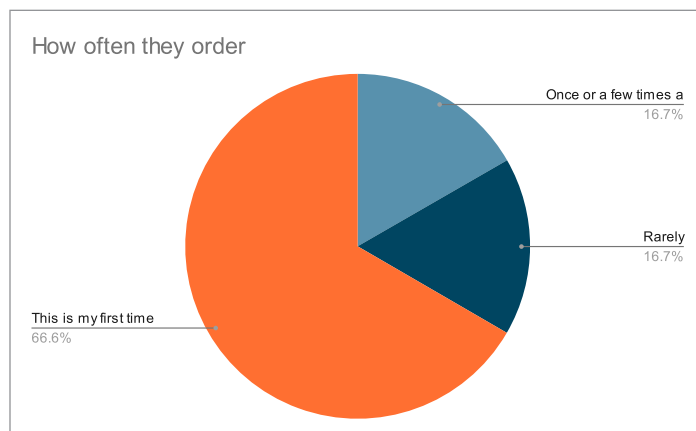
## Users & the Restaurant



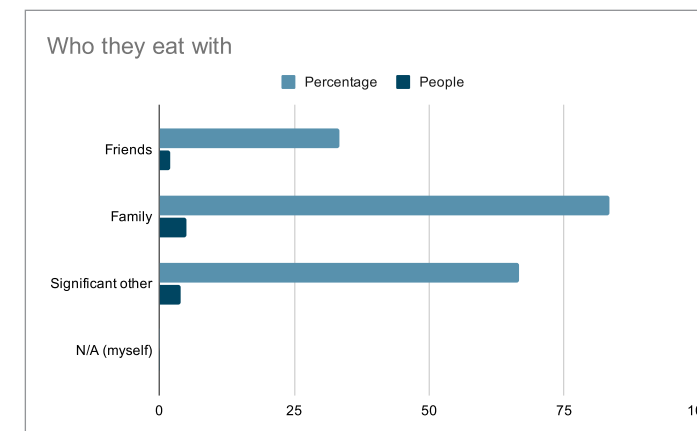
From the survey, most people got to know the place by passing by or hearing about it from a close one. However, it is difficult to include the customers that prefer ordering from home since they probably don't go to the restaurant in person and can't participate in the survey. This fact may affect our understanding of the A Part customers.



Around 83.4% of the participants are not willing to eat at the restaurant. They showed a concern with the pandemic and prioritized social distancing when ordering/eating out.



Surprise when can see that most participants of the survey had never been to A Part restaurant before. It is logical to assume that they were probably passing by and decided to stop and try the food.



All participants stated that they prefer to eat A Part food in a group of people: Either friends, family, or significant other. So we can say this restaurant is a community place or a place to enjoy with other people.





## Additional Insights

### 1. What would you recommend from the menu?

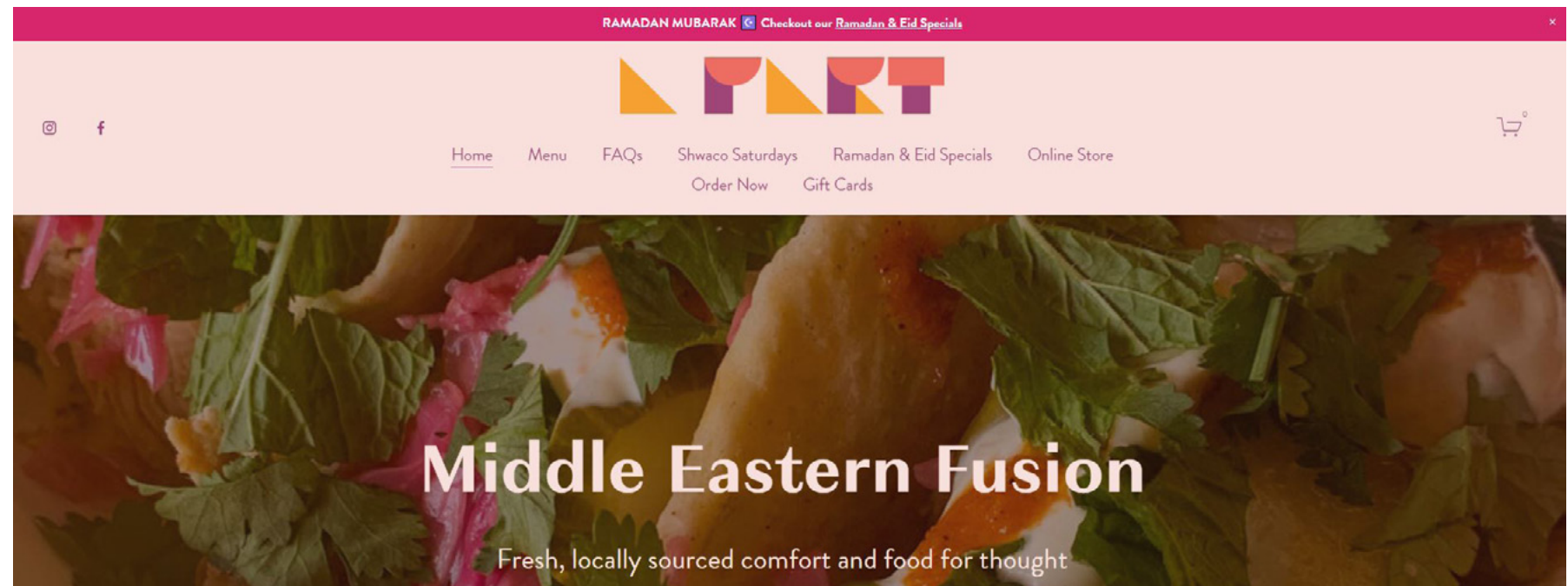
Shwacos and smoked lemonade.

### 2. Why do you think someone would go to A Part Cafe?

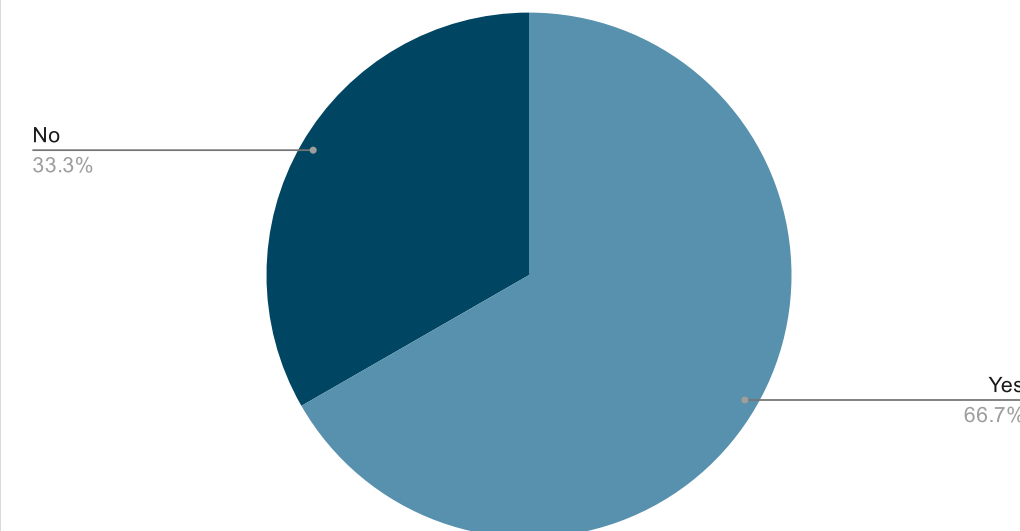
Support local business; good/tasty food; food experience.

### 3. What more do you want from A Part Cafe?

A brand that matches the middle eastern and smoked food culture; a dessert selection; a better online menu.



Visited the restaurant website



Most participants stated they visited the restaurant website to learn more about:

- The menu
- The restaurant
- Origin of the cuisine
- Food options



## Amber

**Age:** 23

**Gender:** Female

**Occupation:** Student

**Residence:** Roseville, CA

### Biography

She is a student who enjoys peaceful walks where she wanders around her neighborhood on her own time. She usually likes sitting down at a quiet place to eat and enjoy her meal, such as at home or at the park. Occasionally, she invites her friends and family out to eat because she enjoys the company of others.

**Devices:** iPhone X, Macbook Pro

### Goal

Finding the perfect spot to dine as she works on her class assignments, or a place where she can comfortably spend time with her family and/or friends when she has the free time.

### Needs / Frustrations

- Dislikes unorganization
- Prefers modern but simple designs
- Needs quiet places to eat and relax
- Likes getting to know people and their story
- She is a visually oriented person

### Personality

Introvert  
Friendly  
Loyal  
Organized

### Values

- Family, friends
- Peace / Quietness
- Organization
- Authenticity



Headline  
Josefin Sans - Regular

Subhead  
Cardo - Regular

# Josefin Sans

Lorem Ipsum has been the industry's standard dummy text ever since the when an unknown printer took a galley of type scrambled it to make a type specimen book. Lorem Ipsum has been the industry's standard dummy text ever since the when an unknown printer took a galley of type scrambled.

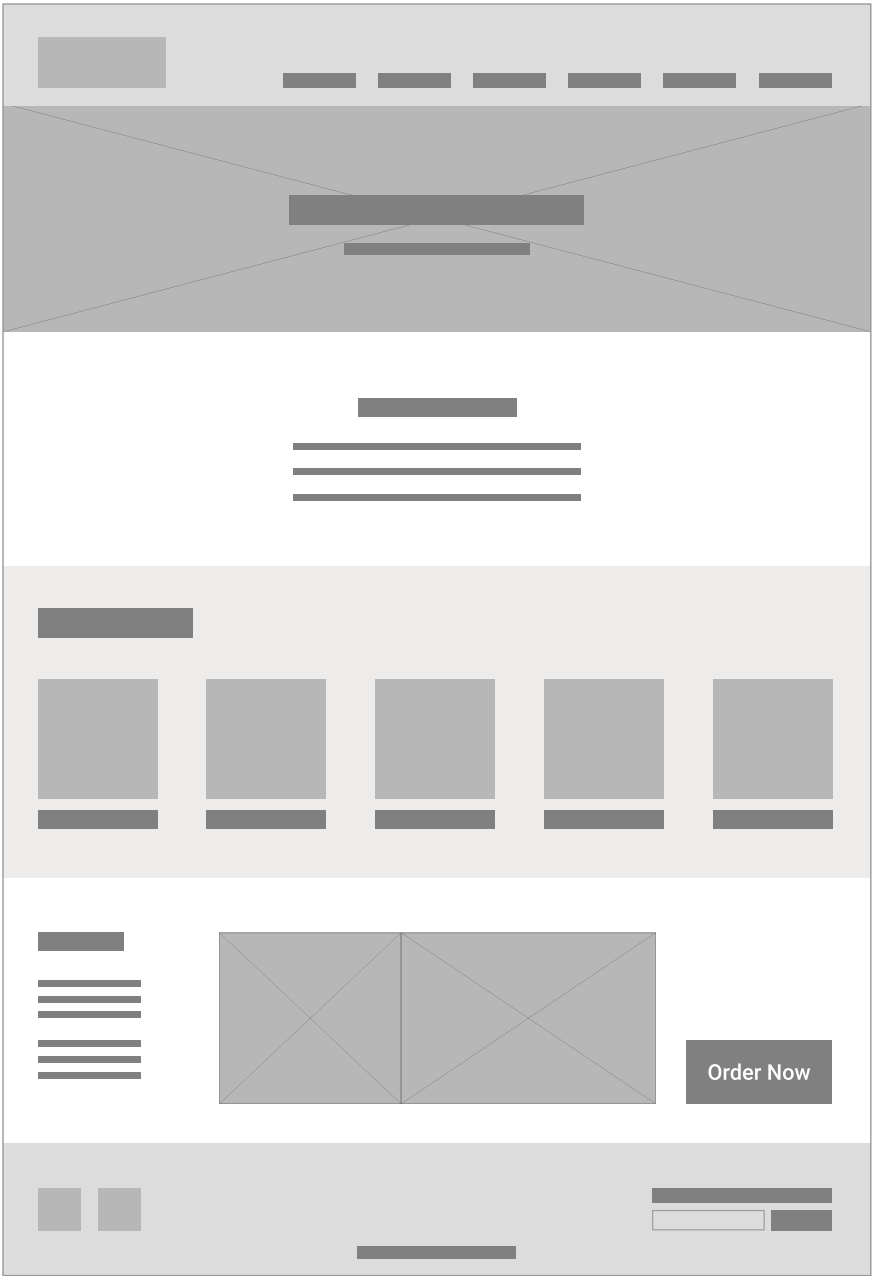
Modern  
Adventurous  
Contemporary

Artistic  
Simple

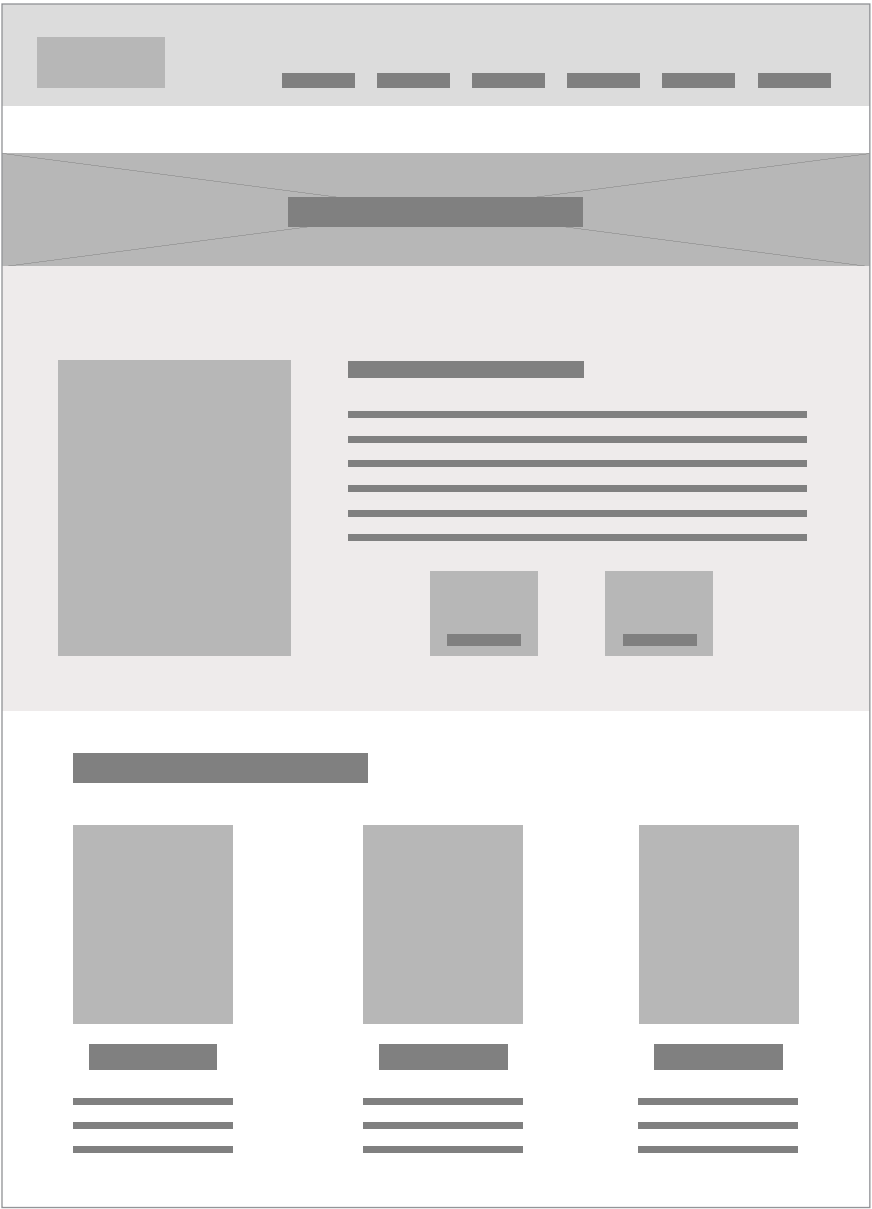




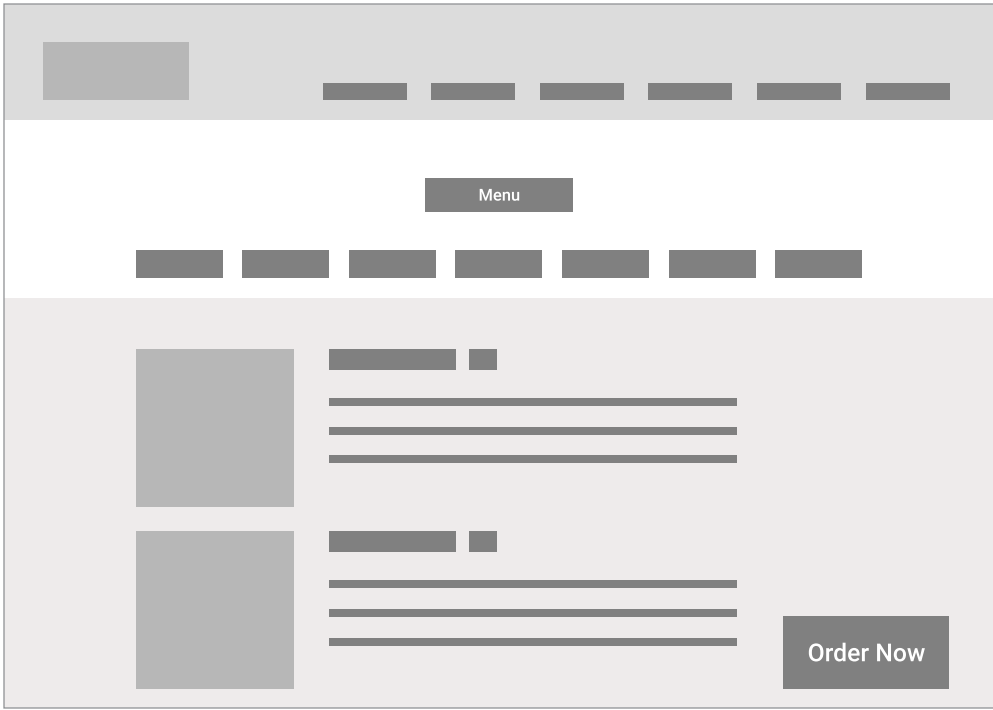
Home Page



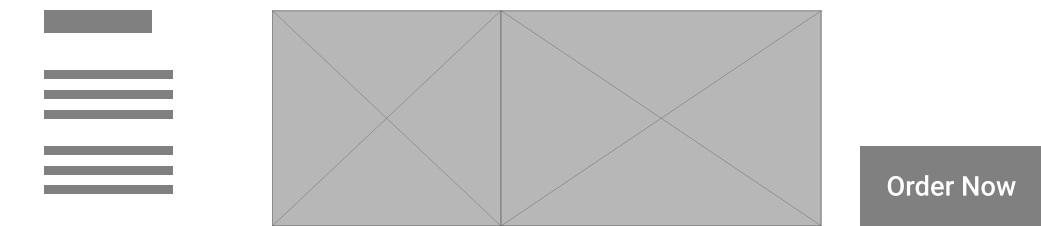
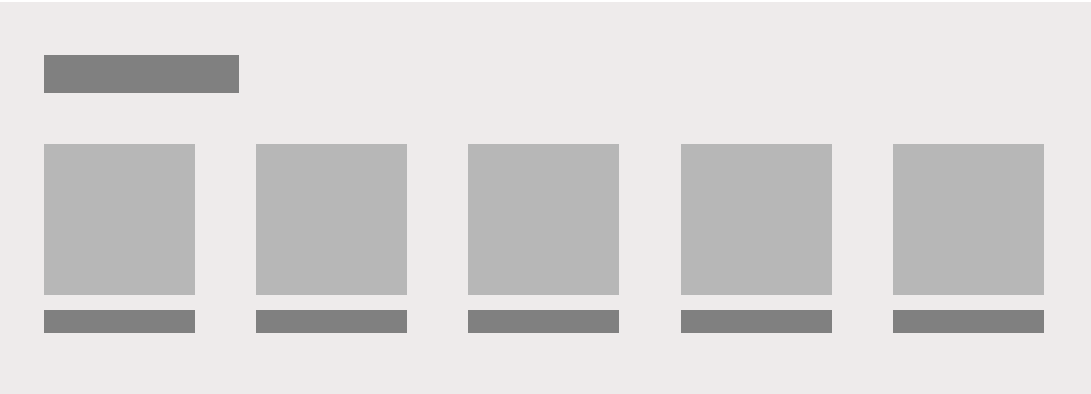
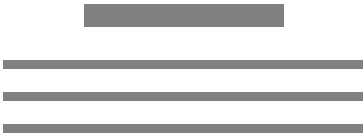
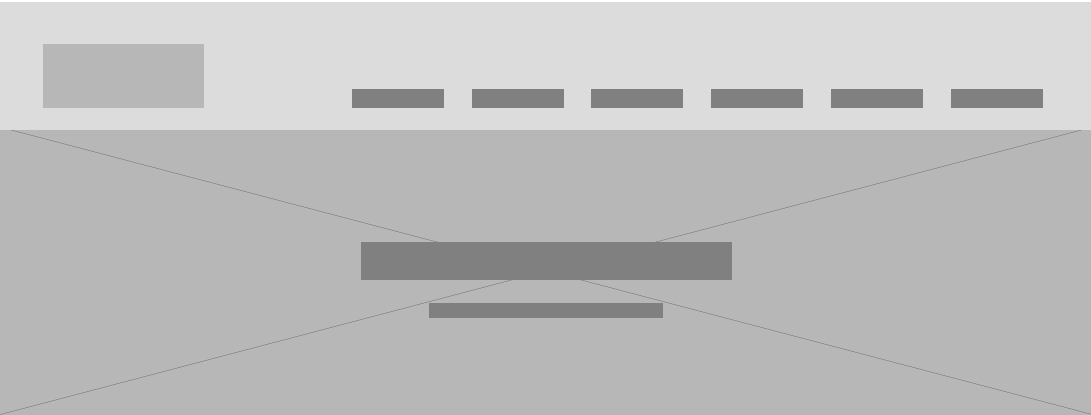
Events



Menu



Home Page

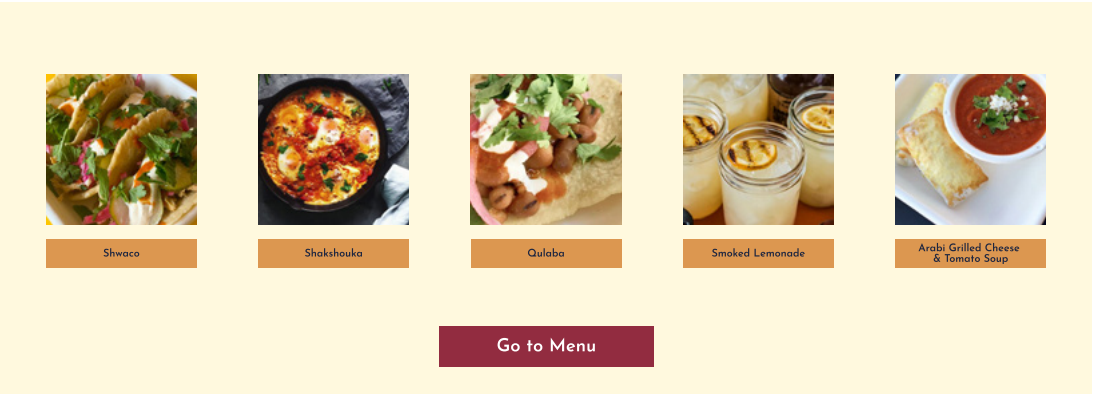


Mockup



**Our Food**

We craft our dishes with a fun, fresh twist of flavors, traditions, and colors of Middle Eastern cuisine. Everything we make is from scratch. From our flavorful sauces and pickled veggies to our soft, fluffy flatbread. We smoke our Halal meats and veggies to melt in your mouth. Our spicy smokey flavors set us apart!



**Visit Us**  
217 Vernon Street  
Roseville, CA 95678

**Hours**  
Tue-Sat: 11am-8pm  
Sun: 11am-6pm  
Mon: Closed



Order Now

