

Timeline:

April 13th - May 17th



Project Goals:

To Create a new visual identity for Wow Thai Bistro with a website.

Wow Thai Bistro's new website will be beneficial because it will help grow interest for a new younger demographic while still maintaining its current customers. Also include call to action to encourage people to dine in opposed to take out.

Target Audience:

Wow Thai Bistro is for people of all ages that enjoy a traditional Thai dish. With this website, our targeted audience are young people who research the restaurants they go to before they try it out. A modern website will help to pull in this audience

Competitive Landscape:

Wow Thai Bistro's competitors include other local Thai restaurants such as the Thai Power Restaurant, Bangkok Garden Thai Cuisine, Champa Garden Restaurant, and Rin's Thai. Other competitors included near by restaurants such as Ingleside Pizza, Chef Ming, Golden Wok, and Extreme Pizza

Targeted Message:

Wow Thai Bistro is a quite but friendly little spot where you can enjoy tasty traditional Thai dishes. The staff is friendly and their drunken noodles are to die for. Overall, This restaurant is successful on its own, but with a new and exciting website it could turn heads even for people who have never tried their food.

STAKEHOLDER RESEARCH

Branding: We plan to keep the theme similar to the restaurant. We will be using the light blue colors, gold, and green. Our goal is to include styles more common in Thailand and hope to incorporate kites into the website. The store itself has a kite in the logo and numerous kite decorations inside.

Customer Retention: The current crowd that frequents Wow Thai Bistro is a younger group of people who live busy lives and are more likely to get take-out. We hope to keep this customer group while expanding to having more people dine-in as opposed to just getting take-out.

Indirect and Direct Competition: There aren't a lot of restaurants near this spot but some direct competition is a Chinese restaurant a couple blocks away and a couple of pizza spots. As this is a more common take-away location, some indirect competition are the numerous take-out spots in the city. If you branch out about ten minutes, there are numerous locations that not only have take-out options but also do deliveries.

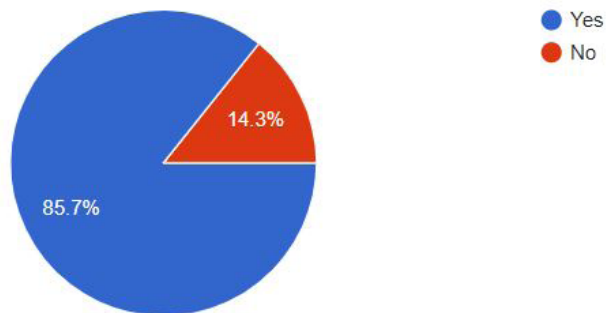
Call to Action: As we are hoping to get people to not only try this place out but actually dine in, our call to action will be asking people to come in and try the food. The website will be geared towards this goal.

User Research

We were unsure how to go about our user research as neither of us knew people who had eaten at Wow Thai Bistro. So first we went through the yelp reviews to see what people have thought of this restaurant over time. There have been numerous owner changes and the quality of the food and service is different for each owner. I also noticed that a good chunk of people who reviewed were reviewing to-go orders or were delivery orders. This aligns with us thinking it's more of a takeout store (even before the shelter in place order). Luckily, we were able to find 7 people who had eaten there before and sent them a Google Form asking them some basic questions about their experience with eating there and doing a delivery or to-go order. Out of these people we found 6 of the 7 had ordered takeout or delivery from Wow Thai Bistro and only 4 out of the 7 had actually eaten inside the restaurant. We found that people wanted eco-friendly containers, comfier chairs, and one person mentioned updating the menu. Out of everyone we asked no one had any bad experiences and everyone was likely or somewhat likely to recommend Wow Thai Bistro to a friend.

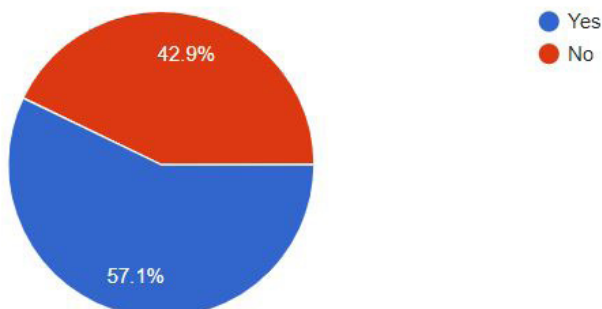
Have you ever ordered take-out / delivery from Wow Thai Bistro/Kitchen

7 responses



Have you ever dined inside the restaurant?

7 responses



Company/Product Name	Wow Thai Bistro	Rin's Thai	Champa Garden Restaurant	Bangkok Garden Thai Cuisine
Brief history of the company	Wow Thai Bistro is located in Ingleside. They have 90 out of 100 health score and a 3.5 rating on Yelp. Has had multiple owner changes and was rebranded.	Rin's Thai is a Thai and Loation restaurant with 4 stars on yelp. They're located in Noe Valley and their health score is 86 out of 100. They've been open since 2005.	Champa Garden Restaurant is located on Faxon Street. They have a 80 out of 100 health rating and 4 out of 5 stars on Yelp. Open since 2016	Bangkok Garden Thai Cuisine is located in Westlake Shopping Center. They have a 58 out of 100 health score. They've been open since 2014.
Features of the business	No app Has a website Offers take out Delivery through secondary app (grubhub, doordash) and website	No app Has a website Offers take-out Delivery through grubhub	No app Has a website Offers take-out Delivery through secondary app (doordash, grubhub, trycaviar)	No App Has a website Offers take-out Delivery through secondary app
Pain Points of the business	Delivery fee Delivery minimum Hard to navigate website	Ugly/Hard to read website	Has a website but it says it's unofficial Very few pictures	Poor choice in color palette
Website Features	Menu Rewards Location Contact info Hours Order through website Phone number	Menu Gallery Contact info Links to social media Location Hours Order through website	Menu Links to social media All locations written down Hours Phone number	All kinds of payment they take Menu (lots of images) Order online Location Types of food they serve (ie vegetarian, seafood, thai, etc) Contact info



ISABELLE SLIDER

ABOUT

Isabelle Slider is a 24 year old born and raised in San Francisco. She lives a busy life working a full time job as a hotel receptionist and upkeeping her Youtube channel. She's a huge foodie but can't always go dine-in so she often reverts to delivery! She has all the delivery apps (GrubHub, Doordash, Postmates, etc) hoping to get the best deal.

DAILY ROUTINE

Her day-to-day life is usually very monotonous: she wakes up, goes to work, gets lunch at a cafe near the hotel, and goes home. She's usually too exhausted after work to do much so if she hasn't prepared something beforehand, she'll get delivery. Over the weekend, she goes out to record content for her vlog and spends Sunday editing. Her main source of content is visiting small cafes/local finds.

PAIN POINTS

- Waiting over an hour
- Getting her order wrong
- Bad customer service
- Hard to navigate website
- No delivery option

AGE 24

OCCUPATION Receptionist

INCOME \$37K

STATUS Single

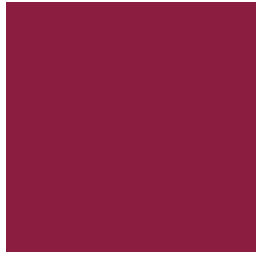
LOCATION San Francisco

WANTS

- Menu with images
- Any deals very visible
- Not too much information on a page
- Option to see/write reviews
- Some sort of delivery

STYLE GUIDE

Colors



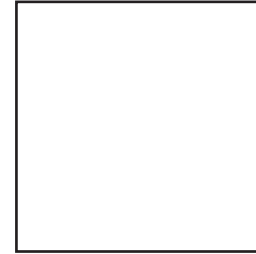
PANTONE 208 C
#8a1e41



PANTONE 7548 C
#ffc600



PANTONE 7451 C
#87a9e2



WHITE
#ffffff



BLACK
#000000

Fonts

HEADING

Roboto Bold

Logo
Kaushan Script

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Key Words

Thai Kites

Whimsical

Easy

Simplistic

Modern

HOME

MENU

LOGO

REWARDS

LOCATION

BACKGROUND IMAGE

ORDER

map

hours

CONTACT

HOME

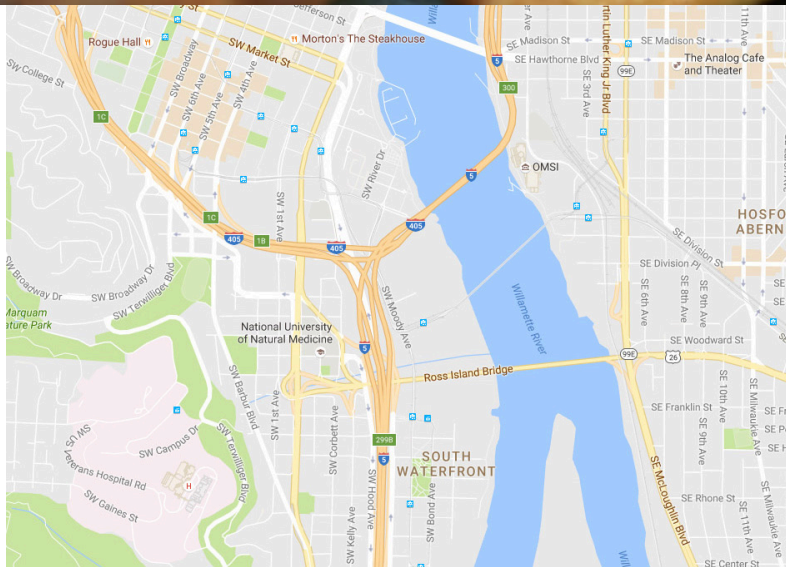
MENU

WOW THAI BISTRO

REWARDS

LOCATION

ORDER NOW



Monday	11:00 am - 3:00 pm 5:00 pm - 10:00 pm
Tuesday	11:00 am - 3:00 pm 5:00 pm - 10:00 pm
Wednesday	11:00 am - 3:00 pm 5:00 pm - 10:00 pm
Thursday	11:00 am - 3:00 pm 5:00 pm - 10:00 pm
Friday	11:00 am - 3:00 pm 5:00 pm - 10:00 pm
Saturday	11:00 am - 3:00 pm 5:00 pm - 10:00 pm
Sunday	11:00 am - 3:00 pm 5:00 pm - 10:00 pm

