
FLUI 2024

Sooyo Cafe

Team 29: Chelsie, Ciri, Fiona





Agenda

- 1 Client's Problem Statement
- 2 Design Strategies & Insights
- 3 Our Key Design Solutions
- 4 Contrast with Prior Design
- 5 Feasibility and Impact

Client: I want an UI that...

- Enhancing Neighborhood Connectivity
- Elevating Brunch Experience
- Establishing a Seamless Online Platform



Sooyo Café





Product Objectives

Landing Page

- Showcase the menu prominently.
- Highlight new items
- Ongoing promotions.
- Implement marketing/advertising strategies to increase customer engagement.

Instagram Page

- Direct link to the Instagram account
- Regularly feature and showcase new items, promotions
- Utilize Instagram to attract a broader audience.

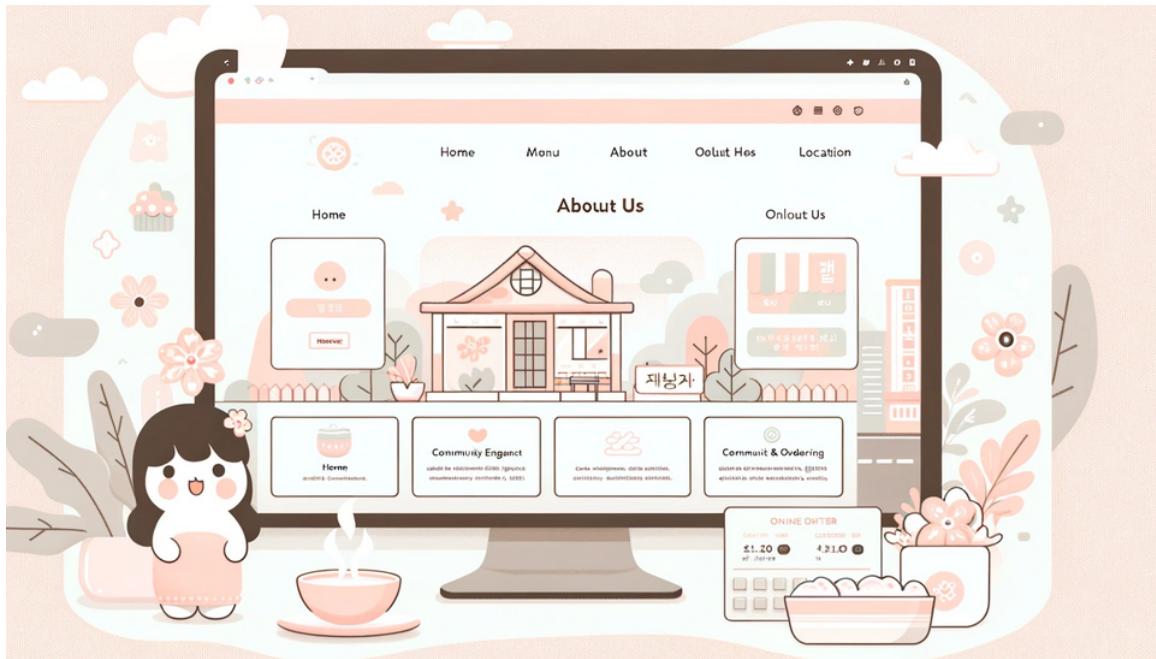
Menu Page & Contact:

- Provide a clear and comprehensive menu presentation.
- Utilize QR codes for quick access to contact information, enhancing user convenience.

More info/Assets

- About page
- Location page

Mood-Board



I Miss My Cafe

Take a seat and stay awhile.

Playlists:

- 1 Cut to the Feelin... Elijah Mann
- 2 World Spins Madly... The Weepies
- 3 Dawning on Me Tuck & Friends
- 4 How Sweet It Is Stephen Day
- 5 Baby Mine The Sun

Want the full playlist? [LOGIN TO SPOTIFY](#)

Buy us a coffee!

Barista ▶

Preparing Drinks ▶

Coffee Cups ▶

Other Customers ▶

Machinery ▶

Rainy Day ▶

Sunny Day ▶

Fireplace ▶

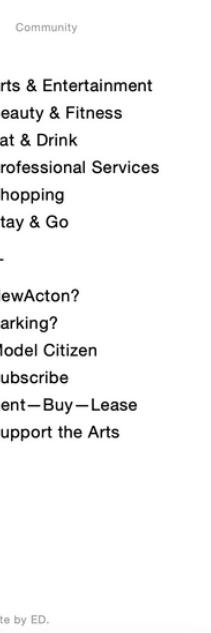
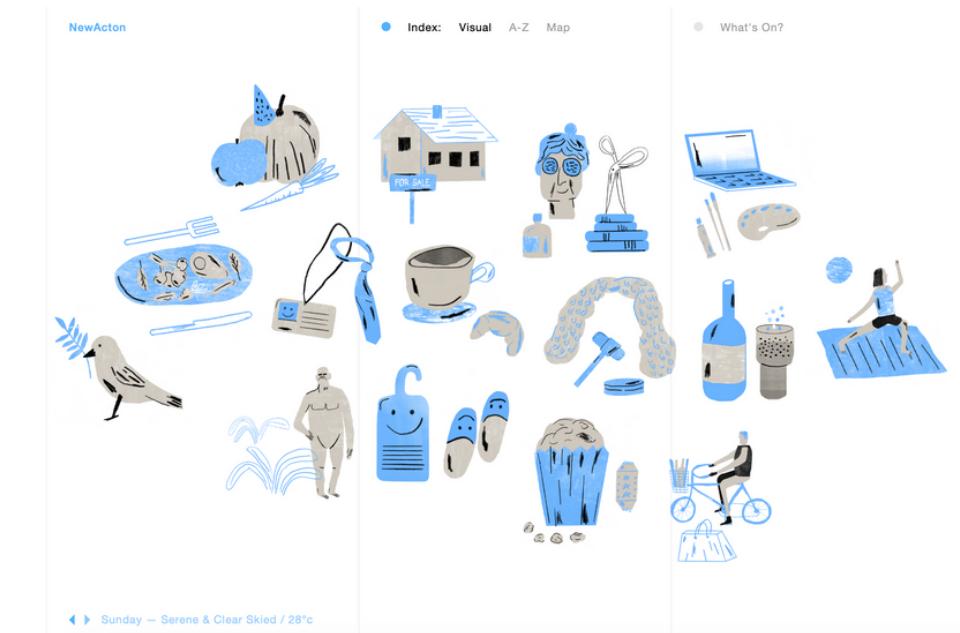
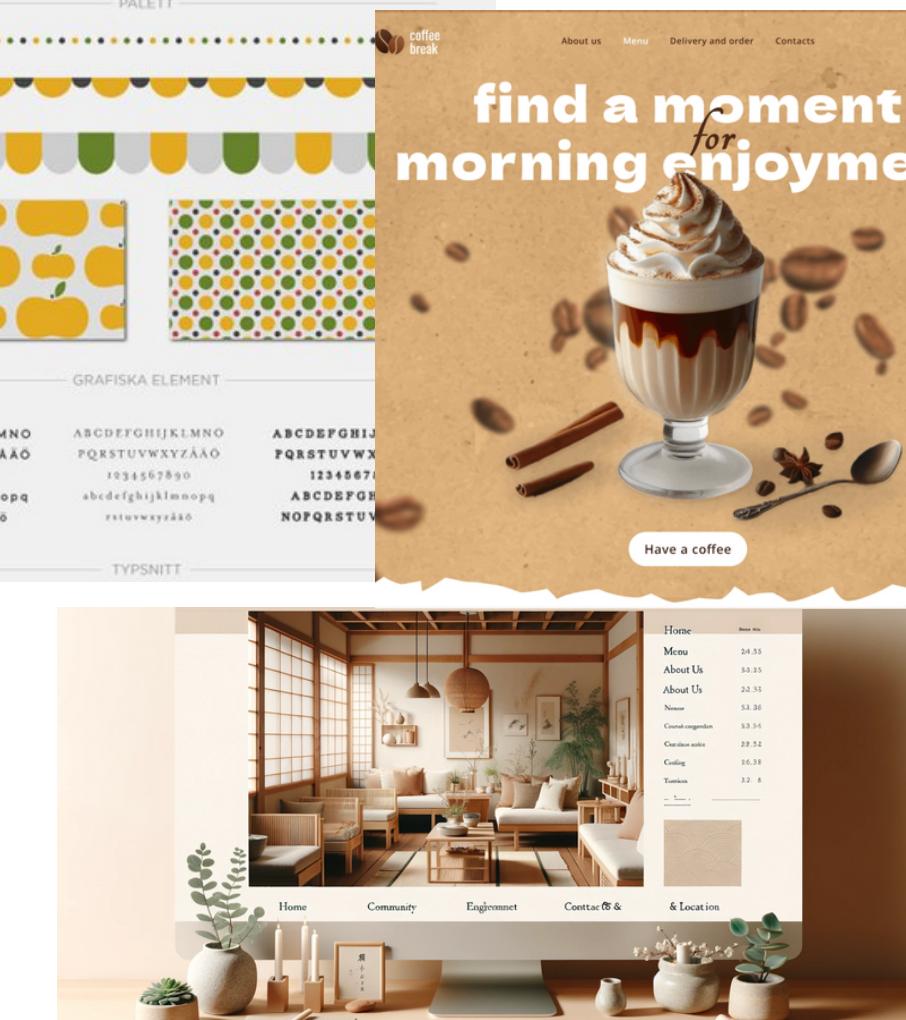
show pan controls save preferences

GRAFIKA ELEMENT

TYPSNITT



Sooyo Café



We're a branding and web design studio based in Portland, OR. We love playful type, bold colors and joyful experiences.

[Schedule a call →](#)

OUR SERVICES



BRANDING

We love you.
All of you.

Creating a brand is a holistic approach to your business. The brands we create reflect the goodness of the people and their values we



WEB

We create websites
that look real good.

We partner with you to create custom websites that convert and leaves the user smiling. We optimize your site through SEO, thoughtful user



SOCIAL

We know content
is queen.

We start by taking a look at your social presence, audience and competitors. Our research guides the process for creating quality



Sooyo Café



Font & Color

Potte One Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$

Poppins

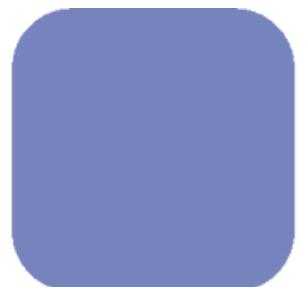
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$



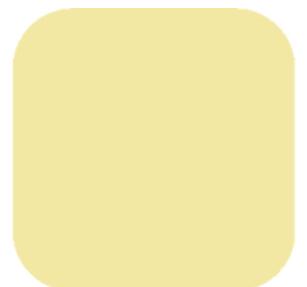
SOOYO



#414765



#7883bb



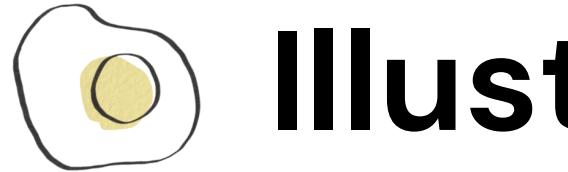
#f3e6a2



#EFEFEF

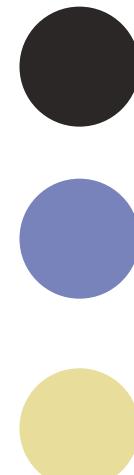


Sooyo Café



Illustration

- Simple doodle illustrations to matches with the brand identity
- Emphasize on food and the warm vibes of the cafe
- House illustration are referenced by the actual son yo cafe architecture
- The main dishes are pastas , croissants and coffee.
- Mainly household customers with children.



“ A hidden gem in a residential area. The Staff are very friendly and service is nice.



“ Portions were decent and at affordable prices.



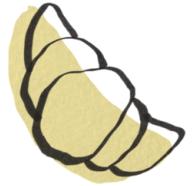
“ Besides coffee and pastries it also offers some light meals such as sandwiches and pastas.



Sooyo Café

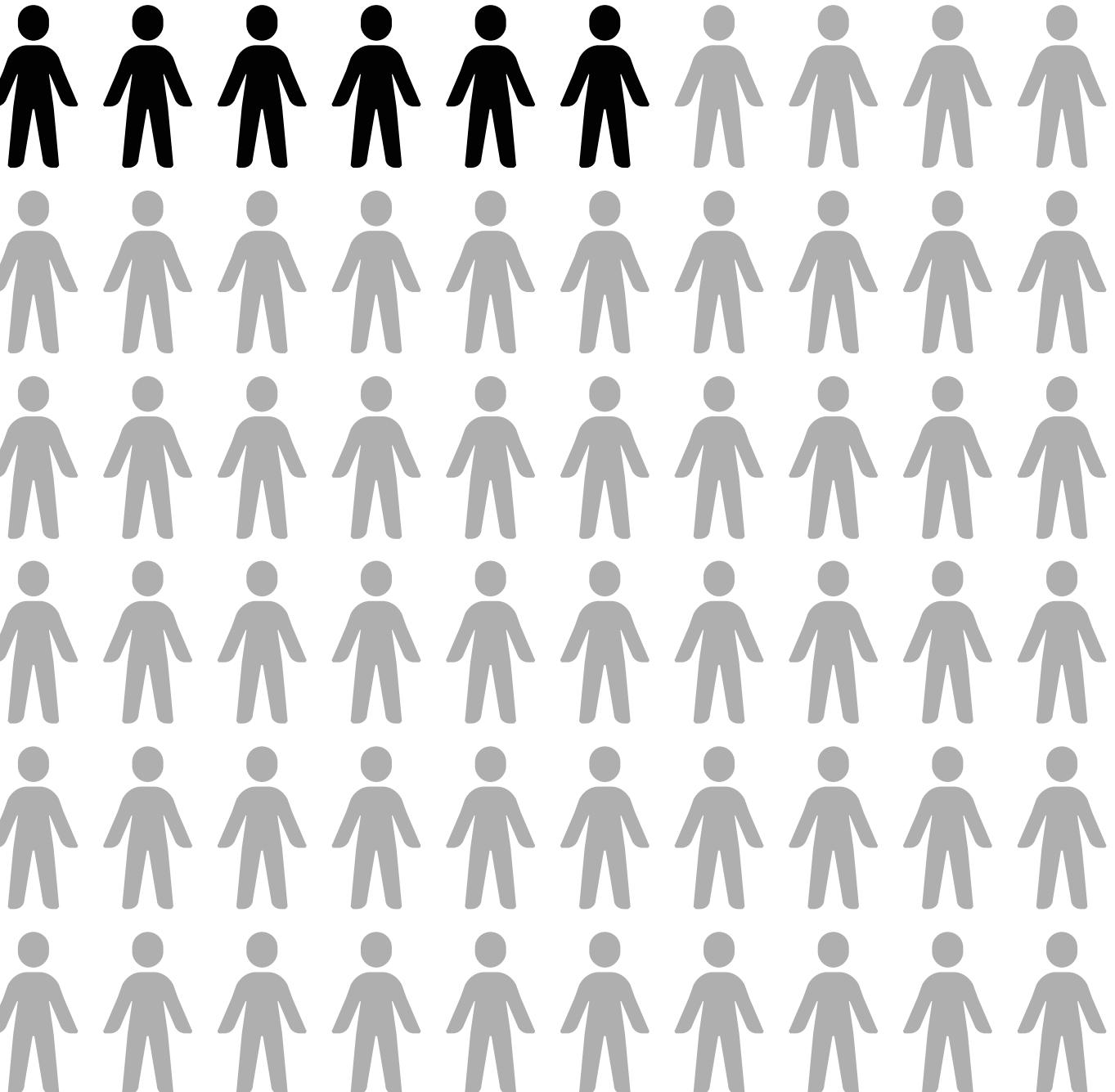


Sooyo Café



Features of Sooyo Café

- Charming neighborhood brunch spot with a cozy hideaway feel.
- Italian inspired brunch, mainly serving croissant, coffee, pasta, and soup.
- Warm, family-centric atmosphere.
- High quality food with affordable price





Sooyo Café

Sooyo, Feel the Warm...

Meet your dream brunch here

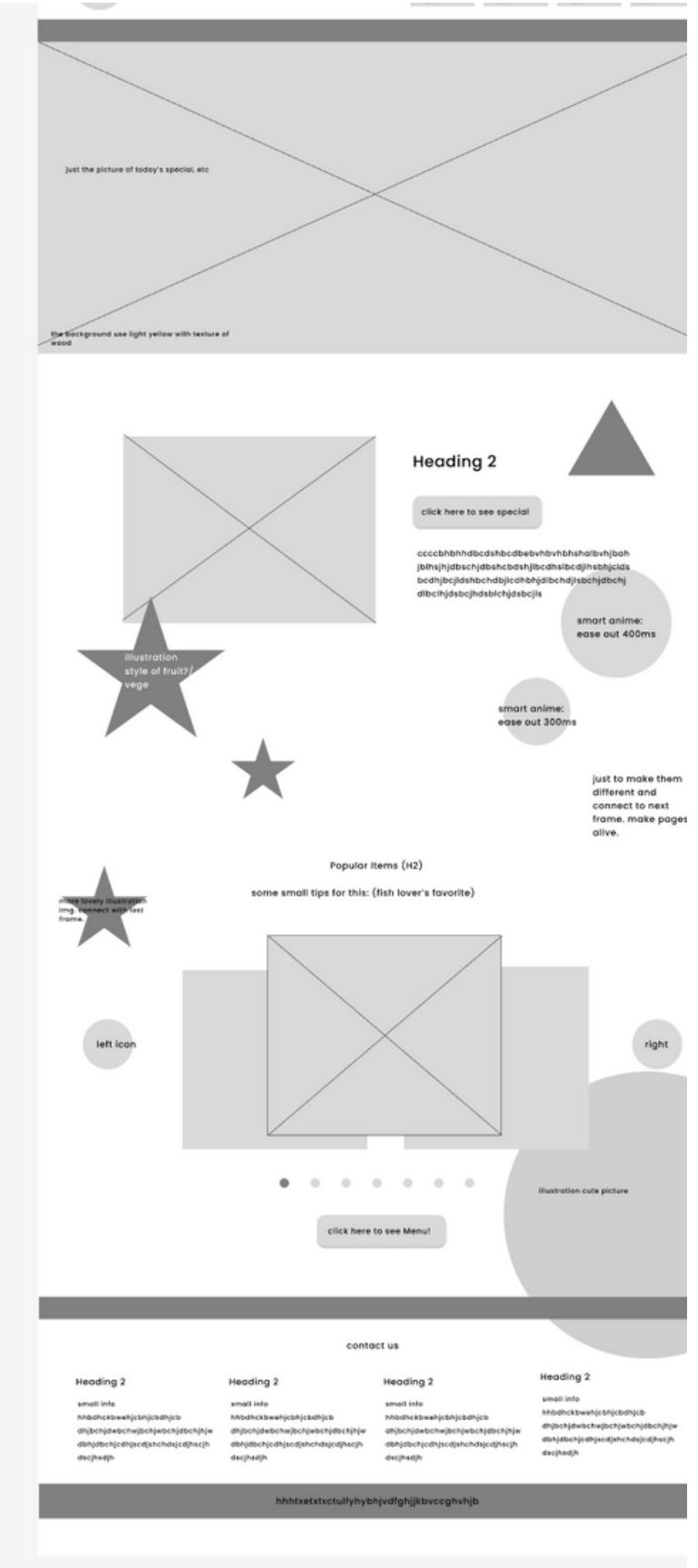
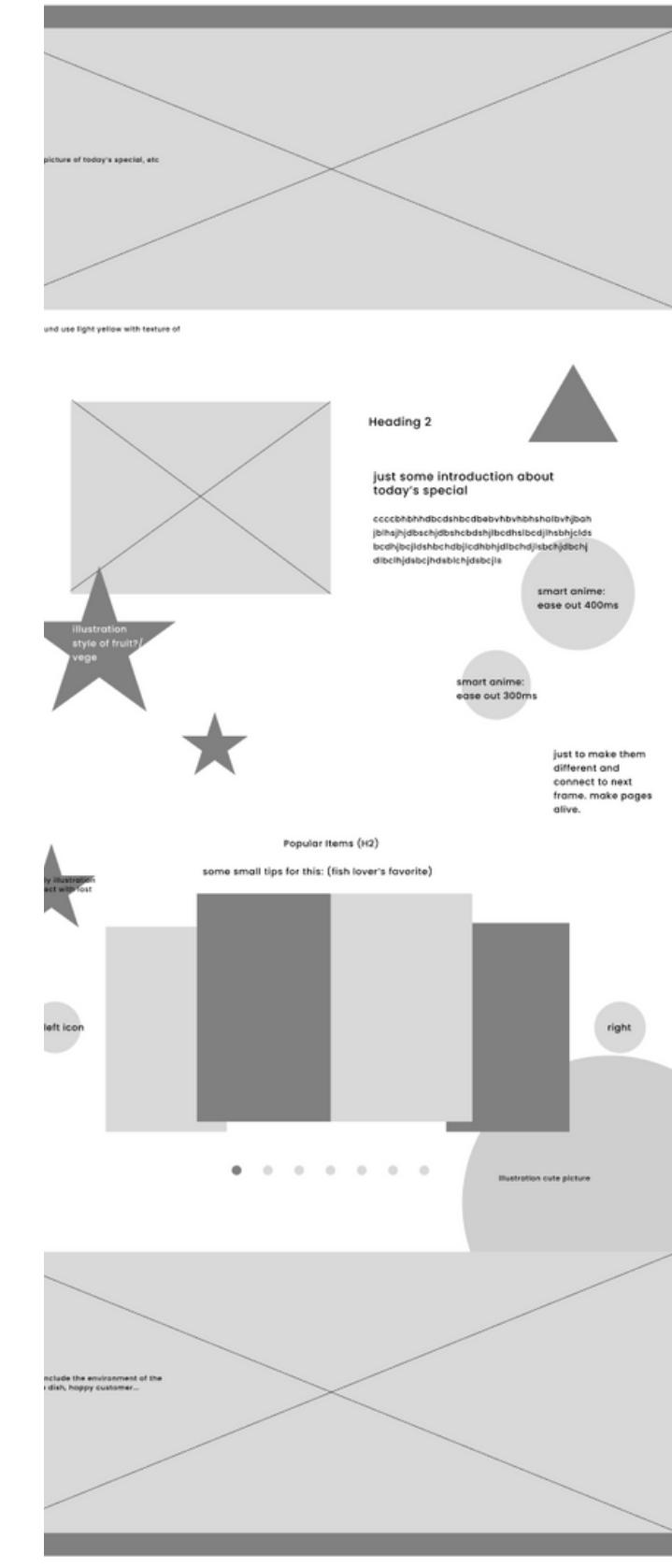


Sooyo Café

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The Lo-Fi of the website...

Meet your dream brunch here

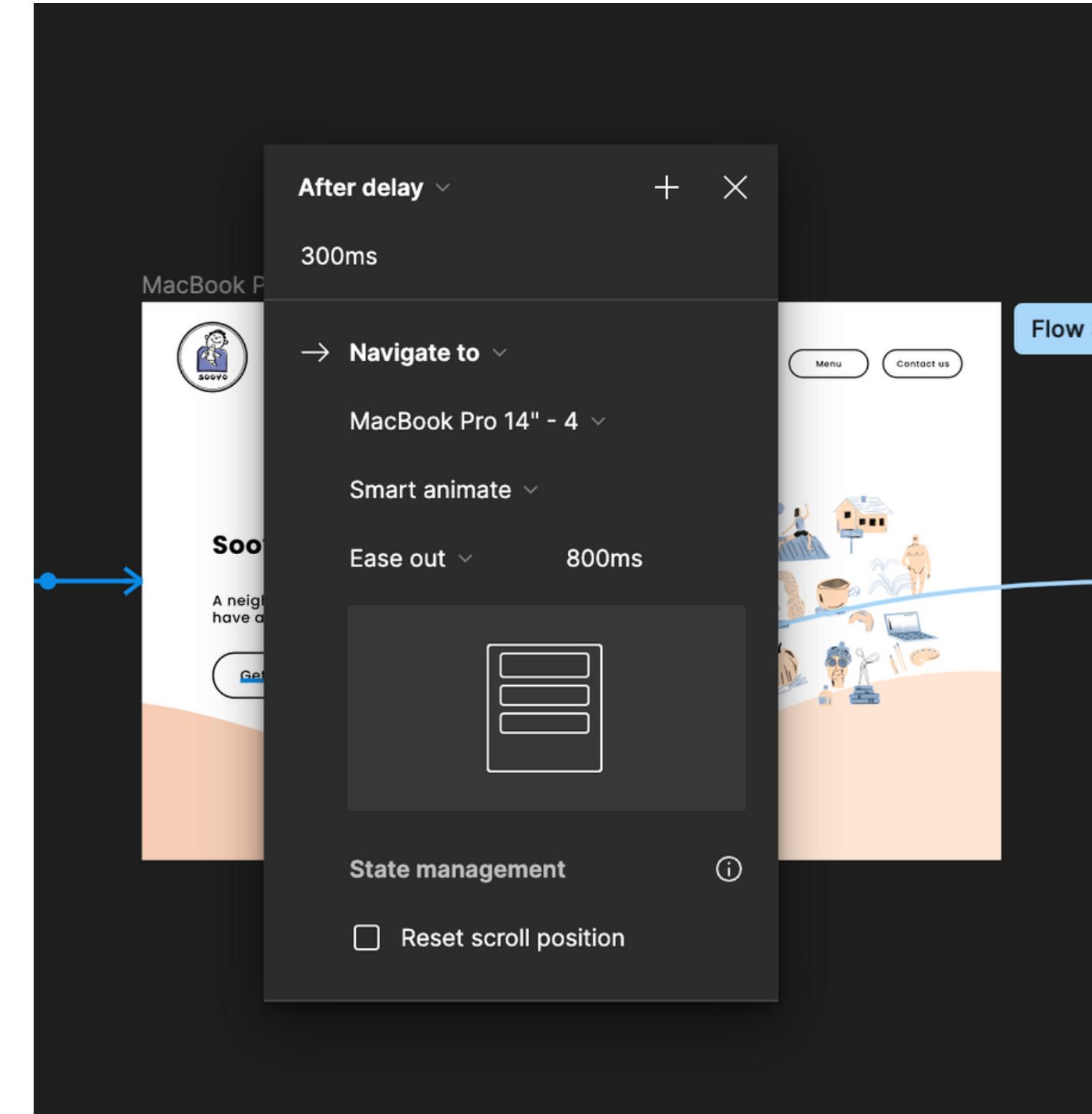




Sooyo Café

Move to Mid-Fi & High-Fi

“
**The trying
of smart
animate**

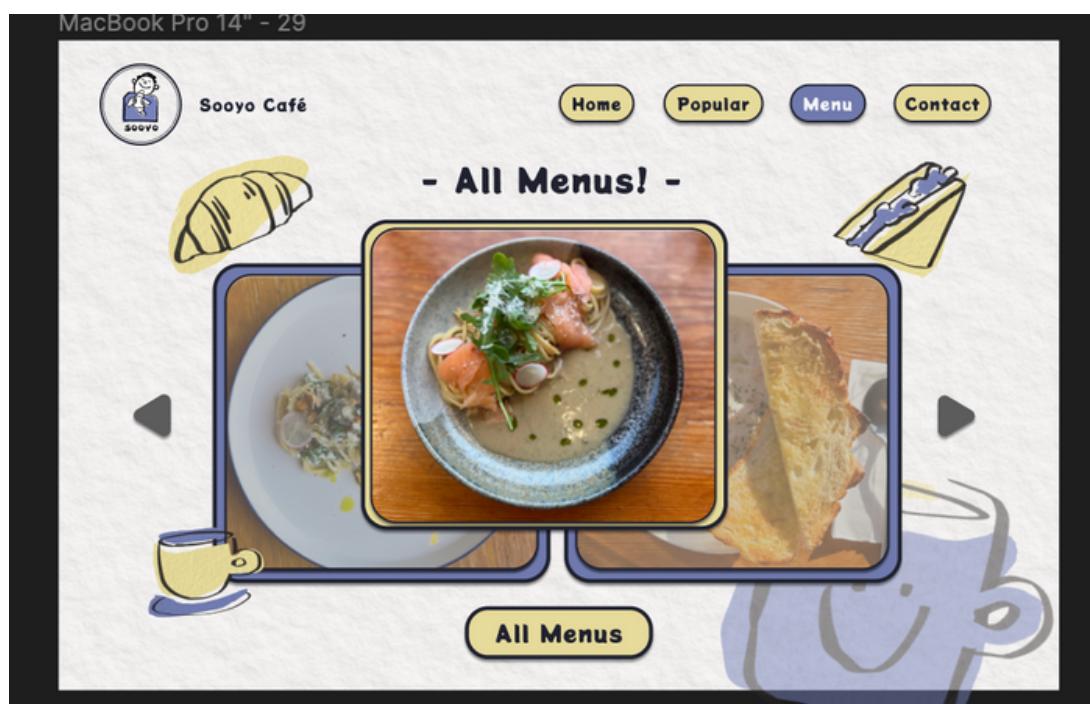




Sooyo Café

“

Endless edit...





Sooyo Café



Pattern





Sooyo Café



Sooyo Café

[Home](#)

[Specials](#)

[Menu](#)

[Contact us](#)



Sooyo Café

[Home](#)

[Popular](#)

[Menu](#)

[Contact](#)

Some Small changes for details



Sooyo Café

The screenshot shows a website for "Sooyo Café". At the top left is the logo with a cartoon character and the text "Sooyo Café". At the top right are four buttons: "Home" (yellow), "Popular" (blue), "Menu" (yellow), and "Contact" (yellow). Below these are two sections: "What's Special?" (with a "Popular" button) and "Popular" (with a descriptive paragraph about croissants). There are also illustrations of a croissant and a fork/knife.

What's Special?

Popular

As one of the most popular items on our menu, indulge in the perfect blend of flaky outer layers and soft, buttery goodness crafted by our skilled pastry chefs.

Everyday & Seasonal Special

- Everyday Promotion
- Seasonal Items
- Continuous innovations to maintain allure.



Sooyo Café

Contrast with Prior Design

Old

- Templatized design.
- Lack of individuality (e.g. color scheme, font)
- Lack of illustration
- Lack of functionality (e.g. Today's special, Feature items)

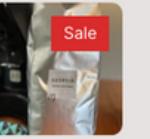
New

- Clean and neat home page
- Iconic & lovely font + illustrations
- Buttons with different functionality



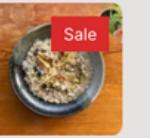
Other goods

COFFEE BEANS
2 lb dark roast coffee beans
~~CAD\$50.00~~ CAD\$40.00



Heavy

MUSHROOM RISOTTO
Arborio rice cooked to al dente, incorporated with soy braised assorted mushrooms, all'onda in butter and parmigiano reggiano, ...
~~CAD\$14.50~~ CAD\$12.33



SMOKED SALMON PASTA
Smoked salmon, anchovy sauce, arugula, parmigiano reggiano, herb oil, capers **Add ons:** Extra smoked salmon \$5 Extra arugula \$1.5
CAD\$14.90



ATLANTIC SALMON TARTINE
Dill Cream Cheese, Smoked Salmon, Sourdough, Side salad, Gremolata, Dill Oil, Cappers **Add ons:** Extra smoked salmon \$5 Ext...
CAD\$12.90



AVO & EGGS, SOURDOUGH
Toasted sourdough slice, 2 soft poached eggs, mashed soft firm avocados as a dip, topped with crumbled feta cheese, comes with...
CAD\$12.90



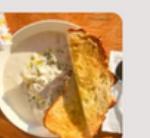
SMOKED HAM CARBONARA
SMOKED HAM, PASTEURIZED YOLKS, PARMESAN, GARLIC, SPAGHETTI
CAD\$12.90



PESTO SPAGHETTI
Smoked Ham, Tomatoes, Basil Pesto Sauce, Parmigiano Reggiano, Spaghetti
CAD\$12.90



SEAFOOD CHOWDER
Classic white chowder with ingredients including smoked salmon, baby clams, potatoes, drizzle in with herb oil. Comes with toasted...
CAD\$10.90



RICOTTA PASTA
Our first vegetarian dish. It's the latest pasta to our menu, soon becomes one of our popular dishes. Whipped ricotta cheese,...



Old Menu

- Simple, clean page layout.
- Neat, easy to read menus, and simple item descriptions
- A templated menu that lacks individuality. (Any other Cafés could have the similar menu)



The image shows a screenshot of the Sooyo Café website's menu page. At the top left is the Sooyo logo, a circular icon with a cartoon character and the word "sooyo". To its right is the text "Sooyo Café". Along the top navigation bar are four buttons: "Home" (highlighted in yellow), "Popular", "Menu", and "Contact". Below the navigation is a section titled "All Menus" with two decorative icons: a yellow bowl with a spoon and a blue plate with a fork and knife. A large, stylized illustration of a hand holding a wine glass is positioned behind the menu items. The first section is titled "Heavy:" with a fork and knife icon. It features three items: "Salmon Pasta" (a bowl of pasta with salmon and herbs), "Seafood Chowder" (a bowl of chowder with a piece of bread), and "Ricotta Pasta" (a plate of pasta with ricotta cheese and vegetables). Below these are two columns of menu items:

Item	Price
Mushroom Risotto (SALE)	CAD 12.33\$
Smoked Salmon Pasta	CAD 14.90\$
Atlantic Salmon Tartine	CAD 12.90\$
Avo & Eggs, Sourdough	CAD 12.90\$
Smoked ham carbonara	CAD 12.90\$
Ricotta Pasta	CAD 12.90\$
Seafood Chowder	CAD 10.90\$
Atlantic Salmon Tartine	CAD 12.90\$

New Menu!

- Significantly outstanding personal style.
- Signature elements of Sooyo Café, e.g. croissants, soup, illustrated items.
- Clear and easy to read menu



Sooyo Café

“ The final work



Sooyo Café

Home

Popular

Menu

Contact



Sooyo, feel the warmth

Meet your dream brunch here...

[Click to continue](#)