Client Survey

Browne Sugar & the Moon
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PART 1: ABOUT THE LIVING ROOM CAFE

Q: HOW DID YOU GUYS START?

● Well it started back in 1991 with a German baker and a culinary chef from Switzerland. I joined in 2001. *did you know the two or..?* Yeah, we became business partners and at first, it was just the one location. And back then, they used to melt the chocolate the night before - you know, stirring it and staying up all night. They'd do it every night! But we started to expand our business a bit and opened some more locations and at that point, there's just no way they could stay up all night doing that - prepping and having everything made in such an old fashioned manner. So I helped them modernize it, if you will, a bit. Got some machines, started using the new technology that was being offered. And slowly, I took over and kept the whole European cafe vibe but since I was modernizing it, it sort of took some California flair.

● *Analysis:* We should keep the last sentence in mind. He really seems to want to keep that vibe. A modern European cafe with a Californian flair of a website. Not certain on how legitimate the takeover was, may be a touchy subject. But whatever the case, he definitely wants to keep the European + touch of California thing. That can be emphasized by their food. And to emphasize it even more, it could possibly be like a "motto" thing that they sort of bring back. He mentioned that they used to advertise it a little but it didn't really stick. Maybe having a cleaner website and emphasizing that a little bit more might help.

Q: HOW DO YOU VIEW YOUR BUSINESS WITHIN THE COMMUNITY?
- It's really a melting pot, the melting pot of La Jolla. You've got businessmen coming in, college students coming to study, and tourist during vacation times. And you know, we have a hookah lounge here, unlike the one in SDSU, so we attract a larger audience. We are a landmark (laughter). You know, we've just been here for so long, a lot of people know about this place. It's… familiar to the people here at La Jolla.

- *Analysis:* This is represented by his eclectic menu. He's got macarons, cakes, coffees, hot dishes of European and American roots. They have hard liquor downstairs and upstairs, they have wine and beer. It really has the potential to attract SO many customers because of their huge menu selection - so he's right about the whole melting pot thing and it's a big plus. He also has a large customer audience since it's got the whole coffee + food + hookah + alcohol. It's not just the businessman or college student coming in to get a cup of coffee, but it's a lot of people coming to hang out, grab a beer and relax. Also, the location it's at has really bad parking so I'd guess that would encourage people to park and stay to hang out a bit, which might help his customers become more familiar with the place. He mentions there is a plethora of different people coming in. Good for user interviews and developing storyboards.

Q: HOW DO YOU GET PEOPLE HERE?
- Well, like I said before, it's a landmark. Everyone knows who we are within the community, our location. Our location is what keeps this in business. (exhales smoke). It's familiar. Locals come all the time but it's also next to a number of hotels people stay at during vacation times so we get a lot of tourists too.

- *Analysis*: Seems that location is everything here in La Jolla. Seems to be more of a word of mouth, as we bleed into the 21st century how will we need to cater to new technologies that he fails to see? Doesn't seem to think the website is doing much to bring people in. He mentioned that he doesn't really rely on google searches to bring his cafe name up or on yelp or much. He's really relying on the whole word of mouth and location thing. Maybe we can try to emphasize his website more - bring in key words, make the website attractive so people would want to come in. Personally (Jamie), a couple months ago, I looked up the Living Room Cafe because I wanted to go study but I saw the website and decided not to because the website was just too overwhelming and honestly, kind of irritated me.

Q: WHAT TYPES OF GOODS/SERVICES DO YOU OFFER?
- We have two locations; one here and one by SDSU. The SDSU location is just coffee. The La Jolla edition is augmented with hookah, cigars and liquor. We only do some catering. For the La Jolla location, the hookah is definitely the bigger selling point, but I don't think people know much about it. So yeah, I guess both offer coffee but the plus about the La Jolla location is the hookah and that's definitely a bonus point about this location. It attracts a larger customer base.

- *Analysis*: He seems to underestimate the power of hookah and liquor in modern society. This may be a serious selling point for people to come, as they are the only hookah place in La Jolla. This could attract lots of people, and maybe people don't know there is hookah there. If they come for hookah, surely they will buy a drink after their throats gets dry.

Q: WHAT KIND OF BRANDING DO YOU HAVE (STYLE, LOGO, MOTTO, ETC)?
- European Cafe with a California flair… We can bring it back. It was up for awhile. Really up to you guys. And we have that logo *points to door with logo on it. Just something inviting, whatever.

- *Analysis*: This was getting to be towards the end of the interview, actually, and he seemed to be getting curt with us. He seemed like he wanted to end the whole interview process. He was repeating himself a bit.. But seems to be stuck on the whole European Cafe with a Californian flair. We're thinking that the whole inviting thing can be down warmer colors. Right now, their main color is a terrible dark red that reminds, me (Jamie) of blood. So possibly getting rid of that color, throwing in some more "California flair" with some beach-y blues or sunset-y pinks. Something of that sort.

Q: DO YOU HAVE A BUSINESS CARD/CONTACT INFO?
- Oh, you can talk to Rita, the manager. Here's the manager's number, work with her. She'll know a lot.

- *Analysis*: Seems he wants us to work more with the managers. He didn't seem to want to give us the time, as it was rather hard getting to him. He didn't give us a business card, either - just the managers name and what we, at first, thought was the manager's number but ended up being the store's number.

PART 2: THE WEBSITE GOALS + AESTHETICS

Q: WHAT ARE YOUR OVERALL GOALS FOR THIS WEBSITE?
- When we first started, the overall goals were to get the idea that we were out there. Back when I made the site, this was the only social media out there, so we just wanted basic location, hours and a menu. You know, now there's Yelp, Facebook, and a whole bunch of other social media branding to help get the word out there. I personally feel that websites are dying out. It's more about the app now. So I guess I'd want to update that and modernize the site so that more people would use it. I think that would be in e-Commerce. Something where people say what they want and pay and they just come and pick it up. *sort of like an email?* No, that's the easy way around things. That means I'm gonna have to have someone just constantly check their email, you know? And that's not really helping me. I want them to do their order online and have it print to my printer and the order comes right when the customer places it. *Oh, so sort of like the new Starbucks app?* Yes, yes! Something like that. And also, it's gotta be simpler and mobile-friendly. Right now, there's just pictures and things all over the place. It's cluttered. So I guess, not as cluttered. I want it to be intuitive and inviting - somewhere people want to visit. I don't know your guys' level of coding expertise but I want to be able to print orders from my reciept machine in the back kitchen. And that would be something you can learn from as well - an experience. Can you make it happen?

- *Analysis*: He really wants e-Commerce and seems to have an idea about what he wants his new site to encompass. Seems that he feels ecommerce will not only help his website, but also encourage people to use it more often. He seems too focused on the business side and not on the design, user friendly side. He didn't really seem to have an idea on what he wanted it to look like. He just knew that the site he had now was messy and not the most updated it could be. He did mention he hasn't updated in a while since he doesn't have time.

Q: WHAT KIND OF FUNCTIONALITY ARE YOU LOOKING FOR IN YOUR WEBSITE?
- Just the basic information that people get. You know, address, store hours, menu, etc. Like I said, I'd really love to see eCommerce. That would be the biggest help. But other than that, make the site less cluttered. Eh, go crazy. But there are 2 that link to each other, right now - livingroomcafe.net & livingroomusa.com. In the end, they go to the same place but livingroomcafe.net lets you choose between the two locations - La Jolla and SDSU. *So when we remake it, would you want to keep that option of having people choose between the two locations before continuing onto the rest of*

your site? Uhhh, yeah, yeah, I guess so. They offer different things. Like the La Jolla one has hookah. The 2 locations wouldn't be much different - just minor changes. So in the La Jolla one, definitely include hookah. And the prices are a bit different for everything. This location (La Jolla) is a bit pricier than the location in SDSU. We just can't afford to sell things at the price of the ones at SDSU. The location here is more expensive, the rent is more expensive - we wouldn't make a profit. So yeah, keeping them separate would be ideal.

- *Analysis*: He doesn't seem to really care what the website looks like now, as long as it's functional. This could be a problem or grant us a lot of freedom. The 2 locations thing doesn't really seem to be a problem either. They seem like things that wouldn't take much time. To keep consistency with the website (and make it easier on us), they could look exactly the same except the La Jolla one could have the added page of hookah lounge. And the prices of the menus would be different. But what he's asking for doesn't seem insane. eCommerce might be a challenge but seems like that's what he really wants out of this whole thing. Not sure how functional we could make it? Possibly just front end development? In addition, I notice that they don't have a specific page about hookah on their webpage. We could possibly add a page about hookah since this is what make them special among competitors in La Jolla.

Q: DO YOU WANT TO BE ABLE TO MANAGE OR ADD CONTENT LATER?
- Uhh, yeah, that would be ideal. Essentially for the today's soups and what not. Honestly, this business is pretty stable and not much changes on the menu except for the "Soup of the Day" or the specials. So, I'm not too concerned about adding content or anything like that - I don't really see it changing much. Like I mentioned before, the only thing that would be nice to update is the Specials and Soups of the Day. But I want it to be something that my manager can just take 5 minutes out of her day to update - something she can learn really quick. I'm not sure if you can provide that? It'd be great if you could.

- *Analysis*: Along with eCommerce, this (the whole thing with his manager being able to easily update the Specials & Soups of the Day) seems to be a crucial thing for him. We're just not too sure how capable that is. We will have to add it in after asking users and prototyping.

Q: IN TERMS OF CONTENT, WHAT CAN YOU PROVIDE?

- You can use everything on the website now. We have a lot of content and such. There's the pictures on the website now and we also have a large file with a lot of other pictures - you could use those. We have all the content.

Q: ARE YOU COMFORTABLE WITH US TAKING PICTURES?
- Yeah, of course - more than welcome to. And it doesn't need to be so formal.

- *Analysis:* Even his pictures seem pretty outdated - they just have an old fashioned feel to it so part of updating the website could come with update the pictures. It might be more work but could definitely impact what the website looks like, as a whole.

PART 3: USERS + CUSTOMERS

Q: WHO ARE YOUR CUSTOMERS?
- During the summer, since it's vacation time and a lot of people travel we have a surge of tourists. This location is close to a lot of big hotels that people stay at so it's convenient for people to come by a coffee house nearby and also be able to walk down to the beach. Otherwise, in the day time, we have your local businessman or people from other businesses come in to grab a cup of coffee with lunch. And I guess at night, we seem to get a lot of UCSD students. **do these students just come in to talk? to study?* You know, we get both… Like I said, our customer base is very diverse. Some people sit outside and talk a bit, while others come in to study.

- *Analysis*: This seems to stand true given the environment. Also, this cafe is open till 2AM and so that would be a huge bonus for college students studying late at night. It's one of the very few places in La Jolla open so late to the public and so perhaps emphasizing this more would attract more students at night - maybe boost business at night. But given that they have such a large customer base, we have several personas already identified.

Q: WHAT'S YOUR DEMOGRAPHIC LOOK LIKE?
- Our demographic is 18-40. Very seasonal crowds. If that was streamlined, I'd say the biggest demographic would have to be people around the ages of 18-25. Again, college students, often and then businessman in the day.

- *Analysis*: Too vague of an answer. Who are the 18 year olds? Why are they here and where did they come from? User testing will be vital here. We need to know what about this cafe, in particular, invites them in. There are a plethora of other cafes nearby but why do they come to Living Room? Is it location, food, hours, hookah? What is it? He didn't seem to care much about demographic so it seems like that's something we could observe and get more information on. *he did give us consent to come in and just sort of observe the place, see who comes in, etc.

Q: DO YOU HAVE REGULAR/LOYAL CUSTOMERS OR IS IT ALL NEW PEOPLE?
- We get a lot of regulars… no one is gonna drive half an hour for a cappuccino. There's plenty of coffee shops and they can get that from somewhere near them. So yeah, we have a lot of regulars, who are mostly locals. We get some new people, now and then throughout the year. We get the occasional new student, looking for a new place to study. Like I mentioned before, we get a lot of new people during vacation season, when tourists come to La Jolla to relax. So this is mostly summer time, when they are staying at a nearby hotel. Other than that.. Yeah, I guess some business people during the day.

- *Analysis*: Again, more user persona. We will have to dig deeper into the exact approximations of these people. Also, from the information we gathered people we talked to, he seems to come in everyday at around 8PM, which means he only sees the evening crowd, firsthand. The manager comes in everyday from around 7am - 2/3pm and so she might have a better knowledge of the people that come in during the day. It would be beneficial for us to talk to her as well.

Q: ARE THERE SPECIAL OFFERS FOR CUSTOMERS?
- Yea sure, and it changes all the time. I'd like the website reflect that, today's soups and specials and what not. Something my manager can come in and change everyday, ya know? If you can make it that easy, I know it's a bit more than your normal setup design deal, but ya know? *so like a Monday-Friday special?* Um, no, not really. We don't have a set daily special. We change it every day, week to week, month to month, you know? It's nothing set. So that's why I would want something that my manager can change, herself - something that would take no more than 5 minutes at the start of each day.

- *Analysis*: This would be an interesting feature. Who does this cater to, who would be looking at this would they look back after they saw it? We're not really sure the coding behind this though and so, though, we would LOVE to do this, we're not sure if we want to make this a priority on our things to do. But specials that change daily

could encourage people to look at the website more often, just to at least check the special for that day.

Q: WHO ARE YOUR COMPETITORS?
- Other coffee shops. I'm not very worried. Our location is on Girard, you know? *have you seen your competitors websites? do you have a coffee shop website, you particularly like, perhaps?* Nope, never looked.

- *Analysis*: A level of arrogance perhaps? He is right, you cannot beat that location next to all the hotels and businesses. Does not mean you can take everything else for granted! But his answer to this question gave me the feeling he didn't care much about aesthetics or design. The manager, however, did seem to care when we talked to her a while ago. When we first offered this service to her, she, more than anyone else, was excited and mentioned that she hated their site now and had been bugging Sam to change it for months, now. So maybe, she might have a better idea of the vibe she wants their website to have.

Q: DO YOU HAVE USER TESTIMONIALS?
- Yelp. Other than that, not really. We won some local food awards.

Priority List

We decided to identify 3 MAIN priorities and from there, branch out. It seemed too messy and hectic to have too many priorities because, then, nothing becomes a priority.

- ● E-COMMERCE
  - ○ Sam really stressed this whole e-commerce thing. We definitely want it to be a key feature in the website.
    - ■ maybe to emphasize the feature, have direct links to the order page, or have the opening page be the e-commerce page, or just have huge announcements everywhere saying they've added such a feature
- ● SIMPLE: LESS CLUTTER
  - ○ Sam was really aware that his pictures were just floating everywhere. He had updated the SDSU one recently so it looked a bit cleaner but seems like he didn't really know how to make it less cluttered.
  - ○ We need to clean up A LOT. Get rid of pictures, make picture sizes consistent, user Color Theory to help the colors flow better
    - ■ clashing colors might also make the site seem messier
  - ○ He wants it to be clean and wants to keep the 2 locations distinct
- ● INTUITIVE + INVITING
  - ○ Color, font, text, etc will be a big factor
  - ○ We think this is a huge aesthetic feature
  - ○ We want college students to know that this is a good place to study and businessmen to know that it's a relaxing place to be (for a break in their work schedule)
  - ○ The whole La Jolla location being a melting point/landmark and being here since 1991 could be inviting also
    - ■ Having been in business for such a long time builds a certain amount of trust