

The Livingroom Coffeehouse

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I. DEFINITION OF PRODUCT

The end product of this transformation will be a contemporary and innovative Web design that will delight customers of the Living Room coffee house. By catering to their needs, we will augment the function of the current website and add functions that will keep them coming back.

II. SCOPE

A. Summary of Content

We will offer a complete revamp of this site. Adopting and innovating the contemporary trends in Web/Interaction design will offer the Living Room a large advantage over competitors. With an incredible business model, location, and updated website, this establishment will be unstoppable and more lucrative than ever before.

● **HOMEPAGE**

- The homepage will serve as the hook. They will be the first pixels that hit your fovea; they will represent the Living Room as an entity to be delighted with. This page has everything to do with the first impression and the brand of the Living Room. It will be vital to any further business to be conducted. The previous confusion and aversion of the contemporary site will be dispelled upon our re-design.

- Vital to this page, we have:

- A complete navigable, list of options the website offers. Explicitly, menu, catering, about, hookah, events, and contact (sculpted out later).
- Gallery, promotions, yelp reviews, social media, and general information.

- **GENERAL INFORMATION**

- What many people come to the site for initially. How late are they open? Are they open NOW? Holidays? Where is this place will be satisfied by a google map image link. The nows will be satisfied by a discrete table, modal, which will be clickable.

- **CONTACT**

- The essentials, contact form, Google map, hours, phone numbers, and location specifics. Perhaps careers will be listed here as well. It is vital to leave a form for the users to fill out if they have any questions or ideas.
- The ordering of these tabs will depend upon user research and further implementation.

- **TOP NAVIGATION**

- This will follow the user where they go. It makes information easier to get to, and also serves as feedback indicating where that user is.

- **MENU**

- The menu will be an important part of the site, as users seemed to want to see it. We envision high usage of modal-esque web technology; our client wishes to display nutritional content. The display will include the item and price (depending on location). Perhaps, the food item will be photographed, if time permits.

- **HOOKAH**

- Some users weren't aware hookah was even an option. With this new design, we hope to make it blatant that they can also enjoy their time upstairs in the Living Room. Flavors and atmosphere will be addressed in this tab; dark, fun, and relaxing. Prices and flavors, as well as images of the haze filled room will be here.

- **GALLERY**

- The gallery will have pictures depicting the interior of the coffeehouse. We need extremely inviting, enticing, and lust-worthy images that delight the user into coming into the establishment. This point was made heavily important from our user interviews.

- **EVENTS**

- A listings of past and future events hosted at the Living Room. Through here, we could reach more customers and increase traffic. Images of past events alongside small descriptions of these events. Host your party here button is a must on this page. From there, we set up a Google form to convey this is a place to be.

- **PROMOTIONS**

- This will include a live feed of current day specials (incorporating both downstairs and upstairs). This will encourage further user traffic.

- **CATERING**

- Catering will offer potential clients the ability to peruse the possibilities the Living Room offers. Many users had no idea the Living Room catered; the amplification of this aspect of the Living Room could be very lucrative.

- **ABOUT US**

- The about is will introduce the Living Room as a very humble, comforting place. From its roots, a Swiss chef starting up in California, it won't be hard to sell this to the users. This will further amplify the Living Room's quant, family-friendly, comfortable environment.

- **OTHER THINGS TO INCLUDE & THINK ABOUT**

- **YELP REVIEWS**

- An interesting proponent of modern day life, most people gaze at Yelp! before attending to any consuming. It would be vital to have some of the best reviews displayed on the homepage.

- **SOCIAL MEDIA**

- Links to social media. Everything is connected; we need to convey the user is too. This may be done through an Instagram feed. It can be too much information, though, so we may want to just provide links via discrete buttons as icons.

- **"CALL TO ACTION"**

- A social media hub. Essentially, a place where they can post their positive experiences, accompanied by a picture of their choosing (which when approved), being posted onto the wall. This encourages user input and is an easy way to market yourself by accessing the various user's social media.

B. Estimate of Total Program Size

We are looking at keeping it limited to a one page web page. This is a very contemporary trend that capitalizes how the user wants to visualize information. Most designs of today embrace this trend. Thus, at max 2 pages. Note, it is vital that this page encompass everything we need. There will be a menu bar that follows the user; allowing access to all parts of the page along with signifying *where* they are. Our site will use 30-40 pictures of food, interior and products. There will be interactive menus on both the regular and mobile site. Contact forms will be in place as well. We will parallel prototype 3 designs, and extract the best ideas from each into an ultra prototype.

III. AUDIENCE

The target audience for Living Room Coffeehouse can be split into 3 major groups. All three groups fall within Sam's (the owner's) general target range of people between the ages of 20-mid 40's. The three major groups are 1) college students, 2) local businessmen, and 3) tourists.

A. College Students

College students will come, usually, from UCSD, Mesa Community College, or any other local college in the La Jolla area. The SDSU location targets SDSU students. This group consists of users in their early to mid 20's. They often identify themselves as the "broke, college" student and so, they're always looking for affordable foods and affordable coffee. College students are constantly looking for new places to study - especially places that open late because they need to stay up and cram, after procrastinating, for upcoming midterms/finals. They look for comfortable places, where they feel free to stay for long chunks of time.

B. Local Businessmen

Local businessmen consist of working adults, who are in their late 20's to mid 40's. It includes part time workers at nearby stores (local boutiques + retail chains such as Kate Spade) as well as corporate workers. This group is usually looking to get a quick cup of coffee and/or a sandwich during their lunch break from somewhere nearby and reliable. This group appreciates quality coffee (more than the average college student) and food at affordable prices. They enjoy an inviting atmosphere, where they can chat freely and forget, just for an hour, about the troubles of work. This group also consists of businessmen who, sometimes, hold work meetings for groups of approximately 4-6. Thus, the atmosphere must be one in which they can talk without worrying about disturbing the atmosphere.

C. Tourists

This group sky rockets during times of vacation - summer and holidays. Because of Living Room's prime location next to the beach and next to a couple of large hotels, it attracts many tourists. These tourists are often looking for to try out a reputable, local cafe. They're excited to try new things that cafes, from their hometowns, may not offer. They're interested in speciality drinks and foods. They're interested in what makes the cafe unique - in Living Room's case, it would be the fact that they serve all 3: coffee, hookah, and alcohol. Tourists often want to see the interior and vibes of cafes to see if it's somewhere they would want to visit in their short vacation. The ocean view Living Room offers makes it an attractive place, as well, because only businesses by the coasts would be able to offer something like this.

IV. OBJECTIVES

A. Client's Objectives

Our objective is to increase foot traffic. Emphasize that this place is a landmark; and a groovy place to relax. We need to simplify the design incredibly; making it inviting and intuitive to use. A gallery of food, menu display, specials, and other aforementioned qualities need to be conveyed in a fresh modern coffeehouse style. We need to give a feel for the atmosphere present in the Living Room via website expression. eCommerce will play an important role in the development of the site. We must stick within the red, white, and black color scheme they have offered us. In terms of content, word count will be around 150-200 per section. More or less if necessary.

B. Audience's Objectives

The audience objectives will be paramount to our design. Our audience (based on our research) are looking for images, menus, and interactivity. They want to see images of the interior in the morning and at night, the hookah room filled with haze and mystery, both upstairs and downstairs vibes. They want to see what the food is, how much it is. How do these pastries look? How does my latte look? What kind of foods do they serve? A picture speaks 1000 words, and we need to capitalize on that. Before they enter the website, they will lack any feel or idea of what the Living Room offers. With the current website, they only leave with confusion and despair. Through our Call-to-Action, we can inspire a connection between the restaurant and consumer via social media. This will encourage further usage.

V. PERSONALITY + TONE

The Living Room's personality and tone aims to be friendly, inviting, and warm.

Since they already have a color scheme of white, black, and red, we want to implement it by using shades of these colors. Shades of red will allow for warmer colors, which are more inviting than cooler toned colors, while shades of black and white will allow for it stay clean, organized, and simple. The simplicity of the website will help to make it user friendly and make it more welcoming to its users.

In addition, high quality pictures will be implemented in order to capture the inviting, warm vibe that the interior and furnishing aims to achieve. The images will be crucial because a lot of coziness and home feeling comes from the fact that a lot of the furnishing reflects this vibe. The images will also include the eclectic menu, from coffee to alcohol to hookah, that they offer, further drawing in a large user base.

Because there is a lot of content, the font will be simple, easy to read, and comfortable, in order to help simplify the page. Headers/points of focus will be done with either larger font sizes, shades of red, or an eye-capturing, friendly font.

We want the users of the site to feel welcomed into The Living Room Coffeehouse. We want them to know that it is a local business that has been around for quite some time. We want to emphasize reliability and friendliness. It will be achieved through consistency, a warm color scheme, and high quality images that capture the atmosphere of the coffeehouse.

VI. KEY TARGET AUDIENCE INSIGHT

After the audience views the sight, we want them to know that The Livingroom Coffeehouse is a warm and friendly place that offers food and coffee. We want the vibe to be friendly, welcoming and warm. We're not aiming for elegance - we want our audience to know that it is a relaxing place where users can be themselves. We want the eclectic menu of the Livingroom to

speak for itself, inviting in users for a warm cup of tea and a sweet cake. In addition, we want them to know there is more offered for an older, more mature audience. For this audience, there is hookah and alcohol - to be consumed casually. We want the audience to reflect credibility, considering that The Livingroom Coffeehouse has been around for decades.

In short, we want the audience to know that it is a trust worthy place with a long history and that it is perfect place to grab some food and relax.

Keypoints: low-price in downtown La Jolla, relaxing environment and high degree of freedom, more surprise or service offered than expected.

VII. SPECIAL ISSUES/PROBLEMS ANTICIPATED

Some things that may be a problem are uncertainties about e-commerce. We, as a team, and the manager feel that e-commerce is unnecessary but we haven't had a chance to talk to the owner. Another problem we may encounter is having good, high quality photos. The images should reflect the friendly, warm vibe of the interior but something like that is quite hard to capture and so, this is a problem we'll have to further ponder upon. In addition, keeping our information organized may cause a problem. Since the coffeehouse has such a large variety of offerings, it may be difficult to categorize everything in places where everyone can find it. It's essential for us to stay organized. Finally, keeping in contact with the client is proving to be and seems like it will continue to be a problem. He's a bit unresponsive.