Living Room
COFFEEHOUSE

BrowneShuge Moon

Final Presentation

PRIMARY USERS/PERSONAS

Students

➢ 16-25
➢ Wifi, late night, food, coffee (all in one)
➢ Comfortable environment
➢ Affordable price range

Locals

➢ Late 30s - mid 40s
➢ Good food
➢ Comfortable for conversation
➢ Affordable prices
➢ Includes businessmen + families

Tourists

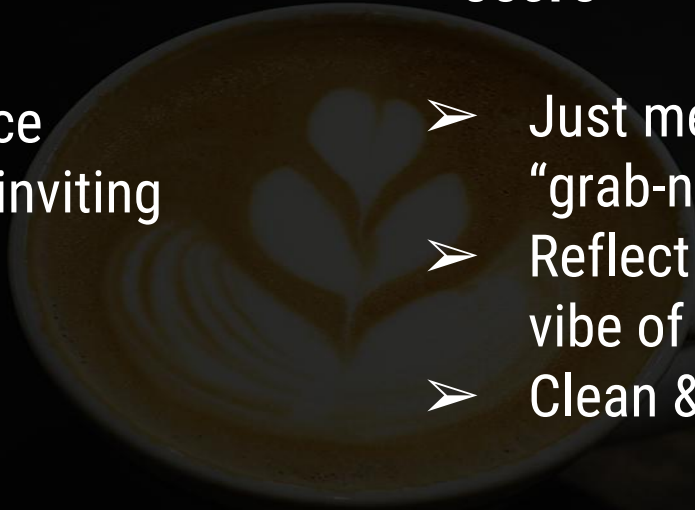➢ All ages
➢ "local" experience
➢ Comfortable
➢ Food

CLIENT NEEDS VS USER NEEDS

Client

➢ e-Commerce
➢ Intuitive & inviting
➢ Simplicity

Users

➢ Just menu options (rarely "grab-n-go")
➢ Reflect comfort and inviting vibe of Living Room
➢ Clean & easy to use

IMPLEMENTATION ISSUES

➤ Alignment with menu
  ○ even margins
  ○ floats
  ○ bootstrap + media queries
➤ Gallery
➤ Relative time

MOST DIFFICULT DESIGN DECISIONS

➢ One pager with landing page
  ○ distinguishing the different things each location offers
➢ No prices on menu
  ○ coffee, sandwiches ~ all around same price
  ○ too cluttered
➢ Branding
  ○ colors, images, etc