



Seven Seas Roasting Co.

A4: Creative Brief

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Creative Brief

1. Definition of Potential Product

ite redesign will establish their online presence, expanding their services and customer base.

2. Scope

Home

The landing page will showcase the different products and services that Seven Seas Roasting provides as well as a brief section for backstory and background.

- **Brief Information:** A brief backstory will showcase the company's values and coffee quality, while not being too wordy and intimidating to read.
- **Coffee:** Including a brief carousel of popular coffee selections will allow users to quickly see if any product catches their eye.
- **Subscriptions:** A brief subscription section will increase discoverability for those who were unaware of the subscription service.
- **Wholesale:** Putting a wholesale section on the landing page will increase visibility for those looking for it.
- **Merch:** A brief merchandise carousel can showcase products to interest potential customers.
- **Awards:** The website currently does not include awards, but adding a section for that will establish credibility to the coffee and products.

Navigation

Clarifying the navigation bar will increase discoverability for the different services the company provides, as well as making it easier for users to find what they are looking for. The navigation bar will simplify the current primary labels and reorganize the secondary labels so that it's easier to move from page to page. The mobile version will keep the minimized hamburger menu for visibility.

- **Logo:** The logo will be placed at the top left on desktop and at the top middle on mobile. Clicking on the logo will return the user back to the home page.
- **Coffee:** The second primary label will be for coffee. The users can look at purchasable coffee beans with an option to buy by bag or by subscription.
- **Menu:** The menu page will have images, prices, and descriptions of menu items.
- **Merch:** This section will continue to display the purchasable non-coffee products.
- **Locations:** The locations page will showcase all the cafe locations with simplified details and images such as address, opening hours, a thumbnail image, and an option to order ahead. The "locations" primary label will have secondary labels of each cafe location, and each specific location page will include a more detailed description, a menu, and a variety of images to showcase the store and products.

- **Wholesale:** Currently, Wholesale is a secondary label beneath the primary label “About”, which is unintuitive. By changing Wholesale from a secondary label to a primary label, customers will be able to find the Wholesale option much easier.
- **About Us:** The About Us section will showcase the company’s background and values. This section can also showcase the shop’s awards in detail.

Estimate of Total Program Size

The website will include 5 pages: Home, Menu, Coffee, Locations, About Us

Home

The homepage will include graphics and text, focusing more on images or videos to present the variety of products and services offered by the company. To prevent clutter, there will be a maximum of 200 words and 5-10 images/videos.

Coffee

The Coffee page will mostly be images of the different coffee products. The page will include a very brief description of the coffee subscription option, maximum of 100 words. The page will need images of each coffee product and their descriptions, as well as reviews given by customers.

Menu

The menu page will consist of images and prices of each menu item along with short descriptions. Items will be categorized for easy navigation.

Locations

The Locations page should be mainly images of each location, with additional text to caption each image with the location and address. Each page of the location would require a menu, a location description, and a variety of images to highlight the differences between each location. Each location should have 5-10 images and a maximum 100 words.

About Us

The About Us section should be a fair mix of visuals and text, with more images and videos to showcase the brand and the coffee. The page should have 1-2 videos in the background to softly highlight the brand’s aesthetic. In addition to this animated background, the page should have around 5 images to showcase the products and values. The page should also have no more than 200 words to describe the backstory of the company and staff.

Footer

The footer will include an extended navigation section that includes all primary labels, with the addition of social media links, newsletter sign up, and customer care.

3. Audience

Regulars (Primary Audience)

Our client wants to cater the website primarily to regular customers, with a strong emphasis on coffee subscriptions and wholesale services. These customers typically already know their orders before arriving at the cafe and often purchase coffee beans in-store. Seven Seas Coffee targets customers who are passionate about specialty coffee, especially those who are already familiar with their offerings. They need to be able to order coffee beans online, start a new subscription, and stay updated with new products that Seven Seas has to offer.

New customers (Audience 2)

New customers are people who are looking for new cafes to go to are another important audience to potentially gain regulars. They are typically searching for cafes that fit their needs such as the right atmosphere and drink options. They could be spontaneous goers and don't know much about the cafe. Prices and item descriptions may be important to them to see if it is within their budget and something they are interested in. Additionally, they would need to know the locations and the atmosphere inside to see if it is convenient and is the right atmosphere. Pricing, menu descriptions, location, and interior photos should be easy to find for new customers.

4. Objectives

Client's Objectives

Seven Seas Coffee's website design should utilize the existing color scheme and maritime theme, as well as reflect the atmosphere of the physical coffee shops. It should also enhance the online experience for visitors by making it easier for them to purchase coffee subscriptions and wholesale services. More specifically:

Promote speciality coffee: Our client wants their coffee quality to be their selling point. They want to highlight their achievements and inform customers about their sourcing/quality.

Subscription: The website should promote their subscription services by making it easy to start subscriptions. Currently, it is not obvious on how to start a subscription since it is not on the product page. To promote their subscription services, it should be available on the product so users can have the option to have a one-time purchase or to start a subscription.

Wholesale: Similar to their subscription services, our client wants to promote their wholesale service. Currently, their wholesale service is hard to find on their website which makes it difficult for new clients to find this service. By making this easier to find on their website could reach more clients.

Audience's Objectives

Based on our user interviews, the audience's objectives are to view menus ahead of time, see images of the location, and see coffee ratings online.

Visual and interactive menu

Menu options are an important factor for users visiting a cafe so it should be easily found. To make it easier for users to find what they want, it should have clickable categories filtering different options and images/prices of each product.

Location information

When picking a cafe, users would like to know the atmosphere ahead of time. By providing pictures of the interior and exterior, it would customers if it fits their needs such as seating and ambiance.

Ratings and review system

A rating and review system for online products will help users make decisions. Customers will learn about what others thought of the product and whether it is a good fit for them.

5. Personality and Tone & Key Target Audience Insight

Personality and Tone

Based on our Competitive Analysis, we have decided to incorporate different visuals to entice customers and potential business partners by including:

- Video backgrounds to showcase the processes and care for the specialty coffee
- Limiting the text and adding more images to highlight the page and make scanning easier
- Awards to show the authenticity and reliability of the products
- A bold style guide to show off the bold flavors and themes while focusing on keeping visibility and readability clear
- A deep, rich color palette to match the dark colors of the coffee beans and the aesthetic of the physical cafe
- Maritime theme to match the brand identity and design of physical locations

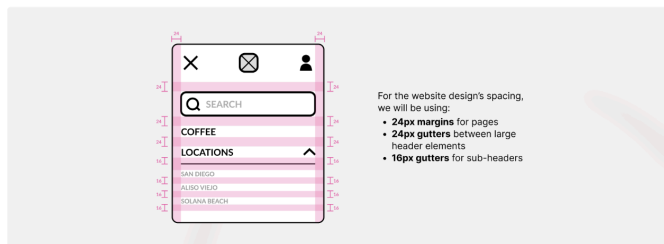
Key Target Audience Insight

After our redesign, we would want our target audiences to face little confusion on Seven Seas Roasting and what they offer. We want to create easy navigation and obvious services offered through simple and intuitive site navigation. Designing the site to match their in-person locations to create a cohesive experience. Most importantly, we want the site to promote their high quality coffee and show how their coffee sourcing stands out from other cafes. It will provide features to assist customers in learning about their products so they can have a stress free experience, and provide returning customers with easier access to services that might have been unintuitive before.

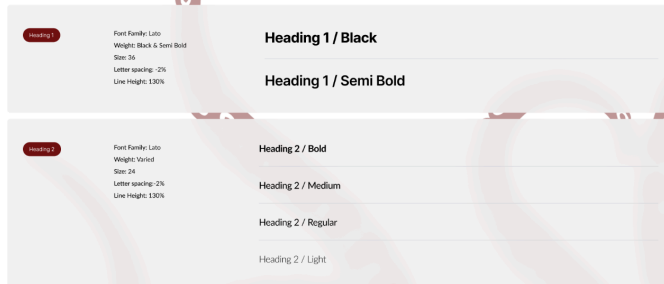
6. Draft in Figma of Style Guide based on Mood Board



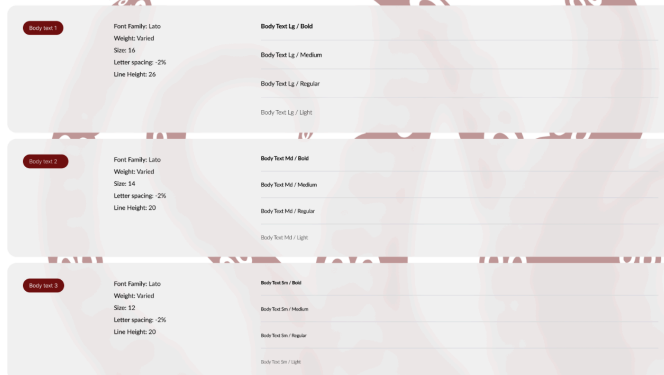
SPACING



HEADING



BODY TEXT



7. Special Issues/Problem Anticipated

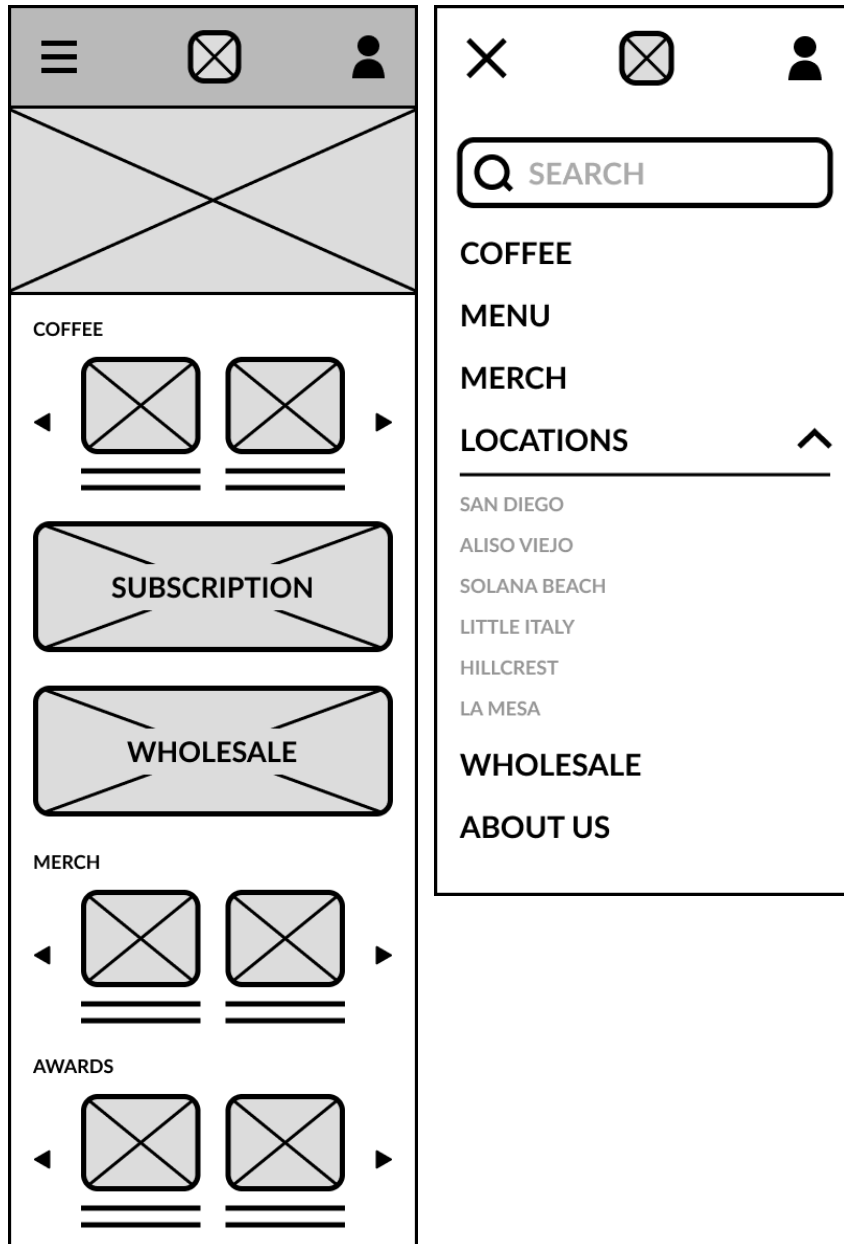
In terms of website development, it might be difficult to add all the custom components if they continue using Shopify's integrated web builder, which may limit design flexibility and functionality due to limited templates and features. Therefore, the final implementation of the website may not look identical to our mockups.

Additionally, the two features our stakeholder wants to focus on the most are the subscription and wholesale system, which currently utilize the system offered by Shopify. We are aiming to streamline the UX of these processes, which may be difficult to change without third party services that allow for further customization.

Seven Seas also uses Doordash/Grubhub for their "Order Ahead" service, a feature important for customers looking to order items for pickup. With that being said, our redesign of this feature will depend on if the stakeholder wants to continue using this service. A potential problem with this might be the third-party dependence changing prices and adding fees that might be inconsistent with menu prices and user experience inconsistencies that might frustrate website visitors.

Low Resolution Wireframe of Mobile Site

Landing page & hamburger menu



Footer

PURE COFFEE GREATNESS

Sign up for our newsletter to receive updates about new offerings and promos.

SIGN ME UP



COFFEE
MENU
MERCH
WHOLESALE

LOCATIONS	ABOUT US
SAN DIEGO	LETS TALK COFFEE
ALISO VIEJO	BLOG
SOLANA BEACH	COFFEE
LITTLE ITALY	AMBASSADORS
HILLCREST	
LA MESA	

CUSTOMER CARE

PRIVACY POLICY
TERMS OF USE
SHIPPING & RETURN
ACCESSIBILITY



Coffee

FEATURED SELECTION

+ SUBSCRIBE

+ QUICK ADD

ROAST NAME

\$20.00

+ SUBSCRIBE

+ QUICK ADD

ROAST NAME

\$20.00

ROASTER'S CHOICE

+ SUBSCRIBE

+ QUICK ADD

ROAST NAME

\$20.00

+ SUBSCRIBE

+ QUICK ADD

ROAST NAME

\$20.00

Locations

Cafes

NAME

NAME

NAME

NAME

NAME

NAME

Location Name

Address

Carousel of location images

Location Amenities

Menu

Menu

Signature Lattes

Coffee

Not Co

Item Name

Price

Item Name

Price

Item Name

Price

Item Name

Price

13

About Us

