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Case: Minas Kaffebar

<https://mrskyte.github.io/minas-kaffebar/>

<https://github.com/mrskyte/minas-kaffebar/>

EXAM REPORT

99334
CHARACTERS

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Top Left: Images of the costumer base and overall atmosphere of the Shop
Bottom Left: Mina Lewis, owner and founder of Minas Kaffebar.



Right: Picture taken of people standing outside of the shop in Spring 2020.

INTRODUCTION

A. Introduction

When you think about Cafes in Copenhagen, what comes to mind? To many, it is just the traditional Espresso House or Starbucks which is directly associated with corporate cozy spots stripped from any personality and identity. Amongst this sea of businesses smaller Coffee shops struggle to find their place and establish themselves as a strong and founded competitor. This is where "Minas Kaffebar", founded in spring of 2019, steps in, in just

over a year and a half the shop stands strongly through a loyal and loving customer base and a striking product. By uniting key elements such as a great value for the price, regular customer base, sustainability and a homey atmosphere Minas Kaffebar is set out for success. But there is one key element which Mina, the owner of Minas Kaffebar has not been able to tackle, her web presence is not streamlined through a website and solely based on social media. This is where a bigger realm of communication can take place, creating a one on one experience able to greet the guests and friends taking in a digital space.

ingly cheap coffee shop stands for more than what her customers think. However it's not easy to display this in-house and almost all of Social Media is focused on re-posting tagged stories of Minas Kaffebar, so it's hard for her to get this concept across. Furthermore, without a website, she doesn't have many options to do so and is stuck for choices.

C. Problem Formulation

How might we expand the physical space of Minas kaffebar into a digital presence

B. Problem Area

In a city full of coffee shops and cool hang out locations it's hard to stand out from the crowd. With low prices, Minas does just that, as people from all walks of life can come down and get a drink without breaking the bank. Nevertheless, Minas wants to be known for more than just a coffee shop and more for what it is, a friendly inviting location that brings people together. With quality products that surpass many other coffee spots, for prices that are unbeatable.

For Mina, this is the most important thing for her to try and get out there, that this seem-

D. Development Process

For us as a team, this project meant that we could unite with old teammates which had left for a different course, Christoffer enrolled in the "Front-End Development" elective and Liam and Lisa became part of the Persuasive Content Elective in January of 2020 which meant that we didn't work together in almost a year and developed new and different skill sets. We wanted to make sure to be able to come up with the most user-friendly and profes-

sional solution which is why we did separate the tasks within our strengths as to make sure that we would come up with the best product within our competences. We of course are aware of all the steps and can defend all our decisions within the Multimedia Design education but would like to explicitly describe everyone's tasks and responsibilities. Liam and Lisa were mostly on the design end of the project with Liam diving more into user testing and analytics, and Lisa going into deeper content ideation and editing. Christoffer on the other hand was in charge of the coding and managed to open Minas Kaffebar's web-presence to an extremely user-friendly and professional solution.

From the start we knew that our subject area wasn't the only complicated part of the exam, we furthermore had to work with different skill sets and were not anymore one hundred percent sure of each other's strengths and capabilities. We used tools such as the group team canvas to identify our different responsibilities, with Lisa and Liam and Chris being implementers we had a very intense and driven work balance. We quickly established our workspace on Google drive and Slack and organized the tasks on Trello in a Kan-Ban chart.

We've worked with Trello in the past and it has always been one of the most powerful tools for all of us. It helps us to keep track of what everyone is doing and reminds us of what still needs to be done. The Kan-Ban chart is built on four different

columns where we could mark tasks as "to do", "as soon as possible", "doing" and "done". Furthermore, we colour-coded the tasks in order to be able to identify what was within which category of the project (UX/UI, testing, coding etc.) This further added to the structure of the Trello board which made it so it wasn't just a collection of different tasks but rather an organised separation of multimedia areas.

After creating the board we linked it to the Slack group which would assure us of always being notified when a new card was being created or moved elsewhere. This made sure that even when we were not actively working on the project we could keep an overview of the progress. Slack was a great tool as it streamlined communications, now instead of opening Trello to change due dates or add new cards, we could simply do it on Slack itself.

We also made sure to create an online space for sharing all these files which were on our to-do list. In our case, we used Google Drive as it is very versatile and we worked with it before. We organized our folder structure to identify quickly where which asset would be. As it was a shared folder this opened up the workflow since we didn't continuously have to ask each other for files, everyone could work when and how they wanted. We also wrote the report in a drive document as to all be able to work together and help each other out.

To keep up with the coding process, GitHub was paramount to

not only back every aspect of the code and progress up but it also kept those of us who coded less, up to date with any new developments and implementations. GitHub is also a great way to look back at old repositories which can help with solutions from old projects to fix elements of the current code. As with Trello, we also linked GitHub up with Slack. After we made sure all the programs worked smoothly with each other we were able to have a website channel on our slack which enabled a direct view on the GitHub commits, including the possibility to comment and discuss the code if we needed to.

We also communicated daily through our group chat on Facebook and kept up-to-date through sometimes one-sided conversations as our days were controlled by our jobs. In retrospect, one could probably say that we worked 24hours around the clock as a team. But we had an overall smooth ride as communication was a continuous flow and we all pulled equal weights of work in the end which just reminded us why we loved working together as a team in the first place.



: Browse Slack

▼ Channels

general

minas-visual-identity

random

social-media

website

+ Add channels

▼ Direct messages

LizzieMcFizzie you

chris

#website ★

Add a topic



liam 8:24 PM

Love it mate! Great work!



1



← Learn more about reactions



GitHub APP 9:32 PM

mrskytte

1 new commit pushed to main

94d0781f - wip - gh-pages added

mrskytte/minas-kaffebar

github-pages[bot]

Successfully deployed c50c4f9 to github-pag

mrskytte/minas-kaffebar

Boards Minas Designbar Free Team Visible Invite Butler (5 Tip)

Board: Trello's Designbar

TO DO	ASAP	DOING	DONE
Photos	Analytics SetUp	User Manual (Video)	Long video (story telling)
UI/UX Testing	Storyboard	Website creation	Short video (fun)
+ Add another card	Team canvas	Content Strategy	Stop-motion Video
	+ Add another card	Quick wireframes of XD's	5 seconds testing (landing page)
		+ Add another card	Tree test
			+ Add another card

Top Left and Right: Screenshot of our slack displaying our GitHub commits
 Bottom Left: Screenshot of our Trello board mid workflow



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Sunday, December 6th ▾

Monday, December 7th ▾

Team Canvas

Version 0.8 | theteamcanvas.com | hello@theteamcanvas.com

Most important things to talk about in the team to make sure your work as a group is productive, happy and stress-free

Team name Minas Designbar

Date 3rd November

PEOPLE & ROLES	COMMON GOALS	VALUES	RULES & ACTIVITIES
What are our names and the roles we have in the team? Liam - UX/UI/Video and design Lisa - UX/UI/Video and design Chris - Coding What are we called as a team?	What you as a group really want to achieve? What is our key goal that is feasible, measurable and time-bounded? To make the best possible digital presence for Minas Kaffebar	What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team? Trust, humour, quality over quantity, respect	What are the rules we want to introduce after doing this session? How do we communicate and keep everyone up to date? How do we make decisions? How do we execute and evaluate what we do? Constant communication on facebook/slack Meeting at least once a week if possible Make decisions together if not through client testing Always honest with eachothers work
 PURPOSE To put a much deserved kaffebar on the digital map PERSONAL GOALS What are our individual personal goals? Are there personal agendas that we want to open up? Liam - To take the skills learnt at the internship with UI/UX into practice. Lisa - Same with but with video Chris - To continue pushing boundaries with my coding skills			NEEDS & EXPECTATIONS Why we are doing what we are doing in the first place? What each one of us needs to be successful? What are our personal needs towards the team to be at our best? Taking time out to scrum, and communication on an almost daily basis. Everyone to put the same amount of effort in.
STRENGTHS & ASSETS	WEAKNESSES & RISKS What are the weaknesses we have, individually and as a team? What our teammates should know about us? What are some obstacles we see ahead us that we are likely to face? Work could get in the way sometimes Corona making it hard to be on site (Minas Kaffebar) Mina is a busy person, sometimes hard to get hold of		
<small>Team Canvas by theteamcanvas.com. Created by Alexey Ivanov, Dmitry Voloshchuk Team Canvas is inspired by Business Model Canvas by Strategyzer.</small>			This work is licensed under the Creative Commons Attribution-Share Alike 4.0. To view a copy of this license, visit: http://creativecommons.org/licenses/by-sa/4.0/

Bottom Right: Team Canvas made during the beginning of the project

MARKET RESEARCH

A. Introduction

In this first section of the report, we want to go in-depth in regards to presenting our project, here we will show the layers of research and present the case. We will start with describing our first meeting with Mina, the owner of Minas Kaffebar, then we will go over a detailed market analysis in shape of a Pest analysis.

This section of the report includes a target group analysis based on a questionnaire and the conclusions we took from it. To finish our Market research, we will present the case we chose for our project and explain how we hope to translate our research into a product.

B. The First Meeting

Before we started with our project, we wanted to have a meeting with Mina to discuss our ideas and her own. We wanted to make sure that all of us were on the same page in regards to what our mission would be. This meeting was going to be the catalyst for all of our ideas, brainstorms and visions.

We had, prior to the first official meeting, already spoken to Mina and knew that she had a lacking digital presence, with absolutely no website or design to speak of. She was happy for us to have chosen the Cafe as our exam project and excited about what we had to say.

For us, this project needed to be something we knew was going to be used, as we wanted to leave this program on a high knowing that companies would in actuality use our designs and respect our opinions. In this perspective, we really had found our perfect match with Mina. For this first meeting we had prepared some questions which we knew were very important in regards to creating a solid foundation for our work and knew that if we would start on the wrong foot, we would not be able to translate the wishes of our client. Firstly we wanted to know what kind of clientele the Cafe had, and how Mina herself would describe the target group she would like us to work on. We

knew that Minas Kaffebar hosted all kinds of guests but also acknowledged that we needed to narrow down the target group. After some discussions, she explained that her regulars were mostly in their 20's which is why we agreed to narrow down the age target to 20-30-year-olds. In regards to gender and social status, it was very important to Mina that it was not a specifically determined characterisation.

Another very important element was in regards to improvement: what in particular she was looking for us to implement and develop. We asked this after she explained to us that she wanted people to know more about the concept behind the coffee shop and not just remember the cheap prices.

Mina's Kaffebar is based on different pillars, the most apparent being: "Everything is 20,- DKK" this is the reason people first come, but then the other more important pillar which is in no place explicitly explained within the physical space of the shop is the reason why people stay. The second big pillar is that everything the Shop sells is very high quality. The third pillar which one could say is the reason why people come back and make Mina's their local is the clientele and atmosphere: "When you enter the shop, you enter home" Mina says.

We could feel when she spoke about the fact that her goal was creating a friendly and family-oriented energy, how strongly she felt about this. It wasn't a ploy to bring more customers who enjoy the very danish cul-

ture of hygge, it was an entirely truthful depiction of what she envisioned for her coffee shop. When we were there we could feel that everyone there was approachable and happy to all be a part of this calm and cosy coffee shop tucked away in the heart of Norrebro.

Another insight we needed was if anyone had done any designs for her before, which we could then implement and take some pointers from in order to connect our designs as best as possible. To our surprise, the only design ever done for her was the interior design of the shop, the logo and menus. This meant that the only designs we had to be aware of and integrate were the colour yellow which is omnipresent throughout the space of the Shop. Other than that, Mina mentioned that she would like to stay within a "Minimalistic and high-end design", this meant that we were able to come up with many different ideas and test them out with the target audience and did not have to conform to a strict corporate vision.

When it came to what Mina envisioned the website to host. She wanted of course to make sure of the fact that the high quality of products was visibly displayed on the page. Furthermore she hoped we could incorporate a page where she could display events. Although it is a very tricky time for holding events in regards to the pandemic, it was her genuine intent to use this website in the future for practical reasons. We agreed that it would be a good addition to the site and that we would need to do some test-

ing to see how we could add in these different navigational options. As the Coffee Shop seemed to be this "family feel" kind of place, where everyone felt at home, we offered the idea of including a page for the different employees. This could create a link to translating the atmosphere and update people on the team, Mina agreed and we decided to add this feature to the project.

Lastly, Mina spoke of the photo wall present at the shop and how she would love to have it incorporated onto the website. This feature would add a big similarity between the physical space of Minas and the digital space we were about to create, in sorts bridging the two worlds. All in all, it was a great first meeting and we had a lot of elements to think about, and even more to test out. She told us she was always there to talk and wanted to be involved as much as possible. Furthermore keeping Mina in the loop would ensure that whatever we created and tested would always be seen by her, thus the process would always be advised by the client.

30. Being in this target group herself aged 24, she knows the struggles of money and finding a nice place to sit, relax and/or to study. Believing that to get such 'luxuries' you shouldn't have to spend excessive amounts of money. She hopes with more knowledge of the concept that the environmentally conscious generation can see more reasons to choose Minas Kaffebar other than the price.

To get into the mind of the customers we decided to make a questionnaire which we would personally ask people in the shop. We knew there was a risk of Covid-19 contamination with spending too much time in the physical shop, but it was very important to us to make sure to get real people who actually are at Minas Kaffebar to interact with these questions.

We also wanted to learn more about the buzzwords that people associate with the Cafe. With asking these questions to a mix of regulars and customers who only come in every now and again, we wanted to make sure we had a wide range of people to get the whole feel of the experience at Minas without the biased opinions of those who exclusively come to Minas Kaffebar.

B. Target Group Analysis

During our first interview, Mina was adamant that she wanted to target the generation bridging between "Millennials" and "Generation Z", with a target group of ages between 18 to

The first thing that we realised was that the reason people keep coming back to Mina's was of course because of the price, but in second place came directly the quality of the products. Mina is very humble when it comes to displaying how great her products are, there aren't signs everywhere saying how sustainable and

Minas Kaffebar

TOAST	15,-
YOGURT & GRANOLA	15,-
EGG	15,-
SANDWICH	15,-
CAKE	15,-
SNACKS	15,-

Image: Elements from an earlier Menu, where everything was 15,- DKK (it was changed to 20,- DKK after the pandemic)

organic everything is. As this would counteract the home feeling the shop has and remind you that you are still a consumer at a Cafe. This was a good thing to remember for later on when we would start designing for the website. If we wanted to take the physical presence of the coffee shop to a digital stage, it was important that we kept this humble and simple approach, which people who visit Mina's fell in love with.

A sure response we got from the customers we were interviewing, the majority of them were either at the location to study, just to have a coffee with a friend or to relax for a few hours. And even though this is something that all cafes in Copenhagen have in common, at Mina's something is just a little bit different.

We noticed this especially when we started interacting with the customers, there was a big difference from previous projects, we were used to people avoiding us and not wanting to interact with our questions.

Now at Minas Kaffebar, every person we asked was over the moon to throw praise on the place, with no hesitation to put their coffee or tea down for a few minutes to answer our questions. This was a breath of fresh air, as we have always felt that we are somewhat of an annoyance when we have asked questions in the past.

However, in a spot where we are surrounded by like-minded individuals who are around our age and who might even be writing their own exams, we

were welcomed with smiles. This perfectly illustrates the kind of atmosphere at the Shop, you really do feel like you are around friends, even when you don't actually know anyone. This feeling was shared throughout all of the participants we asked, and one could really sense the happiness that radiated through this little coffee shop.

One thing that we were very interested in during our user-analysis, was what our target group would expect to see on Mina's website once she had one. This was a pivotal question not only to build something hand in hand with the feedback from the customer base but to also relay the information to Mina and being able to analyze what could be missing from our first conclusions. Many of the people we asked, wanted to see future events on the website, which was a point that Mina already mentioned previously.

Furthermore, we were delighted to find out that the majority wanted to know more about the place as a whole, and the story of Mina's Kaffebar. They even wanted to know more about Mina herself which was an interesting insight, as her approach to the way Minas Kaffebar operates is very humble. It had in retrospect never occurred to her to even consider that people would care for her as a person and her story but it was a big confirmation for us in defining how deep the connection between customers and the shop really is.

This process of asking customers about their personal views

on the shop also enabled us to use key words from their feedback to create a Word Cloud which would later come into play and help us during moments where we may have felt un-inspired.

To conclude on what we learnt through this questionnaire, we just really felt that we were among friends the entire time. You can sense that people from all walks of life drop by to relax after stressful days, or to make a perfect day even better. Whether they are looking for a quick coffee to go, or want to stay and drink a few glasses of wine, you always feel like you walked into the right place. And we knew that the personas we would create based on these answers could really be any of us.

C. Market Research

The current political landscape is in turmoil as covid-19 creates a lot of uncertainty. Especially for cafés and venues as they are highly reliant on consumers being allowed to, and feeling safe enough to, go out and enjoy themselves. For instance, the restrictions imposed on 29 October 2020 by the Danish government states that restaurants and cafés must close by 22:00 and that everyone must wear a mask while standing inside (Sundheds- og Ældreministeriet, 2020).

The state of the pandemic is something all businesses are permanently aware of and have to stay updated on as at any moment new rules and restrictions can be imposed. The worst-case scenario has happened with another total lockdown being reinstated at the beginning of the month of December, which forced all service-industry businesses to close or to solely rely on take-away. Mina's Kaffebar has for now closed up shop and is not serving products as of now.

Despite Covid-19, the local Copenhagen consumption of goods is, as of 23 September 2020 more or less at the same level as it was in 2019, which is astonishing after a massive consumer low during the lockdown. (Nationalbanken, 2020).

Unfortunately, after the second lockdown in December consumerism is in a weird limbo as it is uncertain how many businesses will make it to the other side. There are of course help packages set in place by the government and Mina's Kaffebar count's itself lucky to be part of the target group of state help as it would be impossible otherwise to make it through. During the first lockdown in the spring, the Cafe did not have such luck and maintained itself by rethinking its strategy in making take away food with special cooks each day.

Luckily we can already see through how society behaved after the first lockdown how the main consumer social behaviour will react. The effect of covid-19 on how we behave socially could be uncertain but

current numbers indicate that not much will change in our consumer habits. Consumption numbers across all ages went more or less back to before the pandemic itself when Denmark started opening up again. And even the older generation was going out to eat and getting hair appointments putting aside the risk of infection.

Right now it doesn't seem that the pandemic and lockdown will result in any major habitual changes and the demand for most products and services are expected to normalize when a vaccine or other treatments are found. Until then it is expected that different restrictions will slow down consumption in different ways. (ibid.)

In a technological approach, it seems that the general trend is that the popularity of smartphones and tablets are on the increase, while desktops are on the decrease (Danmarks Statistik, 2019). It is also apparent from research by Foreningen for Dansk Internethandel, that more Danes both search and buy more products using their smartphones (FDIH, 2019).

We must keep this in mind when we design the website so that it is responsive for not only smartphones and desktops but also for tablets. Especially with Mina's target group in mind which belongs to the younger demographic where mobile usage is more prominent. (Kulturministeriet, 2019)

D. Case Presentation

As we pondered the thought of using Minas Kaffebar for our final exam project we were really attracted to the idea and vision of being able to create a web presence from scratch. Mina herself being extremely busy and having seen many of our projects before gave us a free hand in creating and building our project around testing and the rules we learned throughout our studies. She in no capacity ever overshadowed the project through personal opinions or made unfounded executive decisions.

As for the history of the shop, Mina herself is a 24-year-old Business Owner who opened her Cafe in spring of 2019 and transitioned to her bigger shop throughout the summer of 2020. She not only grew her business but also established herself as a key element to the Nørrebro scene.

During our testing time and time again customers repeated how at home and safe they felt at the Cafe, how they made friends here and just come to be around their peers. And it is true, the Cafe truly translates what Central Perk was to "Friends" and the Pub McGees was to "How I met your Mother". Because yes, the Cafe transitions during the day and becomes a bar in the evenings serving drinks and revamping into a cosy evening spot.

This is where one of the key elements of "Minas Kaffebar"s selling points comes into play, everything is 20,- DKK, this goes from Coffees, Cakes, Sandwiches, Beers to Drinks. Not only is it cheap but it is furthermore very high quality, awarded the golden Ø "Minas" prides itself on only serving high quality and sustainable products.

Minas herself said that "[... I] don't want to rub in that we are sustainable, but we are, we do everything to the highest standard, but I don't know, we don't communicate it anywhere. But it is important! And I think it's very unique too....".

So for us, the main ambition is to be able to translate this gap of communication from the physical space into the digital realm. To be able to concentrate the website on the high quality of products and atmosphere description.

Lastly, Mina has the vision of a return to Events once the pandemic is over, which is what she will mostly use the website for once society is back up and running. She wants to be able to host, announce and describe these events in her own digital space so she can have full control over the Event side of her own business.

We henceforth quickly came to the conclusion that our web solution had to tackle many different aspects of the same question. We needed to communicate that Minas has an always welcoming community, is a morning and nightlife spot has a continuous competitive price point and is of high and sustainable quality.

E. Translation

One could say that today most markets are all extremely hit by Covid-19. This is no different for the service industry, however, most analyses indicate that broad consumption will bounce back once certain restrictions are removed.

Having this in mind, it is clear now more than ever, how important and crucial it is to have a well established online presence as a business in order to keep customers engaged. This makes the second lockdown a perfect time for Mina to expand her online presence from only Facebook and Instagram to a website.

We found that her target group is in their 20s, and very active on their phones, which we will take advantage of by creating a site that caters to mobile users. We also want to please Minas wishes and not push the low prices but rather try and communicate the great atmosphere and all-round cosiness of Minas Kaffebar.

WHY

Minas wants to create a community-based environment in a digital and physical space.

HOW

By creating a space where everybody is welcome and can engage with each other

WHAT

Story-telling,
Cozy environment,
High-quality products,



Top: The golden circle we created in order to assist us during the project and remind us what our task is, how we will accomplish it and how we are going to produce the project.

Bottom: Word cloud created through the Buzzwords received from our Questionnaire.

CONCEPT DEVELOPMENT

A. Introduction

With the research needed to observe the market and target audience which we were going to be making the web presence to attract, we could move on to the next phase.

This would be to take what we learnt from our target audience and take it a step further and put a concept in place to determine how our target group could react in different scenarios.

Here we will detail our vision for the project itself, our personas and their customer journeys, we will then go over our

approach to a content strategy for the Coffee Shop.

B. Ideation

During our meetings with Mina and our research of the clientele that Minas brings in, we came to the conclusion that even though people agree that it's a cosy nice place to hang out and study, they didn't know the concept or much if any of the origins of the shop.

Our idea to help Mina was to create a digital space where she could display her concept, links to her SoMe and a place to show future events that would be held at the coffee shop. This would be in the form of a mobile-first website, with a CMS that could be edited by Mina herself whenever new events were up or menus would be changed and so on.

During our concept development, we kept all this at the forefront of our mind, as we wanted to make sure that the concept of Minas was going to be heavily included in our web solution. Moreover, after our meeting with Mina, it was clear that she wanted a very clean and simple design, inspired by the smooth Scandinavian compositions that are frequent and popular here.

So taking that in mind and also

the younger target audience that can be found at the coffee shop and that Mina wanted to focus on, we wanted to keep it simple and concise.

Taking this into consideration we decided to make some personas of the people that you can see at Minas, from different classes and backgrounds, in keeping with the fact that everyone is family at Mina's Kaffebar.

C. Personas and their User Journey Maps

Personas are fictional characters, which we create based on our research in order to represent the different user types that might use our site. Creating personas helped us to understand our users' needs, experiences, behaviours and goals.

As personas are imitative creations based upon our research and analysis of Minas Kaffebar and its target audience we still made sure to stand true to the archetypes of Mina's customer base. We wanted to create personas that truly mirrored people in the shop. With the wide variety of consumers that we witnessed, we had a lot to pick from. Creating these helped us understand our target audiences needs, experiences and behaviour.



The many faces of Minas Kaffebar costumers

Target Group Personas based on "on-location"
examination and inquiring.

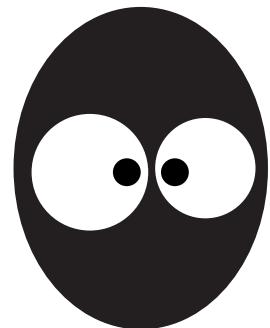
Testing dates: 10/11/20 - 12/11/20

The Student

The student discovered Minas through the cheap prices and stayed because it was a cozy atmosphere and good products.

The student typically comes 4 to 5 times a week, and also enjoys the bar atmosphere.

Keywords: Cheap, Chill, Gathering spot

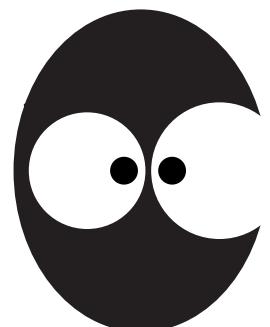


The Businessito

The businessito, runs by Minas every day of the week to grab his quick coffee fix, sometimes even twice. He doesn't stop to sit down, but Mina's is his daily go to.

The businessito always enjoys the warm welcome but also looks for a quick transaction and is unaware of the events etc..

Keywords: Cheap, Friendly, Delicious



The Viber

The viber loves Minas, he really really does, and he just enjoys hanging out. All his friends also come to Minas so he's often around and enjoys "popping in" every day.

It doesn't matter what time of the day it is because Minas is his main hangout spot.

Keywords: Cozy, Homey, Safe

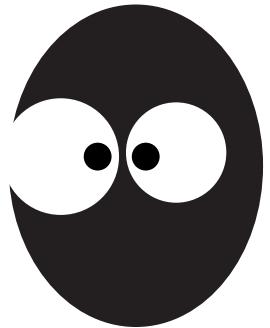


Image: Our Personas including their buzzwords

So with a somewhat wide variety to choose from, we knew we had to choose from our age target being 18 to 30-year-olds. This generation was persistently present at the shop and seemed to be constantly interacting with each other, working on freelance things or studying. This is why we made sure to tackle the most apparent regulars in regards to who we would immortalize as a persona.

We made three personas, we created "The Student", "The Businessito" and "The Vibber", to us these three characters seemed to be the most present personalities at the shop and were a key element to our project, even though one could say that sometimes these personas could overlap and become one, in this case, we made sure to distinguish them by individualizing their most apparent character traits.

We of course based these personas on a very precise target audience study made on location by asking a total of 8 different guests a series of questions (see Market Analysis Questionnaire in the Annex.). We discovered by asking very randomly chosen customers that similar answers appeared no matter the sex, age and wealth of the testees. Out of respect for the people we questioned we agreed to not disclose sex, age and wealth in our search. Not only is this mirrored in our Personas as they are not specifically identifiable by these traits but you can also see within the space of Minas Kaffebar that it clearly does not matter who you are, the love for the place and its identity is what brings

people back.

Our first persona is "The Student", many of our testees were sitting at the location and either reading a book or typing on their computers, this is why even before the testing we knew that we were going to have a persona which was going to represent this target group. Interested at first by cheap prices, but then kept at the location through a great atmosphere and a post-study beer available "The Student" is loyal and has a big friend group they can bring into the venue and loyalize furthermore.

A User Journey Map is a visual representation of the journey that our users can go through. It's a good way to imagine how Minas customers would experience the coffee shop. We can see that the personas are enjoying Minas, but seek to learn more about the place than what is at face value. Please find our User Journey Maps in the Annex.

In regards to "The Student" the User Journey Map displays that, after hearing good things from friends about Minas, "The Student" is looking for a nice cosy place to study and have some cheap coffee to keep them going.

They are looking for it to be relaxed and not too busy so they can get some work done. They have a good time studying and enjoy a few coffees until it gets a bit busy and then they leave to go home.

One of our other personas is "The Businessito", this persona is driven by time and money and does generally not pay at-

tention to where they get their coffee from, but Mina's is always a place they find themselves coming back to.

In regards to their User Journey Map "The Businessito" is always looking for quick coffees on the way to the office and knows Minas as their regular watering hole for those rushed mornings.

They know they will get quick service and the baristas already know their order so the exchange is quick and practical. On their way home from the office, they grab a quick coffee and see that there are a lot of people which makes them curious to know more, but in a rush, they leave.

D. Content Strategy

We initially worked with the idea of developing a very strategic and corporate web presence for Mina in regards to the Social Media of the shop. We wanted to create a presence online which would display the professionalism and the ambience of Minas Kaffebar while staying within the casual atmosphere in real life. Merging the good quality of the products and the laid back energy of the shop. We quickly started to strategize on a content plan which was intended to display a posting schedule and an overall mission in regards to

measuring the success of the strategy.

But after a quick meeting with Mina herself, we identified that it would be more of a task for her to follow a posting strategy than it would help her and her team. So we agreed upon creating content for her, assisting with Design ideas and making her a little of a back up content library she could choose from, with videos, images and so on.

Her explanation for this was that the social media flow of the shop is built upon the guests themselves, she bases her content on reposting stories and on interacting with the guests through social media. The social media presence mirrors the activity of the shop and "faking content" as in not posting what is happening at the moment would betray the trust built within her and her customer base.

We then agreed on not creating a strict posting calendar for Minas Kaffebar but to work with her in regards to producing the content she needed. For us, it was very important that we could translate the real experience into the digital realms as our problem formulation states which is why we intended to stay as truthful to the real experience as possible.

E. Summary of insights

For us, the concept development phase was a crucial step towards finding our way in regards to where we were going to take this project. We knew that through analyzing the target group and targeting this projects towards a more narrowed down purpose would simplify the process. We furthermore could now comprehend that we did not need to create an intricate content plan as to not oppose the identity of the Coffee Shop itself and we could move further with properly bringing our vision into reality.



Four Top Images: A story from the Minas Kaffebar Instagram showing our Gift Cards
 Four Bottom Images: Different iterations from our Gift Card designs

DESIGN PROCESS

A. Introduction

Now that the market research and target group analysis was done, it was time to turn towards a more design-minded approach. Our process would go from observing and evaluating our current research, to executing what we learnt during our studies as Multimedia-designers and translating all of our conclusions into a coherent and modern digital design solution.

While simultaneously testing our designs throughout the process we would concrete our vision of what we wanted the digital side of Minas to look like before taking it a step further.

B. Moodboard

A mood board is a type of poster that contains text, images, and colours, and serves as a visual tool for communicating ideas and creating inspiration. It is a segue between initial thoughts or meeting and the first draft of our project

After our initial meeting with Mina, we decided to make a quick mood board with her, so she could help us visualise the identity of the shop currently, mixed in with what she wanted it to be, i.e clean Scandinavian design. With a few colour ideas already in mind mixed in with some typical coffee shop images, we began to formulate an idea of what Mina was looking for. She was extremely cooperative in this process which we believe helped produce a more accurate depiction of what she envisioned. This was a good start into concept and design development.

communicate the essence of a visual brand for the web. They help form a common visual language between us and Mina, and it provides a catalyst for discussions around the preferences of what she wants for her digital identity.

All three members of the team completed a Style Tile based on Minas initial design ideas and inspirations. Firstly after making a mood board as a starting point, we had a good basis to go ahead and make our individual Style Tiles. Other than the guidelines of a design that is minimalistic, clean and line with scandinavian design, we had a somewhat free reign to come up with colour schemes and typography.

We of course had from our initial meeting and subsequent creation of a moodboard, some general idea on what colours could be a good idea to include. The official company yellow for example that epitomises Minas, and is one of the first things you notice when you walk into the kaffebar, was a must-have for all of us. Furthermore, in terms of the typography we had openly discussed with Mina the creation of her logo, and she explained to us that it was her own handwriting and that she had no particular typography that she consistently used as a company font. This is why we wanted to discuss a few options with her. She informed us about certain typography-styles she thought would represent the shop's identity well, such as a 'typewriter' approach, much like what you would see on the large coffee bean bags. Showing her a few options, she

C. Style Tiles

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that

Minas Kaffebar Styletile

GO TO

GO TO



Design Clean
Nordic
Minimal High-end

Colours



Typography

Headline - JMH Typewriter
Sub-header - Avenir medium
This is an example of a paragraph

Textures/images



Minas Kaffebar

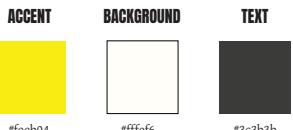
Anton - Google Fonts

This is a header

GentiumBasic - Google Fonts

This is a sub header with a bit more text than a header but not much more

This is a body text's simply dummy text of the printing and typesetting industry. *LOREM IPSUM* has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



KEYWORDS

NORDIC MODERN
STORY-TELLING CLASSY



Top Left: Lisa's Style Tile

Middle Left: Liam's Style Tile

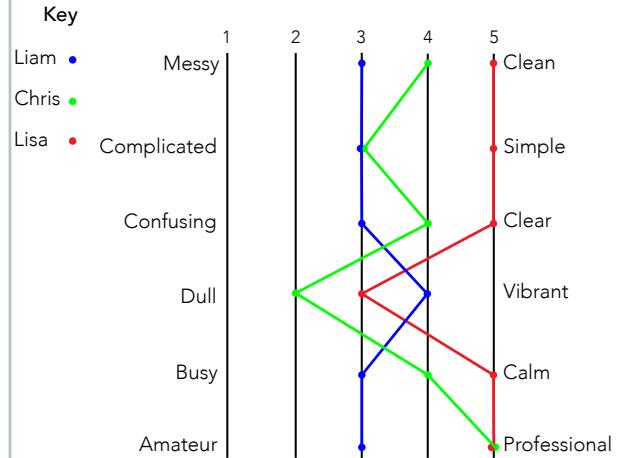
Bottom Left: Chris' Style Tile

Right: Our Style Tile Bert Test results

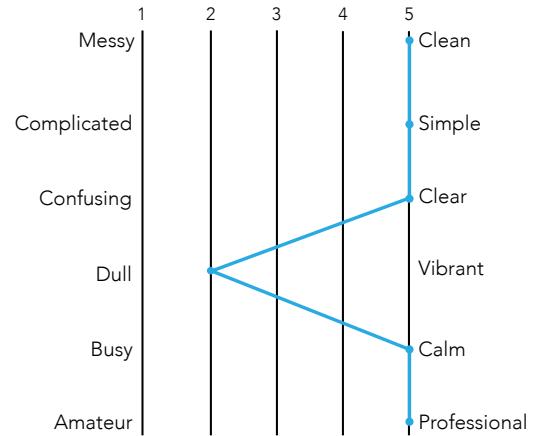
Bert test results

We conducted a Bipolar Emotional Response Test on 8 people from our target audience in regards to our individual style tiles

Our outcome



Our desired outcome



Lisa's was the closest to what we wanted in a simple scandanavian design in regards to the style tiles we all created.

wanted it to be up to us to see which ones we picked and then after we tested out style tiles she would say finally if she was happy with the final outcome.

When it came to the text body, we all agreed that we would need something more simple and clean. Having a in some regards 'busy' typography for reading more than a sentence or two can become tiresome. With that in mind and the fact that we would need more text to tell the concept and story of Minas, we needed to think of what would be the easiest to read for the target audience. Another point we wanted to stress while choosing typographies was that the font should recall some sense of familiarity as to create a subconscious level of trust with the reader.

It was very important to us that the Style Tiles would represent the Cafe in a way that only design can check the key points of a physical space without displaying images. This meant that we would take the colourful elements, the calm atmosphere and the good quality of products and try to translate these into a design.

D. Bert Test

The Bert test is a technique that is used for identifying the way a person interprets a certain experience. One uses the

immediate reaction of the perceiver to ask him how he would categorize an aspect of the design by making him choose between a range of two answers.

After we all completed our personal Style Tiles, we had to test them to see what people thought of our designs in regards to keeping in line with the overall atmosphere of Minas Kaffebar. To do this we decided to create a Bert test. We assembled our Style Tiles together and created a Google Form file able to track the answers of our testees. The constructs of the test would rank our three Style Tiles through categorizing them between different polar opposites. This would determine where our creations lay on certain spectrums of design pre-determined and requested by Mina herself.

For example, we would have clean as one of the ends on the 5 point spectrum and messy on the other side acting as its opposite. Then participants from our target group would decide where on the spectrum the design fitted the most. Using buzz words that we believed resonated with what Minas Kaffebar is all about, this would be a simple way to see what parts of each style tile show what we believed to be the desired outcomes. Using words such as 'simple' and 'calm', we were able to justify which style would fit Minas best, as these were some words variations we got from our target audience questioning and Mina's direct feedback. Furthermore, looking through the word cloud we had created using the questionnaire, we were able to pick

out the words we wanted and adapt them to the Bert test. It was an interesting nuance to realize that sometimes keywords were good in some context but very badly connotated in other aspects. Meaning that words such as 'cheap' that were said in the questionnaire as a good thing about the price being low, has a completely different ring to it when it comes to design.

We managed to do the Bert Test on 8 people from our target audience and found that our results varied by some degree. We then decided to include Mina herself in the process, and including the preference of what Mina wanted we were able to deduce a favoured result grid to show what we envisioned the desired outcome would be. After this, we took each other's results and saw where the marks were hit in certain areas and by who. This was paramount in determining the areas we would include in our overall design guide for the website.

E. Design Guide

A design guide is a set of visualized guidelines which can be used to instruct designers and developers on which way they should direct their design in order to stay in line with an agreed visual identity. Please find our Design Guide in the

Appendix.

We were surprised to learn that Mina's Kaffebar had no official company design guide, which meant that the only design that had been done previously was created by one individual. The interior design was imagined by one person and the only visual guidelines to previously exist. It was important for us to make sure that we created a guide, not just for ourselves but also to facilitate communications for Mina in the future. She would have a document to forward and rely on in regards to fonts, colours and visual elements.

This also means that if the company was ever to expand or if she wanted to dive deeper into digital design or advertisement she had a fallback document and would not have to start from scratch. Not keeping a consistent design would make future iterations of the website or other elements where the colour scheme could come into the equation, look staggered and unprofessional. It would also contrast the philosophy of everything being the same price or that the favoured yellow can be found throughout the shop. Reverting to the problem formulation and inconsistent digital presence would take away the link that is needed for her customers and herself, with the amazing physical presence that is Minas Kaffebar.

Our design guide was to be the accumulation of the Style Tile areas that matched our desired outcome the most, referring back to the Bert test results. We had 4 major areas,

typography, colour scheme, images and logos. Some being more concrete before the start of the design process than others, such as the logos for example, which would need to stay the same. After taking some inspiration from design guides from Pinterest, we created a simple, minimalistic yet thorough design guide, much like the design that Mina wanted in general for her online presence.

This was the basis of the way our content would be distributed in respect to the website development, being there to always refer to during our process. Furthermore, the design guide was a way for any future designers that might need to work for Mina, to get an idea of where the whole design aspect of the Kaffebar comes from. It would be something for them to use and add to, as for us Minas is more than just an exam project and we truly want to set up the best foundation possible for her business.

Tiles to achieve the best possible outcome to fit our market and target audience. Having not had this side of things taken so carefully into consideration for her before, Mina was extremely happy which was very nice to know. So with her behind us the whole way and the trust going forward we were able to enter the prototyping phase with optimism.

Showing Mina our design guide was a great way of closing the chapter of an extremely enjoyable design process. With this aspect of the process completed and agreed to by our client, we were able to go onto the next step in our project.

F. Summary of design process

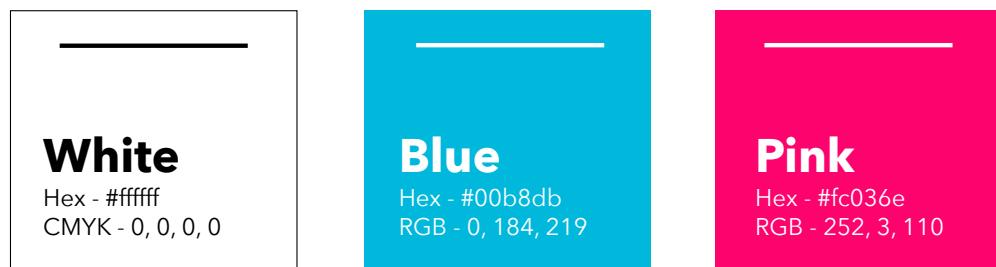
The design process was our way of setting up the groundwork of what we would utilize in the next stages of creating content and prototyping. We had our design guide ready after testing our individual Style

Colours

Primary colours



Secondary colours



Secondary colours dragged to grey



Image: Page three from our Design Guide for Mina's Kaffebar

CONTENT PRODUCTION

A. Needed Content

With the design guide set in place and all of us agreeing on the vision of the overall project we moved on to creating our content, we wanted to make sure there was something unique about our content production. We wanted to tell a story and really be able to support Mina's Kaffebar with a production they all could rely on.

B. Video Concept Creation

One of our first missions was to come up with a video idea, we wanted to make sure our problem formulation would also transcend into the video itself. We wanted to create content that would be timeless yet describe the feeling of being at Minas.

The issue with such a video is that it is hard to script something that would be in the moment. By having a too narrow vision of the video we would betray the idea of taking the real experience of minas into the digital realms. We had mentioned to Mina during our initial meeting that we would like to make a video for her to use at her own leisure. As we had discussed, the fact that we wanted to take the physical space of Minas into a digital presence, we decided that visually capturing Minas in a video would be a great thing for her to have in her back pocket.

As the social media is mainly based around reposting others stories where they have tagged Minas Kaffebar, we decided to ask Mina at our meeting if she would like to have some kind of production at the Cafe. She agreed that it would be a nice idea to have some content that she can put out there once the restrictions on bars and so on are loosened, so attracting people to Minas is deemed

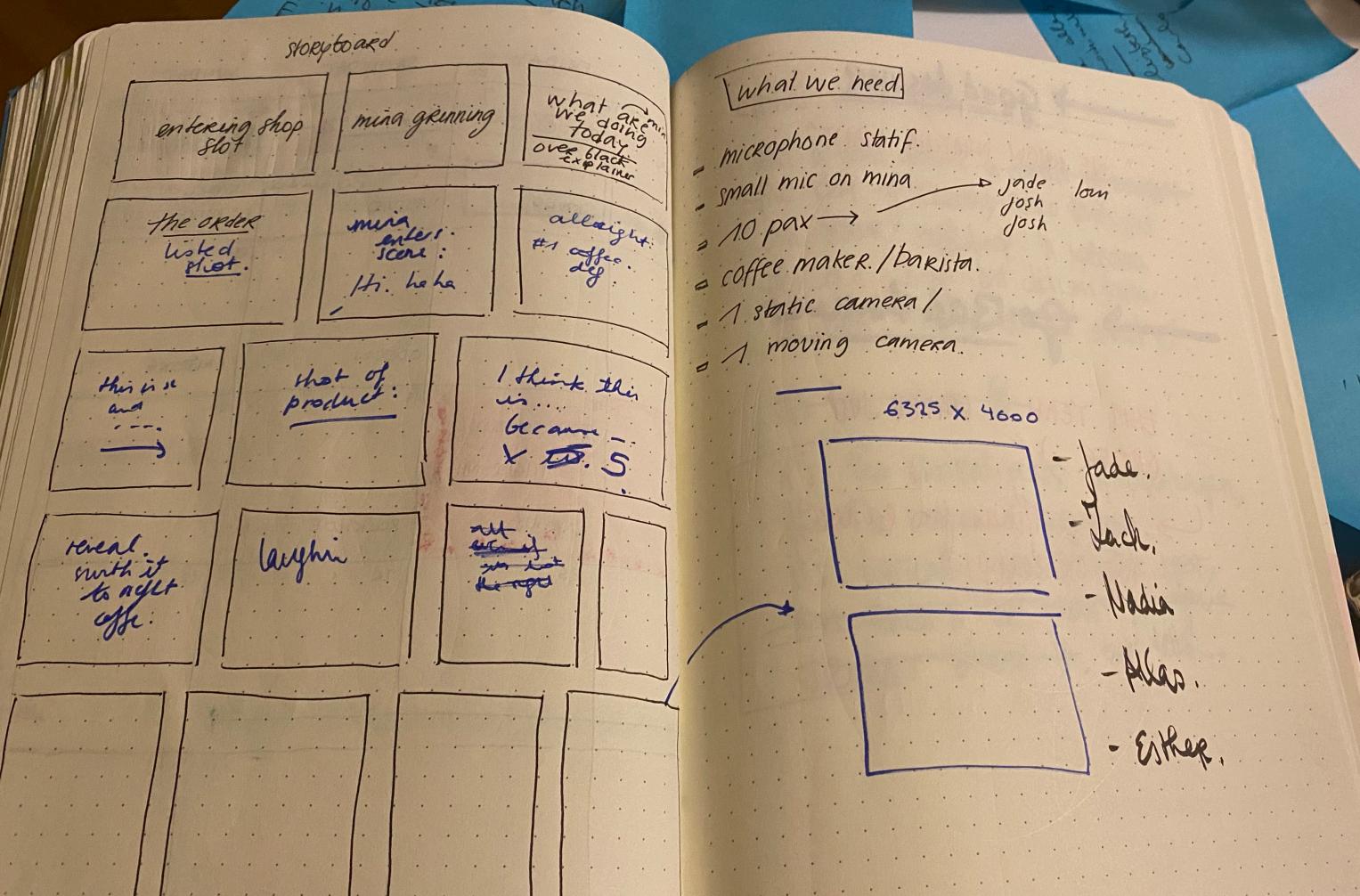
safe and a great way to get back in her followers' minds.

After many back and forths we decided to create a video which would underline Mina herself as the representative of the shop, and then to take five customers and let both ends interact with each other. The concept was that the five customers would make an order at the bar which Mina was unaware of, and then Mina would have to match the order to the person by intuition only. We did not want to fake it and make her do it right by telling her whose order was whose, which is why we just rolled with what reality was going to give us. And then we were going to roll with it afterwards in the editing process.

We did however, create a storyboard in regards to filming angles and in regards to overall shots we knew we were going to need, but the main storyline was to be shot intuitively with what reality was going to give us.

C. Video Filming

Luckily we decided to film before the full lockdown with Covid-19 came into play and we managed to capture the energy we envisioned at the shop. Unfortunately, this did mean that we did not get to go and do re-shoots after our first edit. But in hindsight we are



Top Image: Scraps from our initial StoryBoard notes
 Bottom Left: Set up of the filming at the Shop
 Bottom Right: Magnus making a Coffee for the Video

just very happy the events unfolded in our favour.

As the atmosphere at Minas is very much focused around the hygge idea, the lighting is very warm but dark. We knew that we would need artificial light in some areas of the Kaffebar, especially in the area where we were going to film. We had the area at the top of the shop, as this was the largest space available and Mina had sectioned it off specifically for our filming. This meant that when it came to the movement elements of our background were slower and less chaotic than they would normally be at a Kaffebar when Mina was on screen to not take away focus from her.

We managed to borrow a light from one of our workplaces, along with a Canon camera. Nevertheless, we wanted to use the OSMO Plus, to get a more natural and controlled pan of Minas and the people there. With the controlled camera head, fast motions became a composed movement which took away the need to manually reduce shake and displacement later on in the editing process.

Next up we needed to sit down with the people we were going to film, 2 of them being us and one of us filming, and explain what we were going to do. It was a simple concept that Mina would receive 5 orders from our 5 'customers', and she would have to guess who had ordered what. This had been pre-discussed with Mina so she had a back up to work for her while we filmed, to not take away workers and disturb the flow of the early evening rush.

Mina is an extremely busy individual so we needed to take the time we had with her now and film the best we could. Taking this into consideration it was important that we filmed a lot around the shop before we started the main part of the filming with Mina involved. We are always talking about the atmosphere that the Kaffebar has, thus filming the background and around the shop was important to get our point across that this is a cosy friendly setting to be a part of. In this sense, we could really set up the main bulk of the video while warming the viewers up, as if they were visiting there in real life.

Furthermore, this took the idea of making a digital presence for Minas, as the filming followed in many ways the flow of a normal transaction at the kaffebar. The connotation being that you are following the process of seeing Minas from the outside to the inside, soaking in the aura and ambience before being welcomed by Mina or one of the other workers. Through this, you get an idea of what the POV of a customer could be, without actually using the idea of filming for a point of view aspect.

We set up the one camera in the corner next to where the drinks were that Mina would hand to whoever she believed had ordered it. Then we had an iPhone 11 camera filming from the left-hand side, taking in mostly the 'customers'. Furthermore, the most important camera, being the OSMO Plus, we were able to get the movements of Mina as she handed out the drinks in a smooth and

controlled way. This was extremely important as, because Mina is an extremely busy person, she was again being very fast when she was going back and forth between the drinks. The OSMO handled the speed at which she moved with ease and took away some of the post-production edits, as using warp stabilizer on premiere pro can make the video look very forced. As the emphasized blur that would take away the unsteadiness of the shots could potentially eliminate the realism behind the video.

For the sound elements, we wanted to use both diegetic and non-diegetic, with a music soundtrack in the background. Taken from one of the playlists that they use at Minas, to furthermore give the feeling of how it feels to actually be there, but through video. We would then switch to a diegetic sound in the form of Mina and the 'customers' talking, as the main segment of the video with the owner of the kaffebar itself, being a part of it.

Following Aristotle's definition of a story, we had our set up in the form of the almost POV-style introduction to the atmosphere in the kaffebar. The confrontation begins when Mina is introduced to the video and face to face with the customers of whom she is giving the drinks out to. Lastly the resolution of sitting down with your clientele and talking about it all and seeing which orders were wrong and which were correct. We were pleased to see that this came naturally after our storyboard was drawn up, and not forced in any way to make our video

more appealing. To conclude our experience with filming we took many pictures around the kaffebar just to make sure we had enough background shots if anything was missing and thanked everyone who was involved. Packing up, the area was already being taken up by people who wanted to sit down and enjoy a coffee or a gin and tonic. Minas truly is a place that people need to know more about, and we are sure they would be all ears too.

smoother and quicker.

We unfortunately discovered at this moment in time the audio file was compromised, this meant that we had to use the audio from the camera and could not use the recording from the microphone we attached to Mina herself. Luckily one of the cameras had picked up a good enough signal for us to be able to use. It did mean that we had to do some work in regards to the undertones of an active coffee shop, this is why we also decided to roll the music file on a low volume during the entire time of the video as to drown the low coffee shop sounds in the music.

So creating this short video was an unexpected gift as it taught us more about how we were going to approach the "real" video. We made sure that the short video was using good quality shots with well-chosen footage and that the transitions were smooth, this created the base we used for the long video and not only gave us confidence but also inspiration.

It was one of those editing processes that just triggered inspiration and motivated everyone to keep pushing through with the big video and it was a beautiful gift that we managed to create a second video out of a moment of lack of inspiration.

D. Video Editing

At the beginning of the editing process, we faced the hurdle of "un-inspiredness". We had different ideas on how to start the video, but when it came to the heart of the video the mountain seemed too high to climb. It became quickly obvious that we needed to switch the focus and start in a different place. A short video became the focus only made out of B-roll shots and with a short message: "Come to Minas, the coffee is good, the prices are cheap." This "un-planned-for short video" came together quite quickly and was very fun to make and to play around with, it helped the process in regards to colour grading, the overall tone we were going to use and it helped us approach the "big video" with less intimidation.

We didn't account for the long video to be so personal and real, and as an editor, the task to translate all of this into the video was quite frankly, scary.

In regards to the big video, many tasks were already tackled through the process of creating the short video, the footage was completely analysed and categorised, the music had been narrowed down to three songs, and the colour grading had already been agreed upon. It was now a matter of choosing the right angles for each moment and deciding on the real message of the video.

The truth was that Mina did not guess all the orders correctly which made a payoff inspired by "Mina can guess your order by looking at you" impossible. So we had to play around with the message that all products are good so even if you do not know what you want you will not be disappointed with ordering something you don't know.

As previously mentioned the filming process went very quickly as Mina herself is a very busy and down to the point person, this meant that

Once all assets from the three cameras assembled and the audio from the microphone added to the mountain of content the big task of sorting all the files began. We used Premiere Pro as our editing software and made sure all the content was also found on our drive to ensure everyone could keep working on the file if need be.

Firstly it was a big priority to align all the content on a master sequence on premiere pro, this means all production which has been recorded in the span of the main filming sequence of the project, in this case, the moment where Mina was matching drinks to customers, had to be streamlined. Having all videos and the audio be perfectly synced in one sequence would make sure the editing process would be

the video was going to be very down to the point as-well. In the end, we decided to shorten the ending interactions by just cutting into people saying that Mina got the order wrong or right, this added pacing and a certain dynamic to the video mimicking humour and real-life conversation.

The other very powerful tool we used during the editing process was black shots with white text on them as to pace the video and give the viewer some breathing space in between the fast-talking and the consumed content.

Overall, the video itself had a few iterations after showings and feedback, the biggest feedback being the complicated and fast-paced aspect of the video.

We then also decided to add captions, in order to bridge any communications gap and to ensure people would stick through the video. Many people don't watch videos with volume and so we could keep people's attention even in absence of the audio. Captions are also a great tool in order to support our lacking audio file and make sure that we streamline the conversations. After adding the captions we could see an increased interest in the video and noticed that it added to the overall flow of the project with being more inclusive and clear.

E. Gift Card creation

One of the other elements we were able to create for Mina's Kaffebar was the gift cards, Mina was brainstorming with us in regards to creating a form of content which would bring customers back which would not directly be social media related but would still fit within the requirements of our exam project.

We concluded that creating fidelity cards or gift cards would be the perfect bridge between graphic design and supporting the shop with our skills. We first agreed on making three different cards, one for 5 items, one for 10 and the last one for 15 items. As everything in the shop is 20,- DKK it made sense to have the cards be price related.

In regards to producing the cards, we made sure to use footage of Minas products and digitalized them manually on the program for iPad called Procreate. With the apple pen, it was a very smooth process of hand drawing on each layer and then merging them into one smooth drawing. Then we added the visuals to the cards we designed on illustrator and sent them out to print. As the visuals were very nice and also telling about the shop we decided to include them in our style guide as a reference.

PROTOTYPING PROCESS

A. Introduction

With a design cemented in our minds, we could take ourselves to the next phase of development. The prototyping process would be where we could get an idea of what our web iteration could look and operate like. With further testing along the way and high fidelity prototypes created, we could visualise realistically what our first coded iteration could begin to look and function like.

B. The Crazy 8's

Crazy eights is a quick and effective way to get the design cogs working in your brain. With A4 paper and some sort of idea of what you and your client want, you can ideate promptly without overthinking. Creating in many cases, fluid and impressive designs with a natural UX/UI that comes only from having to formulate ideas quickly and not over complicating things.

Having an idea of what we wanted the website to contain, but with no structure to how we would portray these concepts, we decided it was time to do crazy eights. We had done this in previous projects and it had helped us visualize where to go next without the slow re-doing of wireframes over and over again until we were happy with the way they were structured. We had also done them before as part of a whole design sprint, with crazy eights always being the one thing that stuck with us as a fantastic design tool when strapped for ideas.

With a timer ready to go and our A4 paper folded so we could drawback and front, we were ready to start. The great thing about the 1 minute per drawing aspect of the "Crazy 8's" is that your mind doesn't give you the chance to overthink the designs in any way. You are picking up visualisations in your mind that could

be things you just made up or something you've seen at some point in the last couple of days. Drawing inspiration from things that caught your eyes or aesthetically pleased you in some way.

When we had finished and the timer was done, we each explained our drawings and what the functionality behind it was. Then it was time for us all to vote on what designs we liked the most, and what we thought would suit Mina's website best. We took some different coloured post-it notes for the 3 of us and put them down on what designs we liked individually. After this, we all had an open discussion on why we picked these drawings out of all the others.

The result of our votes were very eye opening, the employee list was something we had talked about with Mina as a potential addition to the website, and which was definitely being considered. But after looking at the crazy eights, we were sure that we could incorporate the idea with a beautiful design and we even realized we replicate the overall idea in a way to fit other pages as it was a card type style. This meant that if we wanted to add the menu of the Cafe or other elements into the website we could use this specific design for that too. This would furthermore ensure a consistent design throughout the website between the different navigational options.

The Crazy 8's are a great foundation for continuing with our prototyping process. We had some ideas to take into the wireframing and high fidelity

phasing, without the so-called 'writer's block' of the design world. Going in full swing with these ideas and integrating them into the next stage would make our visions come to life and pave the way for new ideas along the road, now that we had our initial ideas down we would always be able to build from them. Every design had to come from somewhere, and taking seamlessly random assortments of designs and diverging from them into high fidelity prototypes is an extremely satisfying and helpful process.

C. Tree testing

Tree testing is a useful UX tool which helps developers understand where people would get lost and visualizes how users expect to look for key information on a website. The easier the website is to navigate, the bigger the likelihood people will come back to it and/or find what they want.

With the design process still heavily in our minds, we started integrating all of the key design elements into a digital space. Our first step was to create the information architecture to visualise our navigation options and build our individual adobe XD prototypes based on that.

these prototypes we needed to test our navigation structure to see if it was as simple and clear as Mina had expressed she wanted it to be. To decide this we conducted a tree test, where we had 3 tasks and asked the participants to find the navigational options that would lead them to the different specified end goals.

Using Optimal Workshop, we were able to test 10 people of our target audience and see an array of results from the time it took for completion and the success rates of the 3 tasks.

We were also able to see how quickly and directly our participants found the right solutions which added to our confidence in creating an intuitive and user friendly website. Due to the simplicity of our navigational options, we were able to deduct that what we had was very effective and clear as we had hoped. With all 3 questions being completed with an average of 47 seconds with a 100% directness and only 1 failure throughout all of our participants, we knew we were on the right path. Although this was just the root of where we were going to go with our site, we needed to have the solid foundations perfected. Taking into consideration that less is more, we continued on from our navigation and it was time to make it a visualisation.

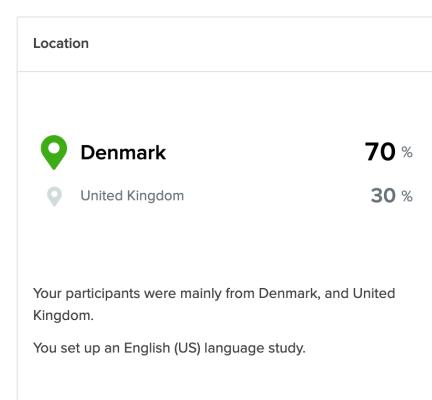
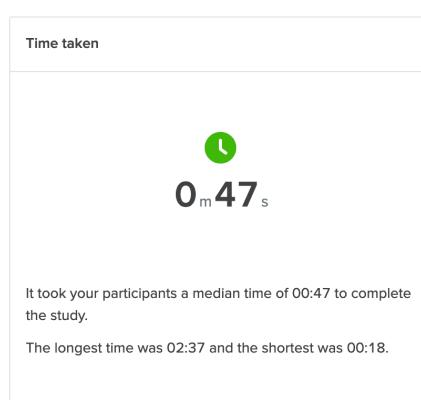
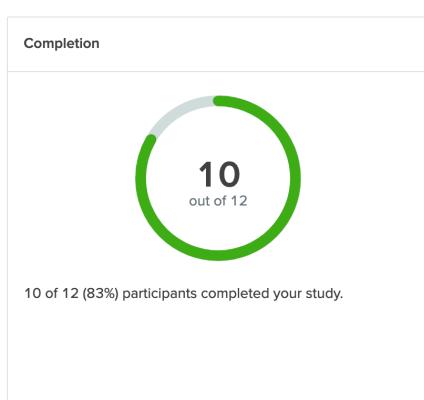
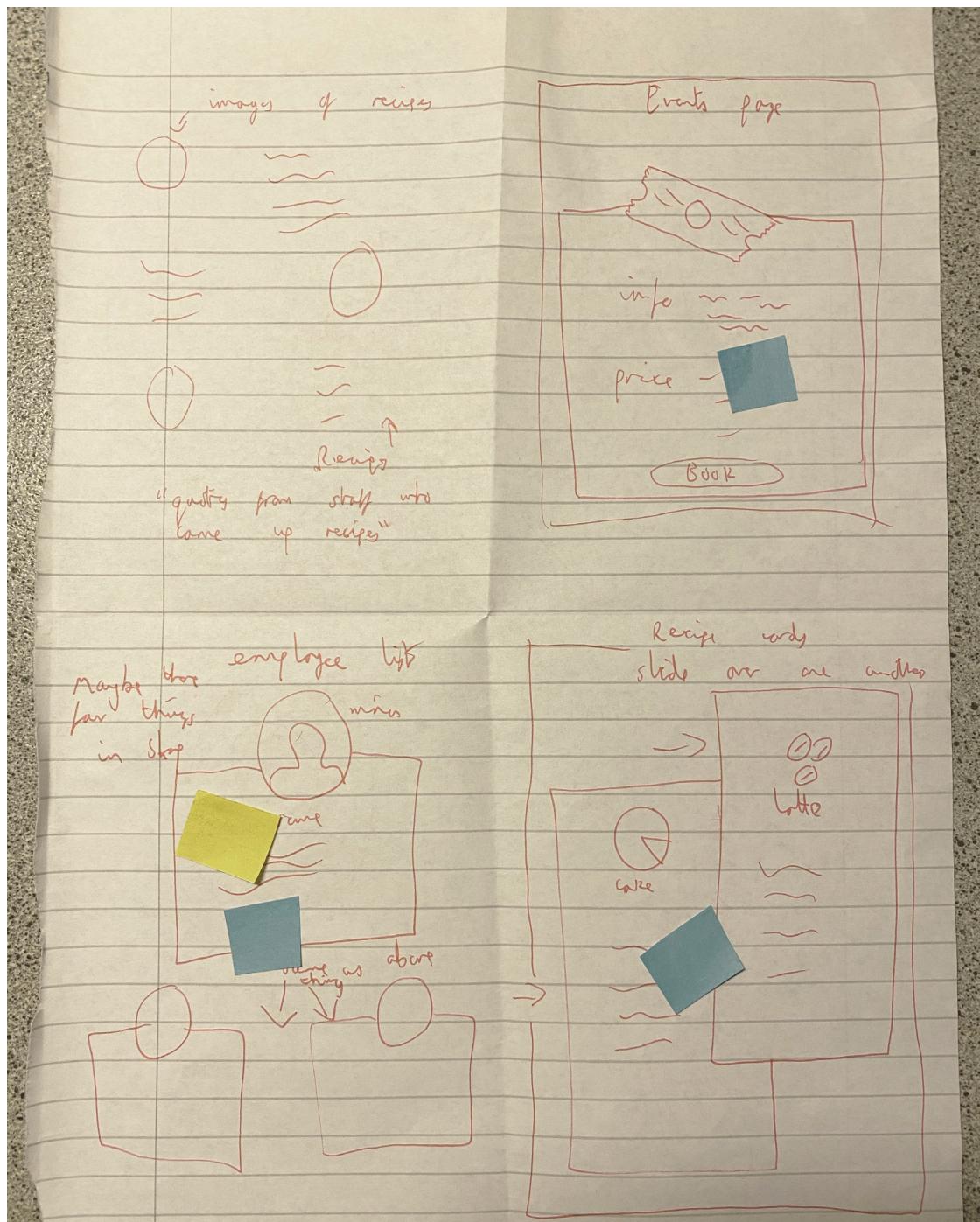
D. Information Architecture

An Information Architecture (IA) is an extremely cohesive way of explaining the functionality and structure of certain information. Furthermore, it's a way of organizing the structure of a website and explains how everything will link together in an intelligible way.

Gathering the results from our tree test, we wanted to create a visual representation of the navigation in the form of a simple information architecture. It is a very useful tool for complicated websites as it acts as a guide through a labyrinth of navigational options. For us, as we mentioned before we made sure the website for the Cafe would be simple and intuitive so this step could have been overlooked. But we wanted to make sure to create a solid foundation able to assist any future developer who might want to expand the already existing website.

From this visualisation, we could then carry on the prototyping process over to wireframing just before we would start working on our high fidelity prototypes on adobe XD.

Before we could get started on



Top Image: Elements from one of our Crazy 8's voting
Bottom Three Images: Results from our Tree testing

E. Wireframes

Wireframes are the first iteration of what a certain product or in our case website, would look like. They are the basic design layouts which you propose to be taken further into the prototyping process. They are very important to decide the basic structure and blueprints of your site before the content is added.

The first step of our prototyping process was to create very simple wireframes to map out where certain aspects of our website would be. Thankfully we could rely on our pre-existing "Crazy 8's" which made the process very easy and quick. Wireframes as opposed to Crazy 8's are more precise, drawn with a bit more precision and not as rushed. Where crazy 8's are about brainstorming and being creative, the wireframes take a much more grounded position and try to be as precise as possible without using the design tools from our design process.

The Wireframes were not only created to make our high fidelity prototype creation process easier but also to be able to include Mina in the process and to give her an idea of how different elements were going to be placed.

We wanted to make sure the design of our wireframes would still mimic the requested simple and clean vision Mina expressed in our first meeting.

We did not want to confuse the users on where they needed to go for certain information on the site. All in all we were aiming for a clear cut layout that would be aesthetically pleasing on mobile, which is where the majority of our young target audience would be viewing the website.

We had some inspiration from different sites that we had researched and shown to Mina in our first meeting with her, which she had approved of and merged these visions to our Crazy 8's. And after having done the tree test we already knew what our navigational options would be, this meant that we mainly had to work on locating elements in an elegant way on the given space.

It was time to go into the high fidelity prototyping stage, where we would add in the elements from our design guide and the inspiration we gathered from different websites onto the skeleton which is a Wireframe. The main platform for using this was adobe XD, which is the perfect tool for creating high fidelity prototypes that are close to the coded final versions of said site. With the ability to link everything up it is a great tool for testing before diving into the actual developing process, and visually gives a near perfect example of what a website can look like.

As we did with the Style Tiles, we wanted to make individual prototypes as we all had slightly different ideas of how we wanted the website to look. For us as a team it was very important that we can all express our creativity in all ways needed. So where some would argue that three high fidelity prototypes might be excessive, we just observed that it would come to the best outcome as we would make sure everyone had the opportunity to come up with their own solution. Once we all finished our XD Prototypes, we made sure we could involve Mina and discuss her preferences within the three designs.

F. High Fidelity Prototyping

High Fidelity Prototyping is a key element in the process of producing web solutions on the current market. Without prototyping, essential problem areas can't be observed and subsequently altered to improve the overall product or production. It also takes a significant weight off the developers shoulders as now there should be only one overall coding process, with only minimal alteration further down the road.

With our wireframes at hand it

Using the Whiteboard plugin for XD, she could write notes on what she liked and what she wanted to be added or taken away. This was a really helpful tool for us as there would be no grey areas before combining the three prototypes into one for testing. We knew alterations would come through our testing but it was a helpful tool to know that for now we

were streamlined with Mina's vision.

Furthermore thanks to the tree test we all had similar navigational options on all three of the XD's so there was no need to dive into which of the navigational choices would stay and which ones wouldn't. After combining the three into a master prototype, we had a solid basis of what to start coding based on, while also having a visual tool which we would be able to use for user testing.

G. 5 second test

This User-Interaction test is ideal for testing how easy your digital space is to navigate and it displays how understandable a website is. This form of testing is very effective in determining what a user can interpret on your website within the first 5 seconds of viewing a certain page.

For our problem area to be addressed and improved in the best possible way, we needed to make sure that when the users land on Minas kaffebar website, they are met with a clear and obvious reason why they are there. Our first interview with Mina made it clear that portraying the concept was to be paramount in the formulation of her web presence. The only way to be sure that this would be the case was to test how our users would react

when faced with the landing page of Mina's website. Moreover, if they could sense what the meaning of the page was within only 5 seconds of viewing, with no prior knowledge of what we are trying to perceive.

So taking a screenshot of the landing page that we wanted to analyze, we created a 5-second test on Usabilityhub, where we set said screenshot as the image that would be displayed for 5 seconds. After this we wanted to make sure our questions were going to field the answers that we were seeking, so creating the right questions was capital.

First of all, we asked what the meaning of the page was, which again was what Mina was adamant that we portrayed at the forefront of the website. With around half of the twenty people understanding within the 5 seconds that this was a description either about the history of a coffee shop or the concept behind it. This was a perfect start as the final text of the website, that Mina would write herself, was not integrated yet and it was a rough idea of what would be added later. So the fact that half of the people already noticed this as being the idea of the page was a big motivator for us as a team. Furthermore, all of the participants agreed that the website was focused around a coffee shop.

The next question was to take our already simplified navigation options and take a look at how they are interpreted once we make them accessible through a burger menu. Fourteen participants out of

twenty recognised the nav bar at the top right, and taking into consideration that the main focus for them would have most likely been the content of the page, this was a good turnover. As we were concentrating on the website being mobile-first, it was important for us to take into account that the few nav options we have, would be hidden away into a burger menu. The main reason being that we were aiming to keep the home page clutter-free and wanted to avoid overwhelming phone users with small nav bars and too many different options on where they can navigate immediately. We furthermore wanted to emphasise that understanding the concept on the landing page was one of our more important goals.

Reverting to our problem formulation of bringing the physical space of Minas and turning it into a digital presence, we had to keep in mind what Minas Kaffebar represents as a whole. When you go into a Cafe you don't want to feel overwhelmed and intimidated, just like when you go to a website you don't want to be confronted with too many options immediately. To bring Minas into the digital realm we had to take this calm feeling of a friendly environment into the online world, so keeping the design simple and clean was the first step in doing so.

Our next question was asking if the participants remembered the company name, this was a way of making sure the company itself would be at the forefront of the users mind when they navigate around the site. Any business needs to get its

name recognised and remembered to progress and live out their potential to the best of their abilities. With thirteen of our participants recognising that Minas was the name of the company, it was a satisfying takeaway at first. But in the end we agreed that we needed to emphasize the name more as we wanted the name to be remembered by almost everybody who comes to the website. So we agreed on a new iteration of the logo with a bigger or more recognisable visual.

Lastly, one thing we needed to figure out was if the background imagery, with stop motion playing out as a video while you scroll, was going to be too distracting. Unfortunately, with the 5-second test we could not have the motion visual playing as the participants were unable to manipulate the image, so we could only put a still visual in the background of said image and analyze if people were able to identify it. Using a coffee cup, we added the image under the text to see if it would be too distracting, to know this, we were going to have to see if more people could remember the image by itself and prioritize it over the text in front of it. Just over half of our participants recognised that there was even an image in the background, and even then not getting the details correct in some cases. Taking into consideration the brightness and vibrant feel of the background image this was a success in us being able to deduct that a background image didn't take too much of the focus away from the text. Nevertheless, we only had a still image, so we would

have to wait until further into the coding process to see how a stop motion video would appeal to users.

The 5 seconds test was a helpful insight into the minds of our users and their immediate initial observation of our website. Taking all we gathered from the testing we would now dive into the code, where we would take our XD high fidelity prototype and make a new iteration with the points figured out from the testing.

H. Summary

With a high fidelity prototype, tested by members from our target audience and the design as a whole, we were ready for the development phase of our digital journey. With a solid foundation to go from, we would now take our XD iterations and transform them into lines of code and create the digital presence that Minas Kaffebar not only needed but deserved.

DEVELOPMENT PROCESS

A. Introduction

To really bring Mina's physical space into the digital world we were missing the most important element of the project, we created a visual identity, we analyzed the market and created visual content. But after working on our prototypes, the last piece of the puzzle was putting together the website

to-be. In this section of our report, we will detail how we put together our web-solution for Minas Kaffebar.

B.Content Management System

We wanted Mina to be able to control the content of her website, which is why we decided to use a headless CMS. We wanted to use a CMS that is very easy to use and has an intuitive UI, which is why we chose to use DatoCMS. It's a CMS built solely to be headless contrary to Wordpress and has a very intuitive setup with a large range of customizable hint text for us to put in, in order to help Mina control her content with as little stress as possible.

Another aspect that made us choose DatoCMS is that it is structured in a way that makes it effortless to reuse certain components across pages or change components without deleting them.

One element which is slightly different when using DatoCMS is that it uses the query language called GraphQL.

GraphQL is a query language for APIs and provides a complete and understandable description of the data in your API.

It also gives us the power to ask for exactly what we need and nothing more, which makes it

easier to handle the data we fetch.

When working with graphQL we created something called fragments, which let us both compartmentalize our queries and in case we need to we will be able to reuse queries across pages but also specify exactly what information we need from the data we're getting.

```
export default gql`  
fragment Contact on ContactRecord {  
  eMail  
  facebook  
  instagram  
  phone  
  location {  
    latitude  
    longitude  
  }  
}
```

```
async asyncData({ $dato }) {  
  const { data } = await $dato({  
    query: gql`  
      ${contactFragment}  
      query {  
        contact {  
          ...Contact  
        }  
      }  
    `,  
  })  
  return data.contact  
},
```

Once we have created the fragment we can then use it in an async function as shown on the left, which returns the data in an object matching the structure we defined in the fragment.

The way we set up the structure in the CMS was by creating a setup for each page and for each repeated component such as events, personalities and menus. This makes editing smooth but to ensure Mina understood everything we made her a little tutorial.

We had to make a decision as to what would be the best way

to go about explaining how to use the CMS for Mina, so she could edit and add whatever she needed in the future and manage her own web presence. We needed to try and make it as straightforward as possible, because she was adamant that it would be her who would manage the back end content.

In the past we have experienced that when we wrote down how to use the CMS, even with images to correspond the text, that it was still not 100% necessarily understood. Furthermore even if it was understood it was not explained in a way that made our client want to use it and have to look up what they wanted to do in lines of text.

We decided that the solution was to make a video explaining how to do it instead. With the rise of Youtube tutorials being watched and linkedin learning videos, it seemed much more natural for an upcoming generation of business owners such as Mina being 24 to use a video to explain how to use the CMS. As visual learners ourselves we also felt that it would be the most useful way to hand over the responsibility of the CMS. Moreover as kinesthetic learning rises in younger generations, watching a video and following along is much easier than reading text and trying to visualise how it would work.

We screen recorded ourselves going through the CMS, covering all bases of where Mina could go inside the back end. Taking all of these videos in After Effects, we made them slightly more concise and

straight to the point as to avoid too many distractions with the mouse going around in places it shouldn't for that particular section's tutorial. We decided that splitting the video into different compositions and then bringing them together as a large full video composition at the end was the best way to communicate.

It was good to follow along with the video but without something to go with the screen recording it was still too confusing, and this was when we decided rather than adding some voice-over we were going to add text that would come up in a step to step formation. Meaning that each action on the screen recording would be met with text explaining what needs to be done next so you could follow along with ease. Using Animation Composer it was easy to add smart coherent text with subtle yet appealing effects. After bringing all of the compositions together, we used Animation Composers 'filmmakers transitions' to add a fast switch between the different sections. Tied nicely together with a step by step text in between to indicate that a new sections tutorial was coming up next.

All in all we believe using a video to show the CMS was a better and more easily understandable way of communicating how to use the CMS. This is the simplest way to lay out the process of adding content to the website and in keeping the simplicity of the design, it fits with the other elements of our project. Even though the code is a complex area of the process, there can still be a form

of simplicity in the complexity, and we believe the video shows just that.

C. Technical Documentation

For the development of Mina's website, we have made use of the framework called Vue, which is a progressive framework that works with states and components. It allows us to compartmentalize the development progress, as each component can be isolated to a single file and reused throughout the solution. It also allows us to isolate work within the single component and scope the CSS to avoid styling bleeding out. Together with Vue we also used Nuxt, which is another framework but it is based on Vue. It is designed to give the user a strong architecture and can be used to create everything from static landing pages to complex single-page application pages. It helps create structure to Vue applications and automates many steps such as routing and gives us great flexibility when developing.

Another plus by using Nuxt is that it has a highly committed community, which develops and adapts various libraries to the framework.

One aspect of Nuxt that is great is that it allows us to only

load what's necessary and by that, I mean that when the user travels to a different subpage, i.e. from the landing page to the contact page, we have defined, which elements are to be used again and which are not. This is done in a layout file. For Mina's website, we made it so that the top nav and footer are only loaded on the initial load but otherwise it just carries over to the next page. As this website has the same look across all subpages we have only used a single layout, however, it is possible to make as many as you need if you, for instance, do not want to have the header on one page or maybe use a different header.

Not reloading elements also lets the user feel higher engagement as they'll never sit with a blank page waiting for the load. In continuation to this, another awesome feature from Nuxt is that it gives us the possibility to animate the transition between subpages, which is another element of constant engagement that helps the user maintain focus.

Most of the magic with Nuxt happens in the nuxt.config.js file where we define a variety of parameters that lets nuxt know how we want our site to be built, what the different routes are called, which plugins we are using, scripts, stylesheets etc. Most of the config file is defined when we create the project using yarn create nuxt-app to initialize the project but most of the time you need to make a few adjustments after it's created.

Another extension we have made use of is Sass for all of our styling. Using sass is an excellent addition to Nuxt as it also

works with components in the form of mixins. One example of a mixin we use is a default layout for the page so that we have the same margin, padding and width across the pages. Keeping a styling like this in a mixin makes it really accelerates the process of adjusting the layout across multiple pages.

```
@mixin container() {  
  max-width: 1200px;  
  margin-left: auto;  
  margin-right: auto;  
  padding-left: 40px;  
  padding-right: 40px;  
  padding-bottom: 80px;  
  @include media('<=tablet') {  
    padding-left: 0;  
    padding-right: 0;  
  }  
}
```

Another use of mixins is through a media query sass library, which has predefined industry standard breakpoints, which is a way for us to optimize the responsiveness of our product.

Beside using mixins we have also utilized the power of sass variables across the whole site. Once our initial style guide was done we created a variable.scss file and plotted in every color variation and font we would be using. By doing this as one of the initial steps of the development process, we were able to use the color variables across the whole site and in case we needed to change the shade of a color or change the color completely we would be able to do so by only changing the value in the variable.scss file. We actually made use of this when we changed the font for all our titles.

With all our components having their own scoped stylesheet we could quickly see ourselves repeating ourselves a lot. To avoid that we also created a base stylesheet where we would define the site-wide style, such as standard font sizes, font families and between pages transitions.

From the get-go we developed the site mobile-first, so contrary to how we've developed before the media queries we made use of we for min-width rather than max-width, meaning we styled the whole site so it would match our mobile prototype and then we used media queries for the tweaks needed for both tablet and desktop.

```
.icon {  
  background-image: url('/minas-kaffebar/favicon.svg');  
}  
width: 60%;  
padding-top: 60%;  
@include media('>phone') {  
  width: 40%;  
  padding-top: 40%;  
}  
@include media('>tablet') {  
  width: 30%;  
  padding-top: 30%;  
}
```

On the front page, we have a block that plays a stop motion video as the user scrolls. The biggest challenge when making this was to make the code work with any amount of images (frames) as we wanted Mina to be able to change the video in the future without being forced to use a certain amount of frames. The way we could work around this was to make the stop motion component calculate how fast it should change the frames depending on the number of frames.

```
const changeImgEvery = (window.innerHeight * 4) / this.data.images.length
```

With this code snippet, we can keep the container a fixed height of 5 full frames no matter the number of frames and by that ensure that the user won't scroll too much or too little, while still guaranteeing all the frames to be shown.

```
<div class="images-wrapper">
  <div>
    <v-for="(image, idx) of data.images"
      :key="idx"
      :class="{ hide: idx !== currentImg }"
      class="image-container">
      >
        
    </div>
  </div>
```

Both rendering and changing the frames are done using nuxt magic. The v-for runs a for loop through array of images (frames) :class="{ hide: idx !== currentImg }" adds the class hide as long as the statement is true. To utilize that we change the value of currentImg based on the scroll value and by that we "play" the video as the user scrolls.

Furthermore, we have added both a Facebook and Instagram ribbon to the frontpage. The Instagram ribbon is created through a service called curator.io, where we have connected Mina's account and by that accessed her feed. It actually allows her to curate the content displayed on the site if she wants to highlight or hide certain posts. Once we had set up the layout and styling we used an embed code and script to display it on the page. The Facebook ribbon is created with Facebook's developer tools that allow us to customize an embedded display of Mina's profile. We were even able to add the option for users to

message Minas Messenger straight from the website. Similar to the Instagram ribbon we embedded the code and was able to display it through that. It was important for us to properly integrate Mina's social media channels into the website as it was one of her main concerns when we started the process.

For the event page, we have made use of v-for again as we insert an Event component for every event that is fetched from the CMS. Inside the event component, we have the Reservation Form component that lets the user reserve tickets for the selected event. We have added custom error messages that are checked when the user clicks out of an input field to make the error message more specific. For instance, if the user clicks out of the email input field without having input anything the error message will be "please fill in your email", while it will change to "This doesn't look like an email" if there is an input but it doesn't match email regex.

When the user tries to submit the form we also check for the validity of all fields before sending the payload.

```
if (
  this.$refs.firstName.validity.valid &&
  this.$refs.lastName.validity.valid &&
  this.$refs.phone.validity.valid &&
  this.$refs.email.validity.valid
) {
  this.status = 'sending'
  console.log(payload)
  setTimeout(() => {
    this.status = 'sent'
  }, 1000)
  setTimeout(() => {
    this.$emit('click')
  }, 1500)
} else {
  this.checkValidity(this.$refs.firstName, this.$refs.firstNameError)
  this.checkValidity(this.$refs.lastName, this.$refs.lastNameError)
  this.checkValidity(this.$refs.phone, this.$refs.phoneError)
  this.checkValidity(this.$refs.email, this.$refs.emailError)
```

At the moment, we don't have

the backend setup to actually handle event reservations. However, with the current set-up, we just need to change the console.log(payload) to a post request.

We want the backend to perform a number of tasks for each submission.

First of all, we would need it to store the user's information in order for Mina to have some kind of overview of who has booked tickets and if they show up. Our idea was also that Mina somehow could access the database and tick off guests as they arrive sort of like a guest list. This solution could very well be a subpage of Mina's website located behind a password wall. However, it could also be an independent page.

Another thing we would need from the backend is for it to be linked up with some sort of mailer so that we are able to send confirmation emails to users as they have reserved the tickets. This would let us send the actual tickets or at least a booking number to the user who would then be able to prove they had indeed reserved tickets.

It would also be a nice addition if the backend would be able to keep track of the number of tickets reserved for a specific event and by that toggle a sold-out function so that the event is either hidden or styled in a way that communicates the event to be sold out.

Both the menu and personalities pages are built up similarly. They pass all the menus or personalities onto the Swiper component, which is a component built using the SwiperJS library.

In the words of SwiperJS themselves then "Swiper is the most modern free mobile touch slider with hardware accelerated transitions and amazing native behaviour. It is intended to be used in mobile websites, mobile web apps, and mobile native/hybrid apps." which made it a natural choice for us as we primarily are developing the site for mobile. Swiper still performs excellently on tablet and desktop so there is no downside to using it really. It enables us to implement a smooth slider, which contains cards of either menus or personalities to be displayed. It also has a feature that loops the cards, resulting in a never-ending carousel. It is used by a multitude of large corporations such as Adobe, Verizon and Disney and has just south of half a million weekly downloads on npm. This is somewhat of a guarantee that any issues or bugs that the library might encounter will be resolved fairly quickly.

D. Iteration

Our vision from start to finish was very streamlined and we only had a few iterations. The main change we had between iterations was font-related. As mentioned before we changed the font used for titles, as the first font we had selected did not translate well onto the website. Another iteration saw us change, which font was used for the navigation. We decided to switch from the title font to our primary font in order to avoid clashing with the font of Mina's logo. Other changes we made through the development process was playing with the margins. We tried having margins on the stop motion part of the landing page on the desktop but found it to disturb the eye more than anything, so we opted to keep the margins on all other parts but the stop motion bit.

The next larger iteration will most certainly be related to connecting a backend service to the platform in order for us to handle reservations. That or to completely remove the reservations aspect from the site and instead push users to visit Minas in person in order to reserve or buy tickets for an event.

E. SEO

SEO is an important tool to generate natural and organic traffic to our site from search engine results.

To optimize our SEO rating we modified some content to make it more accessible and made use of certain keywords that relate to our site and industry and through that appear higher in the search results.

We used Google's Lighthouse to audit our page and to see whether we needed to improve anything and in that case what we were missing. It turned out that some of the content that was generated based on the CMS API did not get assigned alt descriptions, which is just outright bad practice, so as we changed that and added a meta description we were able to get a score SEO score of 100.

The keywords we started out with were gathered by interviewing guests at Minas and by that we were able to get relevant keywords that ring true to the core of Minas target group. The keywords we ended up putting in the metadata was: Minas, quality, cosy, coffee, stories. It is important that we keep an eye on how many users the website gets and if we might need to update our keywords or description in order to better embrace what users search for when looking for a

cosy place to drink a coffee or hang out.

F. Final Bert test

With our vision coming to life with our web solution, we needed to test it again to see if the UX/UI was up to the standards we wanted. Furthermore, we wanted to make sure our target audience interpreted what we had created the same way as some of them had understood the Kaffebar to be. For this we would take the words we had first picked out of our initial meetings with people at Minas. The key-words that we had repeated to ourselves, and what our target group had relayed back to us facilitating the creation of our word cloud. This was a big priority since our client Mina had been telling us since the first meeting that she wanted "A simple, easy, professional website" that her customers could recognise and link with the physical space of her coffee shop.

For us to make sure that we translated this vision correctly we deemed a Bert Test to be the best option for us. By doing so, we could reiterate the words we had used in the previous Bert Test we had done for our Style Tiles in the design process. As we were looking to keep the simplicity of the design and transcending it into the development process

it was a great way to see if we had translated it in an obvious and clear way. The first step was to take the words we wanted to aim towards, those being: "clean, simple, professional, clear and calm". Other than the fact we had used these before and wanted to further enunciate the correlation between all of our processes from design to development, they were in some way or another linked to the idea of Scandinavian design. This was what Mina had wanted right from the start and this is what we wanted to provide her with.

We tested on 10 members of our target group and when we gathered the results we were very happy with the outcomes in many of the areas. Most of the answers except 'confusing and clear' were on the scale next to the word we were looking for, or one point away from it on a linear 5 point scale. This was a good sign as we were testing this on the mobile version of our site, since this we had tailored in this direction as our target audience is a very phone oriented generation. With words such as simple and professional being seen in our iteration by the clientele we were happy to see that they were indeed feeling what we had hoped they would feel.

In regards to the 'confusing and clear', we wanted to see why some had opted to say that it was in the middle of the two points. After some deliberation, we were told that it was the lack of content word wise on the front page which had made them go for the middle of the scale. This was because we hadn't written much of the

text as Mina herself wanted to be the one to write the concept as she knows it better than anyone. Once explaining this to those who had chosen the middle ground in the test, they were understanding and said that was the only reason why they had answered the test in this way. So knowing that we just needed to add some text on the concept to add an all-round more obvious and clear depiction for the landing page, we were very happy with the test results that we had gotten.

To conclude we can assess that we were able to get a final insight from this last Bert testing, it showed us that our translation could be considered a success. More than just a test, it was a confirmation of our digital efforts and how they were perceived by our target audience. With some small tweaks to be done, and some back end content to be added, we had a greatly developed iteration on our hands. Tried and tested we could be confident going forward that our efforts to make our web solution intuitive and user friendly had paid off.

G. Think Aloud test

To finish up our testing and development process we decided a think-aloud test would be the ideal solution to understand what is going through

our target audience's mind when they navigate through the website. Although it was nice to have the Bert test show what our clientele thought through a word rating system, we wanted that additional idea of how people experience our site in an open way where they can speak their mind throughout the whole process. We conducted this test on an individual from our target group who had not seen the site in any of the other tests, so we could get an honest opinion on their first impressions of the Coffee Shop's website.

Straight away she explained how easy it was to use, and that it wasn't an effort to go around this site. One part that did startle her was that we were still missing content on the website itself which was due to arrive from Mina, the placeholders were confusing as she was analysing the page in detail and wanted to read each and every detail. After we explained that these elements were still to come she let go of diving too deep into the content and approached the test in a more design and functional perspective.

Our testee was very impressed with the stop motion background image on the landing page, expressing that it was very cool and unexpected. For her, it was a stand-out feature of the web-solution.

Furthermore, she expressed that the concept was original, and not something she was used to seeing on other websites, this feature really impressed her and she said it was satisfying and aestheti-

cally pleasing. Another point that she insisted on, was the fact that loved that we used the term personalities instead of just employees, on our staff page.

For her, this expresses a more personal touch and emphasizes more about what the coffee shop is all about. This was a very "full-circle" moment for us, especially as we had used the tree test tested earlier on in the prototyping process, to see if people understood that the personalities page was indeed where one could find the employees. It was a very unexpected yet appreciative conclusion to sticking with an idea.

Adding a Think Aloud test to the end of our process was a fulfilling idea and a subtle way to get the honest feedback that we wanted. In these trying times, one tends to forget how important one-on-one feedback can be, and it gave us a sense of accomplishment to get direct and truthful feedback which does not separate us by a computer screen or an anonymous list online. It was a satisfying way to get our final bit of testing for our web solution done, further confirming aspects we had sought to test in earlier iterations and prototypes. Making sure that our whole process correlates through into the final product, giving Mina the best possible solution.

H. Summary of the development process

We have used DatoCMS as our content management system, a service that uses the query language called GraphQL, which lets us pinpoint which information we want from the API. In order for Mina to effortlessly make use of the service and to ensure she would actually use it, we made a series of bite-sized videos walking her through every step of the way. Paired with DatoCMS we used the frameworks Vue and Nuxt to develop Minas site. These frameworks give us the opportunity to create everything in components that can then be reused anywhere we need it. Another aspect of the frameworks is that they make the site act as a single page application without any reloading of elements that are used on the next subpage. This allows the user to stay engaged and hopefully decrease the bounce rate. We have already completed a number of iterations but expect more as we explore backend solutions and how to connect them to our product.

CONCLUSION

from the start to create a digital platform which would host the information which the physical shop and its social media could not display in a natural way. This is why we created a web-space for Mina able to be expanded in all the ways the shop will need it to be. The website does not only host the Menu, but also information on Staff, Events and on the general atmosphere and mission of the shop. In another regard, we were able to translate the atmosphere, humour and energy of the shop into two video parts which not only work well together but also apart. Through a close relationship with the owner, we always made sure we stayed on brand and really brought the feeling of the shop back into reality. Even though a global pandemic the spirit of the shop lives on in the digital space as we were able to create a second home for people who love Mina's Kaffebar which is ultimately an unexpected surprise but means to us that we truly managed to come through with our project through close communication, many customer studies and tests and through a rigorous process of always making sure we stand in line with our problem formulation.

if we are lucky one will decide to go in and purchase a gift card for five coffees while sipping away a latte in the sun at the end of the pandemic when everything is open again.

B. Visions

A. Problem Formulation Answer

In order to be able to answer the question if we were able to expand the physical space of Minas kaffebar into a digital presence, we need to take a look at the ways we tried to do so.

For us, it was very important

We did, of course, have to make sure to meet our goals and stay within the context of our project but we wanted to end the project on an open-end to make sure one day when one walks by Mina's Kaffebar this report will resonate and maybe make you check-up upon the website to discover the events the shop will host, and maybe



In hopes of the Shop being able to open up soon again, so people can go back to not only enjoying the digital space of Minas Kaffebar, but also the physical space.