

Case Study

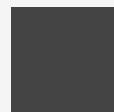
Servini's Cafe

Servini's Cafe is an established family owned business in Aberdare, a small town at the heart of the South Wales valleys. In fact it is my hometown and my family owns the restaurant. As you can imagine after almost 90 years of service in a town with a population you could fit in just half of the principality stadium, the cafe already has an established reputation amongst locals.

Challenge

How do we make the restaurant known to people that are visiting the town for the first time?

Colour



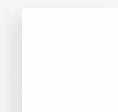
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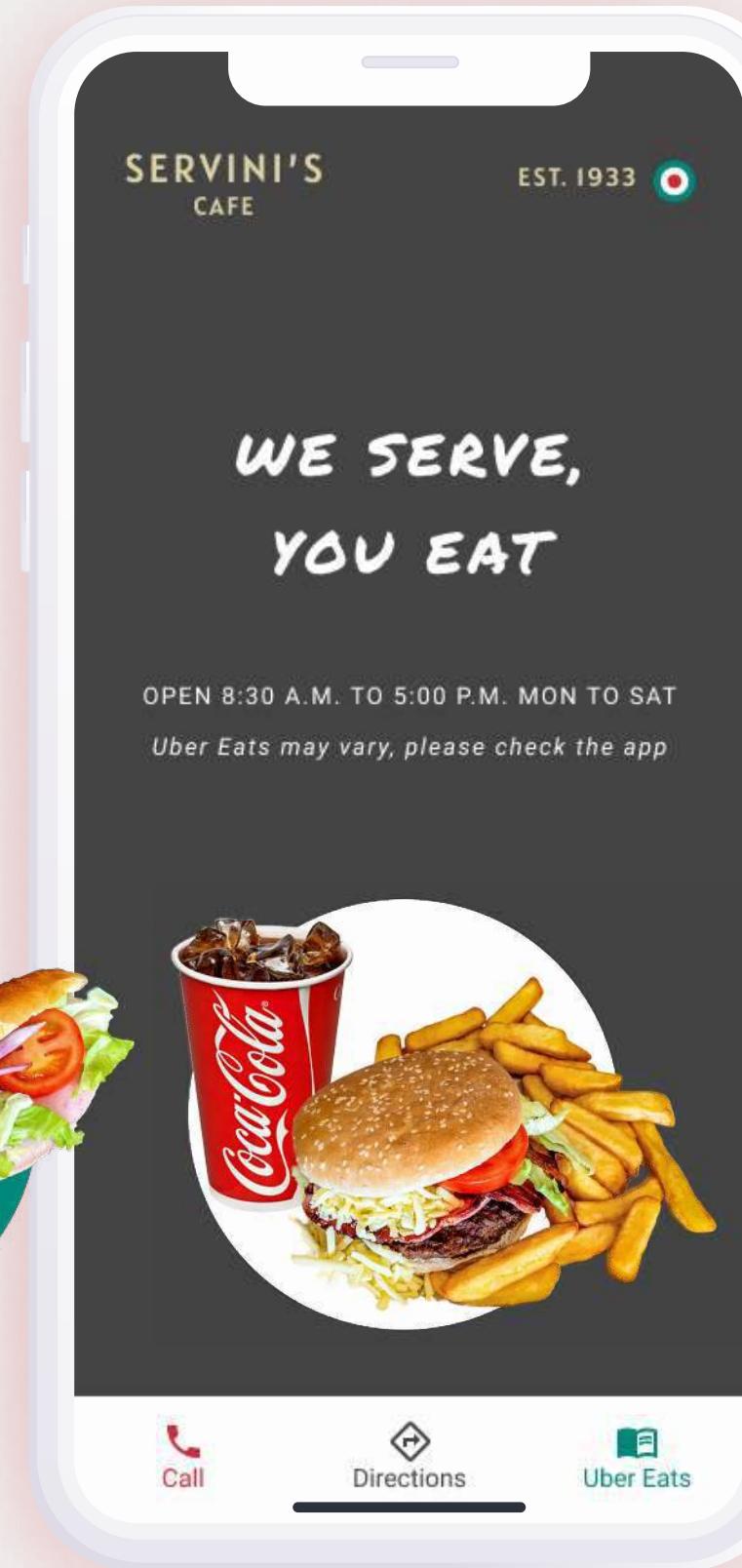


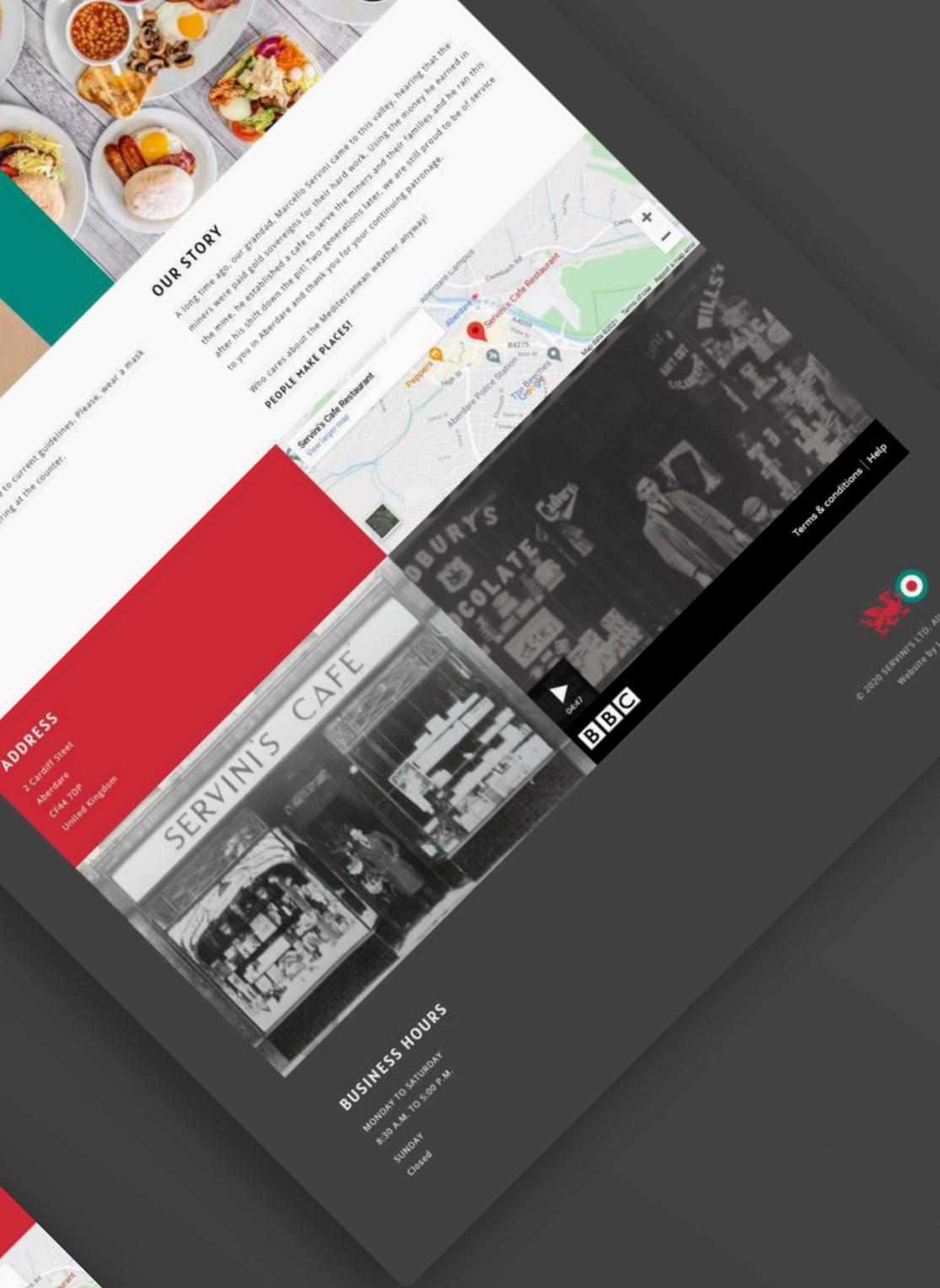
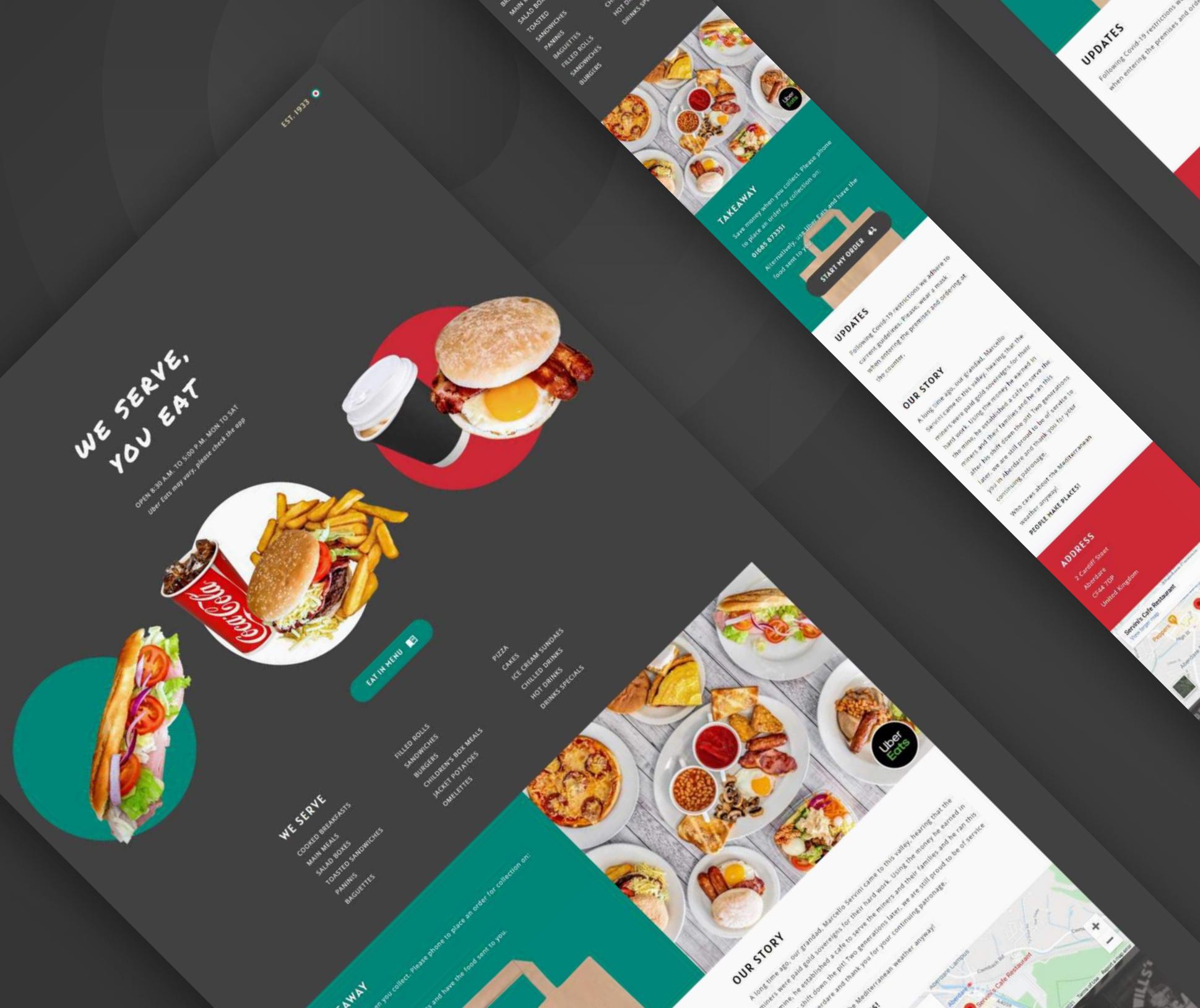
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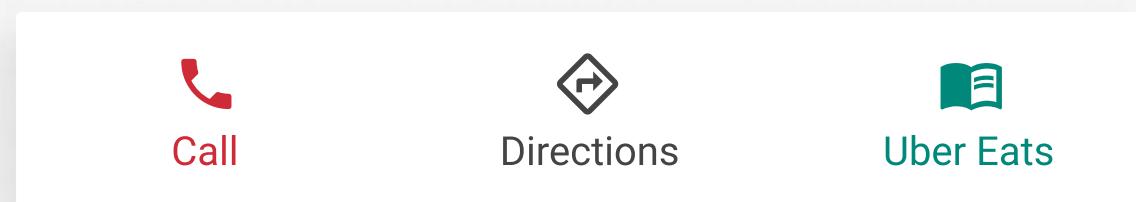
#CE2B37

Logos





Mobile Nav



Progressive Web App



Building the website as a progressive web app, means not only does Google rank the website higher in the search results, but the site has a bunch of extra features: offline mode, mobile app icon etc.

Outcome

A strategic rebrand: logo, messaging, website design and development, which not only celebrates what the cafe does best (it serves great food) but also showcases its historical Welsh and Italian routes.

The collage includes:

- SERVINI'S CAFE**: A dark-themed mobile app interface featuring a sandwich, a burger, and a coffee cup, with a "WE SERVE, YOU EAT" slogan.
- WE SERVE, YOU EAT**: A dark-themed mobile app interface with a "WE SERVE, YOU EAT" slogan, menu items like "COOKED BREAKFASTS", "BURGERS", and "PIZZA", and a "TAKAWAY" section with a "START MY ORDER" button.
- ADDRESS**: A red-themed section showing the address "2 Cardiff Street, Abertawe, CF44 7SP, United Kingdom".
- MAP**: A map showing the location of Servini's Cafe Restaurant in Abertawe.
- BUSINESS HOURS**: A section detailing opening times from Monday to Saturday (8:30 AM to 5:00 PM) and Sunday (Closed).
- CONTACT**: A section with a phone number (01685 873351), email (info@servinis.co.uk), and social media links (Facebook, Instagram, Twitter, YouTube).
- OUR STORY**: A story about the founder, Marcello Servini, who started the cafe in 1933.
- PEOPLE MAKE PLACES!**: A video player showing a BBC video titled "People Make Places" featuring Servini's Cafe.
- PHOTOS**: A grid of historical black and white photographs of the cafe's exterior and interior.
- BEST OF THE DAY**: A section showing a sandwich and a coffee cup.
- UPDATES**: A section about COVID-19 guidelines and updates.
- OUR TEAM**: A section showing team members and their roles.
- CONTACT US**: A section for general inquiries.
- TERMS & CONDITIONS**: Legal terms and conditions.
- LOGO**: The Servini's Cafe logo.

Case Study

Veu Ux

Veu Ux is an analytical insights tool, with a twist. Designed to run directly in the browser and can be accessed on a mobile device. First include a code snippet in the header tag of a website. Then the software allows you to view real-time interactions. It is that simple.

Challenge

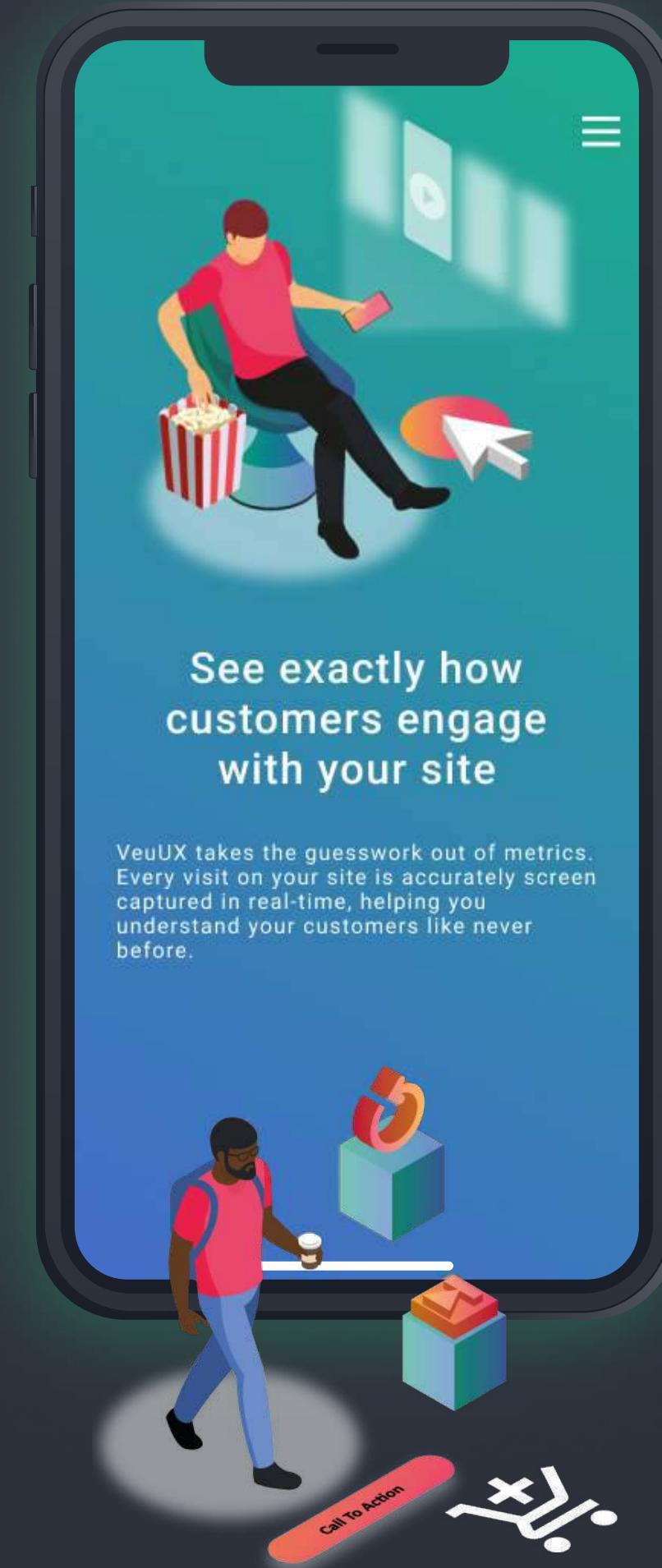
Although the software behind the product was powerful, what was missing was an aesthetic that reflected the capabilities of the tool.

Logos



Colour

#E9466B	#446CC7	#18AC8B	#FDFDFD
#F38F1A	#212529		



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Organisation*
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Password
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Learn a new user perspective

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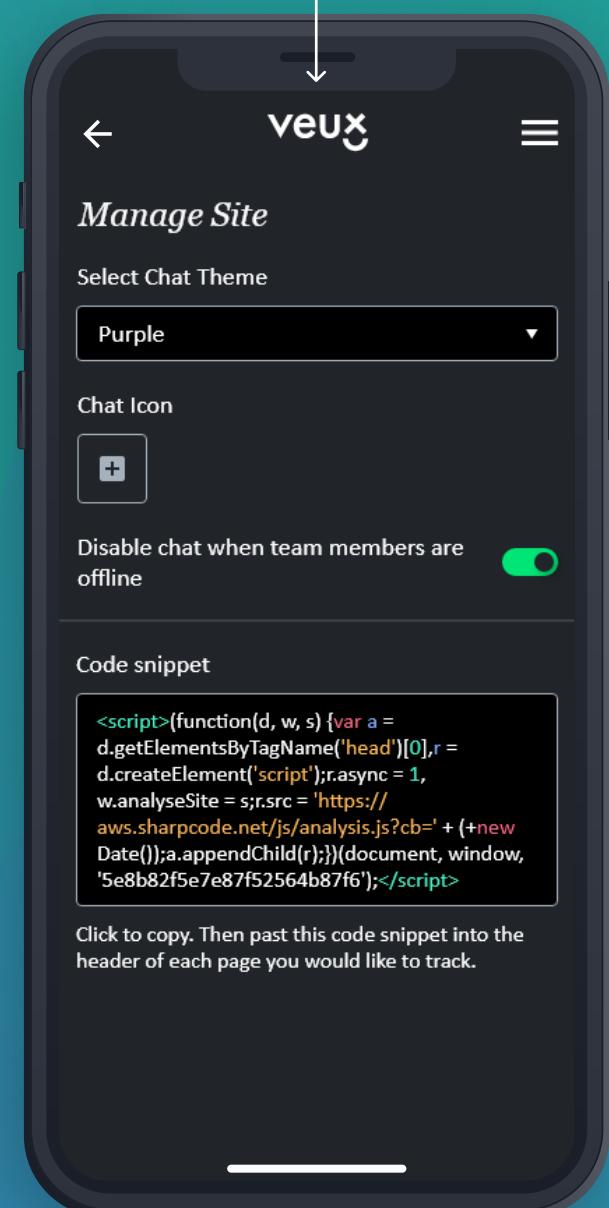
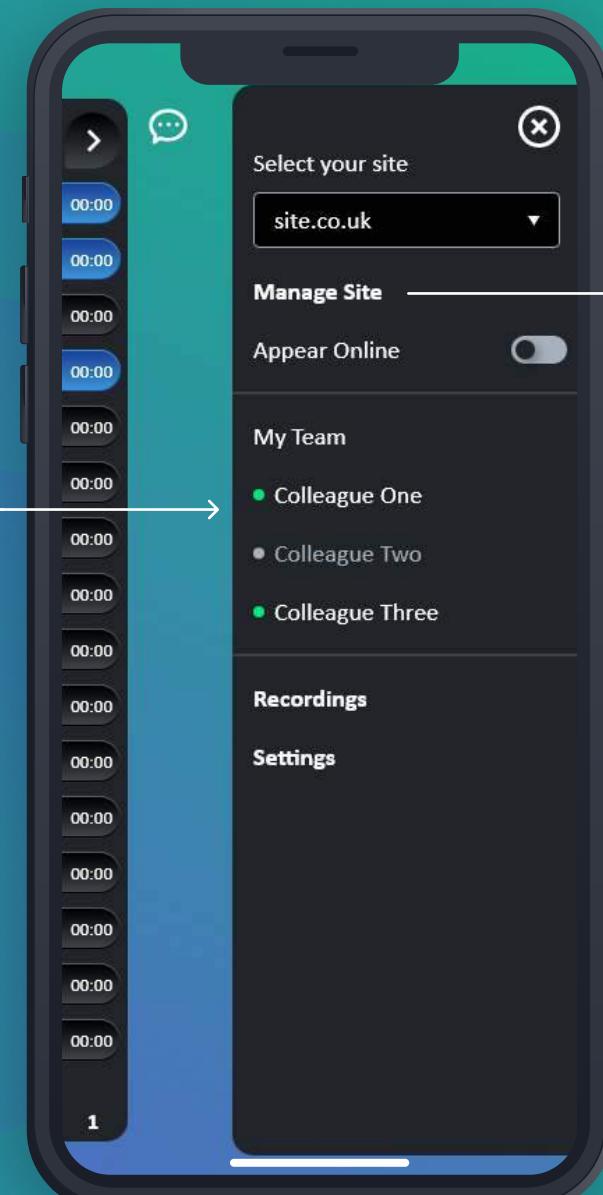
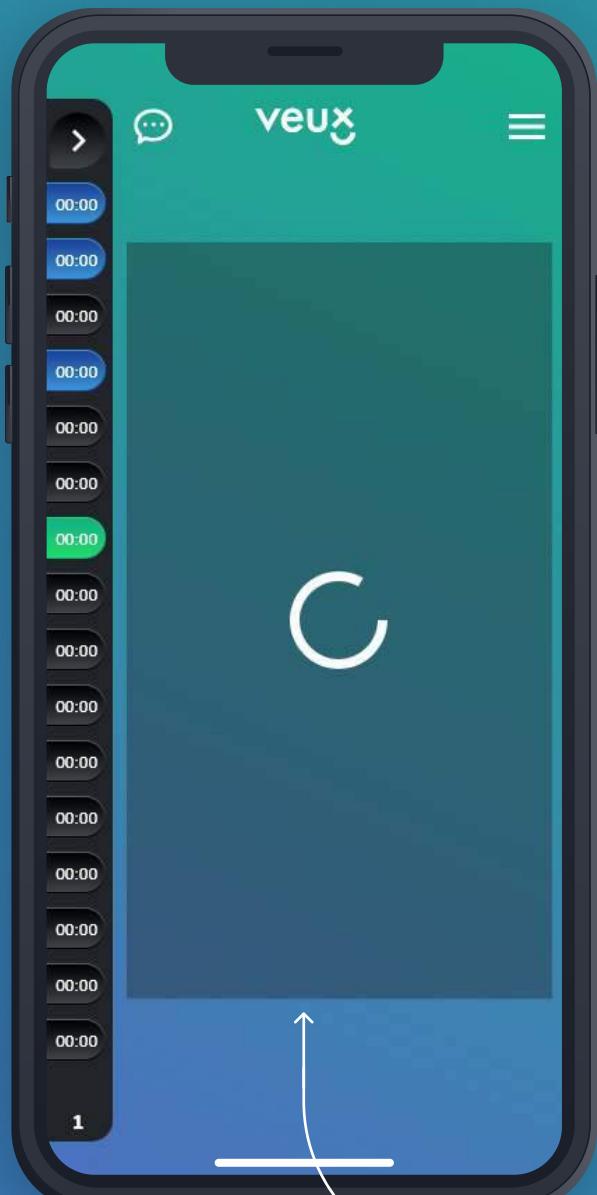
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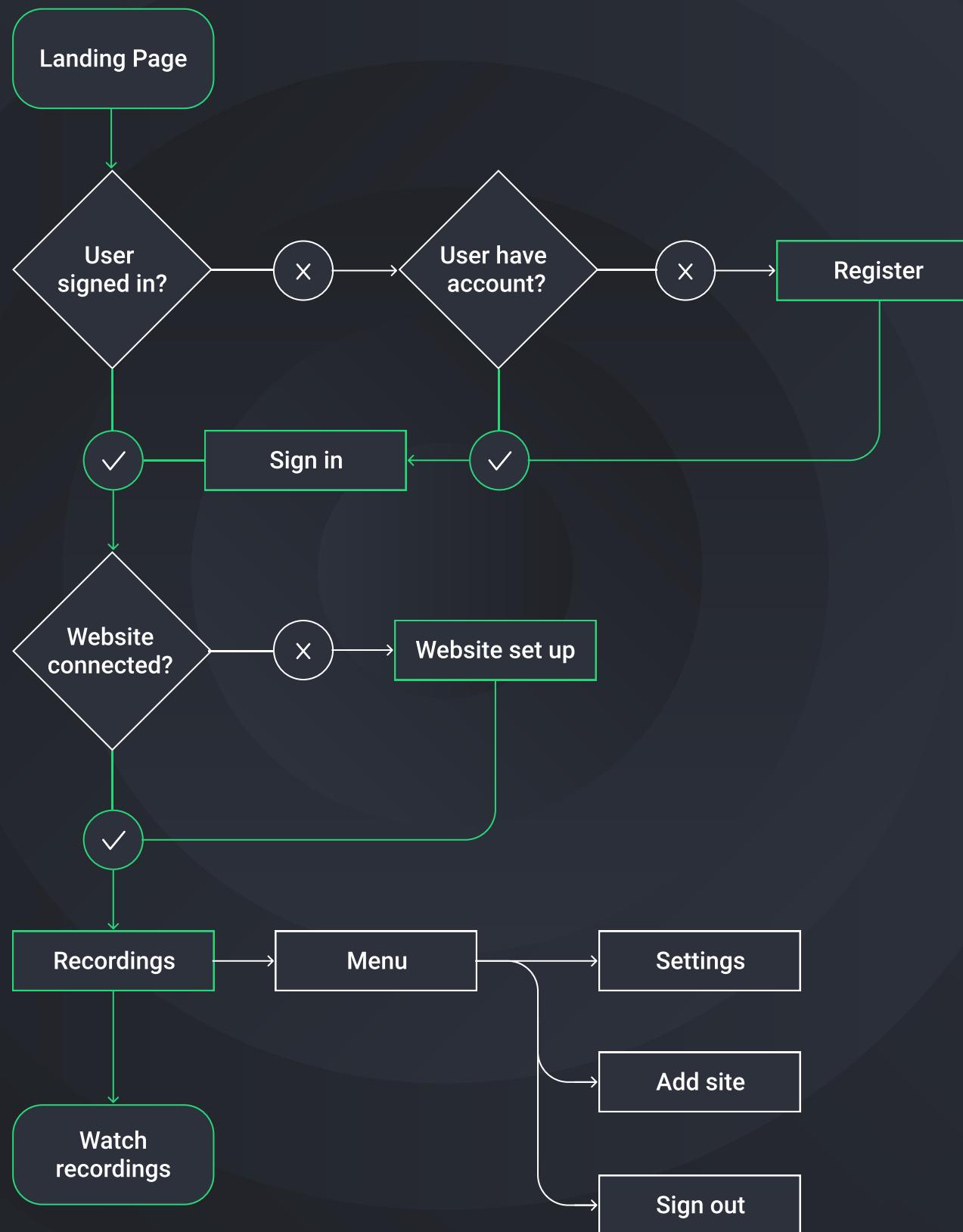
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First name*
Last name*
Organisation*
Email Address
Password
Password Strength

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User Flow



Interface Design

Choosing the aesthetic was the easy part. I then had to apply the theme across the multiple interfaces as part of creating a consistent brand identity. Incorporating the isometric graphics outlining the benefits of Veu Ux, add a sense of individuality and help Veu Ux to stand out in a competitive market.

Experience Design

Focused on creating a user friendly journey for both prospective and existing Veu Ux clients. Design was fundamental in laying the foundations for a better user experience. Paying particular attention to important features such as the 'registration funnel'.

Outcome

Working closely alongside the development team and with the client to ensure logo, user interface and user experience designs were complete and approved.

Case Study

Gatherable

This client was looking for a solution to a huge problem they felt is holding the travel industry back. From experience, planning a group holiday is always a difficult task. The client wanted Gatherable to be the app to solve this problem. A solution that means any group of friends can come together and book an amazing holiday without the stress.

Challenge

With so many moving parts, the challenge was to keep a narrow enough focus to be able to solve the most critical pain points. Tackling the project one stage at a time was key.

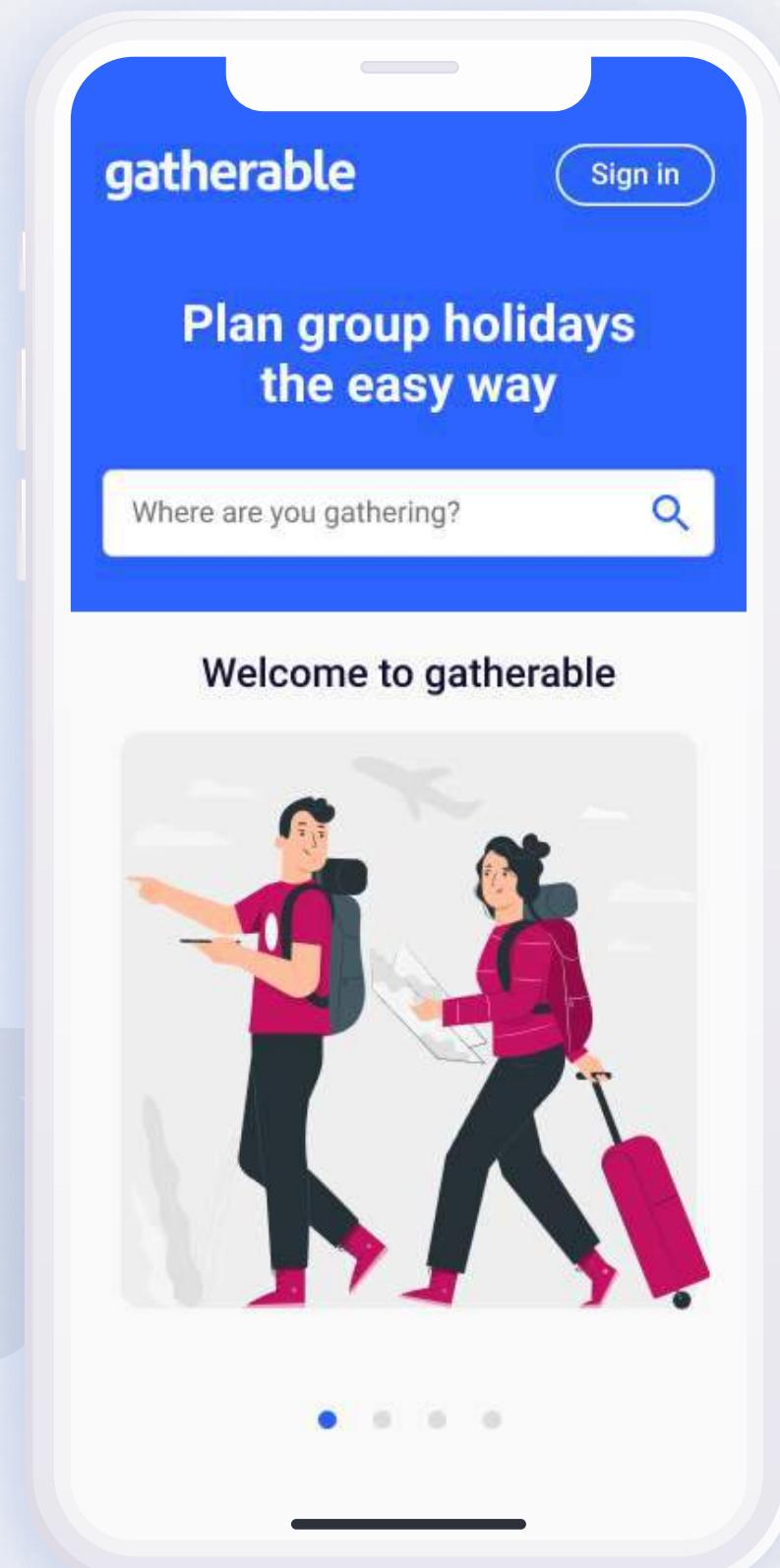
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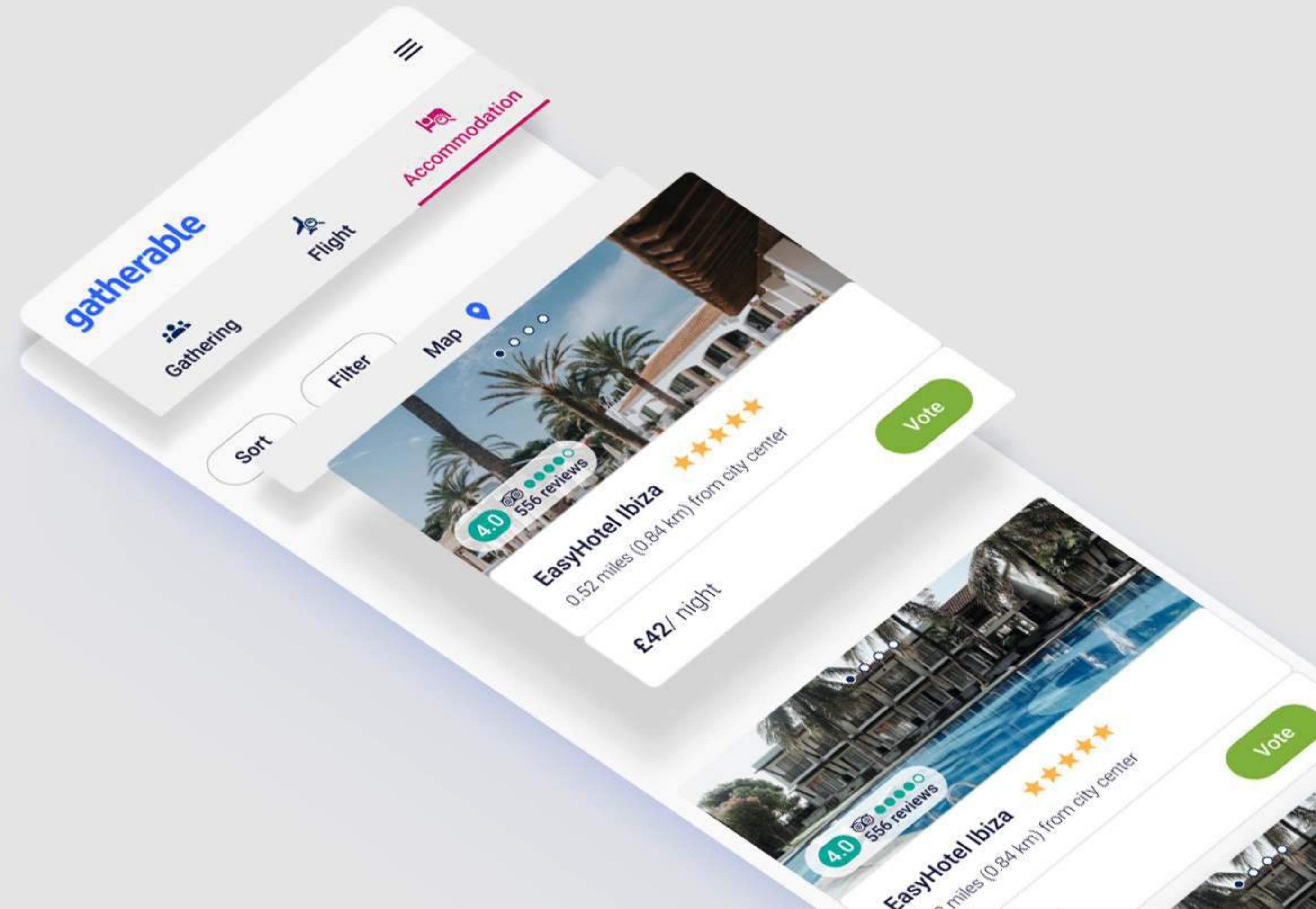


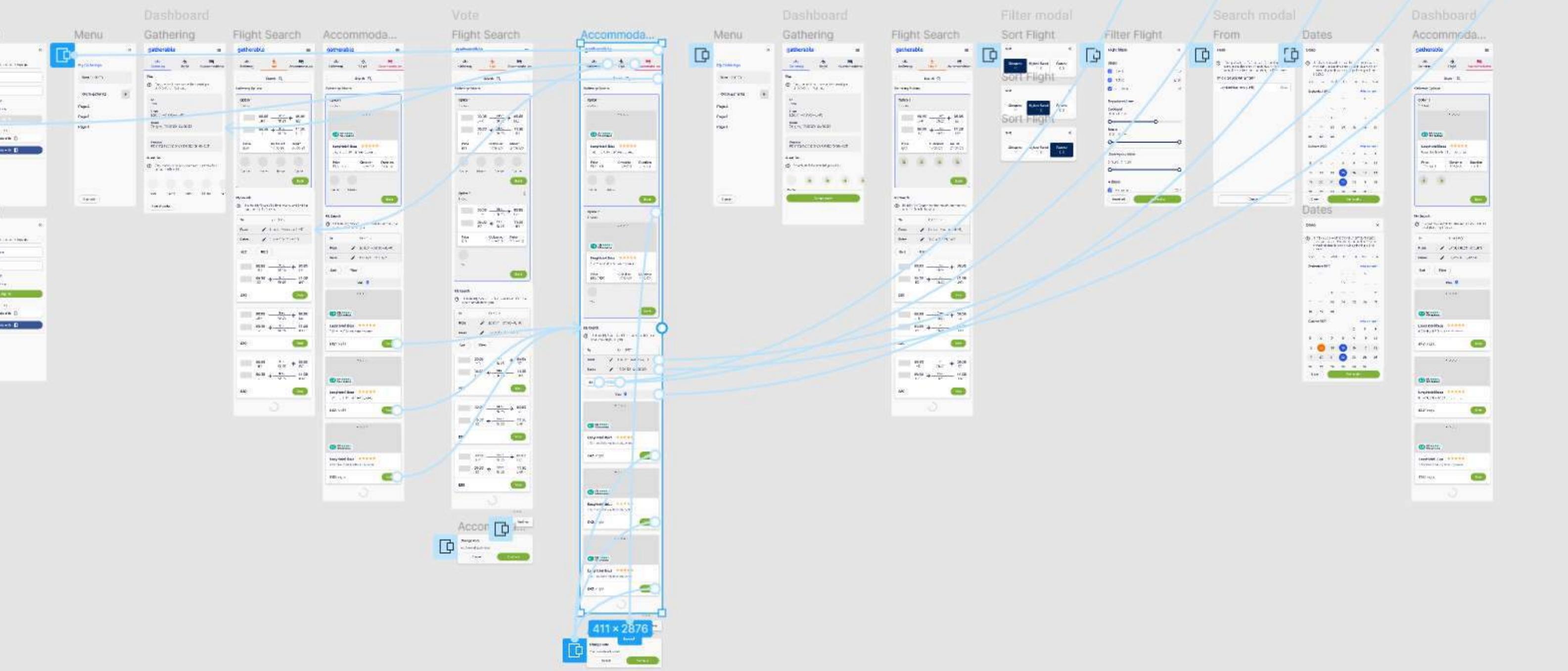
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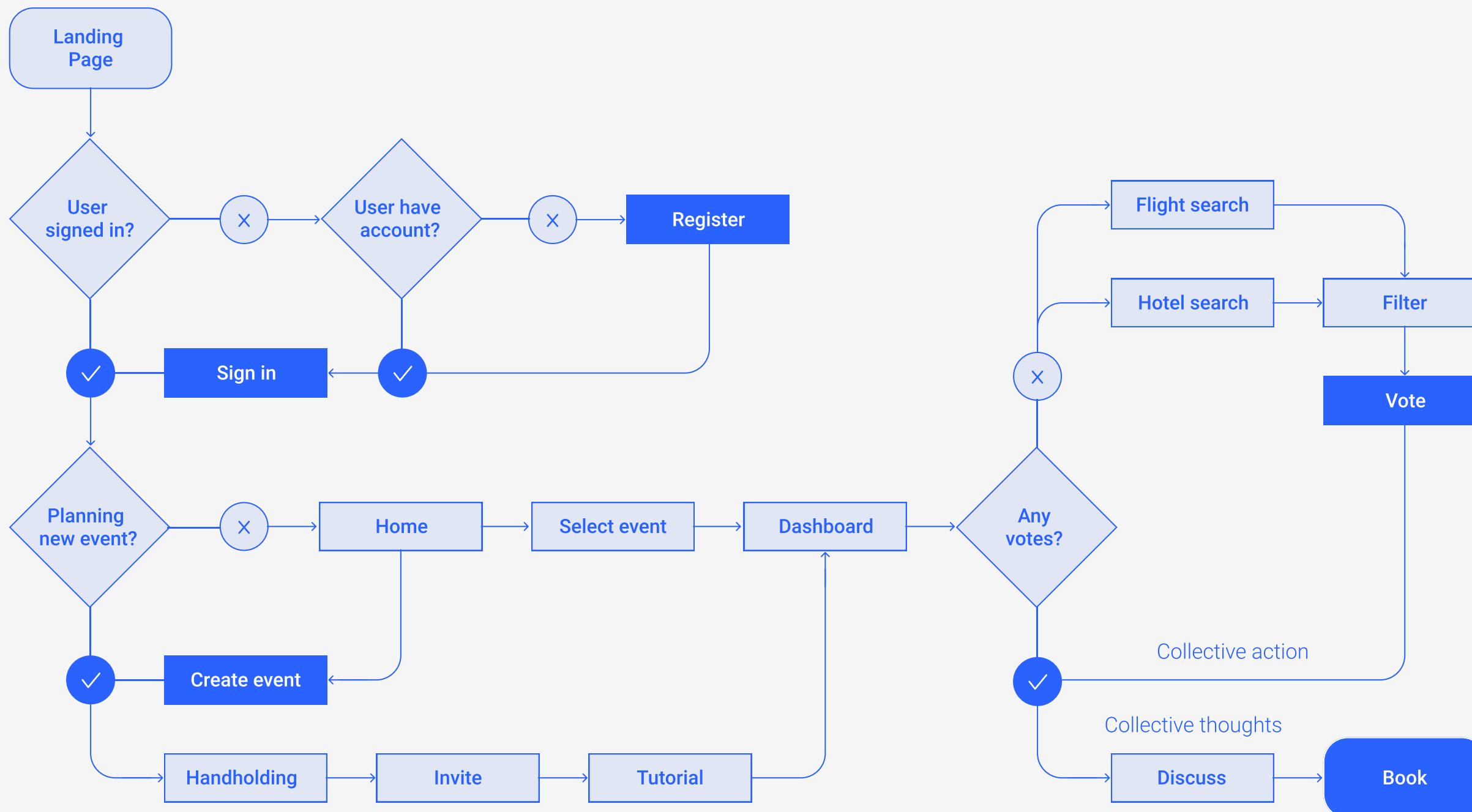
#FFFFFF #EEEEEE #DDDDDD #CCCCCC



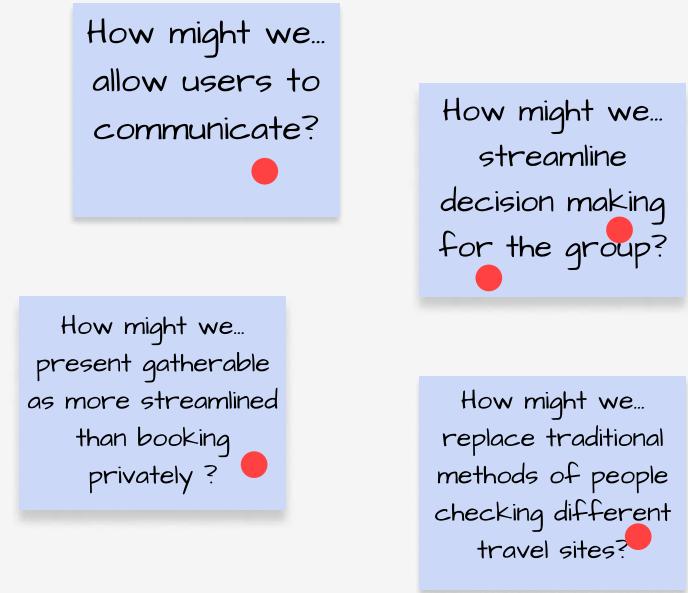




User Flow



HOW MIGHT WE ?



How might we...
instil confidence
at the point of
booking? ●

SPRINT QUESTIONS

Can we validate that...
people will vote and then
if they do, how many will
go with the winner &
actually book (individually
or as a group)? ●

Can we validate that...
validate that Gatherable
is more streamlined
than booking privately
without loss of
functionality? ●

Can we validate that...
validate that there is
enough confidence in
the site to risk sharing
it with friends? ●

LONG TERM GOAL

In 2 years ... Gatherable
users will be able to
research, share with
their group, agree and
book, all on the one
platform ●

Outcome

Following the design sprint we were able to successfully produce a number of working prototypes. Sticking with the process we were able to test the main value hypothesis and adjust the design according to the research collected from the focus group. The final outcome was a highly refined prototype ready for the web development process to begin.

Case Study

Antiend

Antiend specialise in quality clothing. The brand is focused on durability and considered design choices. Antiend is on a mission to go against the grain and curve the trends of high-street 'fast fashion' brands.

Challenge

In addition to being a co-founder of the brand my roles have been varied. I was key to the launch of the latest e-commerce website. I developed the site using Wordpress with the Woo-commerce plugin. Hosting the site privately saved the company 16x on the yearly subscription previously paid to wix. I also designed custom logos and graphics, as seen on the website.

Logos

antiend; 



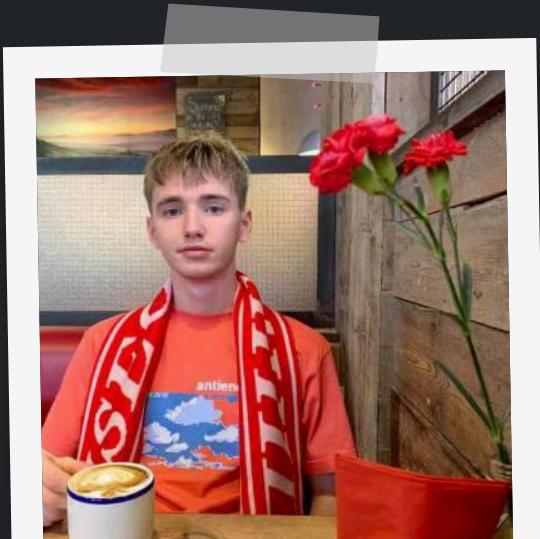
CLOUD 9 COLLECTION
2019



VENICE BEACH



ABC COLLECTION



CLOUD 9 CORAL



