

CHE CAFE WEBSITE REDESIGN

A3: Competitive Analysis and Mood Board

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INTRODUCTION



ABOUT CHE CAFE COLLECTIVE

The Che Cafe is “a sober all ages brave space”. To the Che, a brace space is defined as “regardless of your race, age, gender, sexuality, ethnicity, faith, creed, abilities, or background, you will receive the respect you deserve”.

That's the interpersonal ideology of the Che Cafe. The Che also hosts many sub-collectives, each with their own set of activities. For example, the music sub-collective puts on music shows (primarily punk and rock), which is the Che's main source of revenue.

The Che also hosts sub-collectives such as mutual aid, which provides a vegan kitchen for people who may suffer from food insecurity, and also hosts study hours where students have access to wifi and a comfortable environment to study with each other.

In summary, the Che is a very flexible space where its members can suggest events and sub-collectivities. They embrace the idea of a collective, where everyone is respected and there is no hierarchy.



OUR WEBSITE CHOICES

We chose our sites to reflect the many different facets and services that the Che provides. Because music shows are how most visitors came to know about the Che, we chose a majority of music sites. We also decided to look at a mutual aid co-op and a study space. With the exception of the brand category, we used these sites for all sections of the competitive analysis.

Website choice	Reasoning
The Loft	This is also a small-scale performance space that is located on campus.
The Music Box	This is a well-known music performance venue in SD.
Brick by Brick	This is a music performance venue in SD that focuses on certain genres similar to that of the Che.
UCSD Food Co-op	This is also a non-hierarchical volunteer run space on campus helping to feed students.
Geisel Library	This is also a study space on campus.

Our website choices for our brand competitive analysis are explored on the next page.

OUR WEBSITE CHOICES - BRAND

We chose separate websites for brand because some of the prior websites did not have strong branding when compared to their strong functionality. The added websites are not necessarily direct competitors to the Che Cafe, but they hold similar traits and convey design principles that express certain theming and styles that are comparable to the current visual direction for the Che.

Website choice	Reasoning
The Loft	This is also a small-scale performance space that is located on campus.
The Music Box	This is a well-known music performance venue in SD.
Brick by Brick	This is a music performance venue in SD that focuses on certain genres similar to that of the Che.
Café Bassam	This is a café with vintage theming and emphasizes their history, similar to the Che.
La Jolla Playhouse	This is a well-known performing arts venue with a longstanding history at UCSD



BRAND

MUSIC BOX

Music Box is a live music, entertainment, and event venue in Downtown San Diego. They express their status as a 'premier' venue through a **sleek** and **modern** website that emphasizes the upscale interior and exterior of the physical venue and the available services they provide to enhance the experience.

The screenshot shows the Music Box website's homepage. At the top left is the Music Box logo. The top navigation bar includes links for SHOWS, VIP, PRIVATE EVENTS, GALLERIES, FOOD + DRINK, VENUE INFO, SHOP, FAQ, and CONTACT. Below the navigation is a large image of the Music Box venue at night, featuring a modern building with a glass facade and a prominent blue "MUSIC BOX" sign above the entrance. In the foreground, a person is walking by. To the right of the image is a sidebar titled "JUST ANNOUNCED" which lists several upcoming events:

- LOVEJOY: ACROSS THE POND TOUR (SAT, MAY 13)
- METALACHI (SAT, JUL 01)
- X – NEW & IMPROVED 2023 (THU, APR 06)
- MAX COOPER – LIVE AV (WED, MAR 15)
- THE PETTYBREAKERS (UNPLUGGED) (SUN, MAR 12)

A red-bordered button labeled "ALL SHOWS" is located at the bottom left of the sidebar.

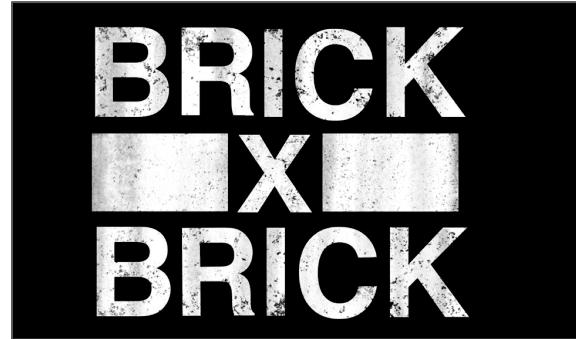


- The hero image highlights the venue itself rather than the events, showing **confidence** in their personal branding without relying on recognizable artists to attract users' attention
- The **white, red, and black** color palette exudes **energy**, which aligns with their offerings of live music and entertainment
- The logo is simple and easily translatable to different mediums for branding purposes, such as merchandise, and the font for the logo matches the geometric nature of the graphic element.

BRICK BY BRICK *

Brick by Brick is an independent live music venue that specializes in hardcore and heavy metal shows. Their website is **simple** and **straightforward**, with most of their personality depicted through the performers they host and through a dark color palette. The layout and features of their website is the most similar to the Che's current website.

The screenshot shows the homepage of the Brick by Brick website. At the top, there is a navigation bar with links for HOME, CALENDAR, ABOUT, HISTORY, SHOP, BOOKING, CONTACT, and NEWSLETTER. Below the navigation is a social media section with icons for Facebook, Twitter, and Instagram. The main content area features a large event announcement for "D.R.U.G.S. with special guests at Brick by Brick". It includes a small thumbnail image of the band, the date (February 10, 2018), time (7:00 pm), and ticket prices (\$20 earlybird, \$25 adv/dos). There are buttons for "MORE INFO" and "BUY TICKETS". Below this, there is a section titled "Just Announced" featuring another event with a thumbnail image and details: "No Metal Night at Brick by Brick" on February 25, 2018, at 9:00 pm, with ticket prices of \$10-\$15 adv & \$20 day of. A "Buy Tickets" button is also present. At the bottom of the page, there is a footer with links for SODA BAR PRESENTS, "The Clothing with special events at Brick by Brick", and a Privacy & Cookies Policy link. A small circular icon with a person symbol is located in the bottom left corner.



- Artists are showcased on both sides for increased advertisement of their events, and the use of event flyers with a similar graphical theme contribute to the hardcore atmosphere
- The **black, red, and white** color palette adds to the **dark, yet intense** tone of the website
- The use of visual contrast in the buttons and labels creates accents that easily draw the user's attention

BRICK BY BRICK

History

1995

October 19: Ben Folds Five—first U.S. tour promoting *Ben Folds Five*
December 13: Jewel—first U.S. tour promoting *Pieces of You*

1996

May 7: Neurosis—*Through Silver in Blood Tour*
May 13: The Jesus Lizard—*Shot Tour*
July 11: Far
September 18: Zakk Wylde—*Book of Shadows Tour*
September 19: Bo Diddley
October 3: Les Claypool and the Holy Mackerel
November 20: Slash's Blues Ball

1997

February 8: Dio—*Angry Machines Tour*
September 3: Gov't Mule
September 5: Bruce Dickinson—*Accident of Birth Tour*
October 2: Buckethead

- The simple presentation of information supports the **no-nonsense** style of the venue
- The information, specifically the performance history, is presented concisely and with a clear hierarchy.

About

San Diego's home for heavy music – established in 1995 and revived in 2014. Brick by Brick is a 21+ independent live music venue located in Bay Park.

FREQUENTLY ASKED QUESTIONS

- + Where can I purchase tickets?
- + Do I have to be 21+ to attend a show at Brick by Brick?
- + What are acceptable forms of ID?
- + Are tickets available at the door?
- + Are all tickets General Admission?
- + What if I need a refund?
- + Are cameras allowed in the venue?
- + Is it ok to film the show?
- + Where should I park?
- + What items are not allowed in the venue?
- + What is your COVID policy?

There is a **notable lack of images** of the venue and performance throughout the website, so it may be more difficult for potential attendees to get an idea of the venue



CAFE BASSAM



- Striking hero image of brass equipment paired with cursive font establishes a classy retro theme
- The combination of a bold sans-serif font for headers and serif font for the body contribute to the **old-fashioned** and **editorial** design style

Café Bassam is a vintage-inspired cafe. Their website conveys a **luxurious** and **classic** brand by showcasing high-quality images of the cafe and its antique decor, and using a muted color palette consisting of **gold, beige and grey** to communicate a **calming** and **nostalgic** atmosphere.



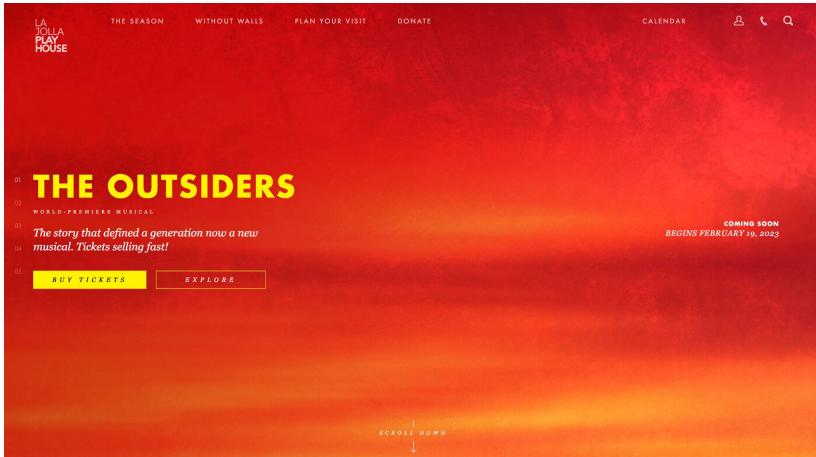
OUR STORY

Cafe Bassam's first location was in Gaslamp, Downtown San Diego. Cafe Bassam has served and fostered its local community for three generations. Owner Bassam Shammas's mission statement is to deliver a classy but also a friendly environment where friends and lovers can have a nice chat and share memories together.



LA JOLLA PLAYHOUSE

La Jolla Playhouse is a not-for-profit theater located at UCSD. They convey **bold** and **creative** branding through their use of saturated colors and striking images and text.



- The logo is **simple yet modern**, and its versatility reflects how the La Jolla Playhouse hosts a diverse number of genres of plays and musicals
- The hero image itself is eye-catching but does not depict the play or the venue, but maintains branding through the text, colors, and visual hierarchy
- The main color palette consists of **white, blue, and yellow**, but these incorporate well with other bold colors, such as green and purple, which allows the website to use dynamic colors throughout their graphics without seeming out of place overall.

LA JOLLA PLAYHOUSE



LA JOLLA PLAYHOUSE > PLAN YOUR VISIT



- The typography is consistent throughout the website, and the yellow section headers draw users' attention and reflects a sense of fresh energy
- Banners showcase performance images which adds a sense of liveliness to the page and provides users with a glimpse of what the venue has to offer

2023 MARCH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 THE OUTSIDERS 7:30pm	2 THE OUTSIDERS 8:00pm	3 THE OUTSIDERS 8:00pm	4 THE OUTSIDERS 8:00pm THE OUTSIDERS 2:00pm
5	6 THE OUTSIDERS 7:30pm	7 THE OUTSIDERS 7:30pm	8 THE OUTSIDERS 8:00pm	9 THE OUTSIDERS 8:00pm	10 THE OUTSIDERS 8:00pm	11 THE OUTSIDERS 2:00pm THE OUTSIDERS 8:00pm
12 THE OUTSIDERS 2:00pm	13 THE OUTSIDERS 7:30pm	14 THE OUTSIDERS 7:30pm	15 THE OUTSIDERS 8:00pm	16 THE OUTSIDERS 8:00pm	17 THE OUTSIDERS 8:00pm	18 THE OUTSIDERS 2:00pm

THE LOFT

The Loft is a performance lounge that showcases artists, films, and art. The website exhibits **bold** and **chic** branding that reflects the venue's **social** and **trendy** atmosphere through a contrasting color palette and putting a spotlight on upcoming events with large, high-quality images.

THE
LOFT
UC SAN DIEGO

HOME SHOWS VENUE CONTACT

9500 GILMAN DRIVE, LA JOLLA, CA 92095

CEDRIC WATSON & BIJOU CREOLE

THURS, 2/2
8PM

MORE INFO

UPCOMING SHOWS

ABOUT THE LOFT

Founded in 2009, The Loft at UC San Diego is a performance lounge and social crossroads located on the 2nd Floor of Price Center. We are a student centered, community driven, creative place for live performances, films, discussion and art. It's all happening up here.



- The colorful dynamic geometric elements create visual interest and add an element of consistency throughout the website
- There is a **notable lack of images of the venue** and **no updated calendar**, which forces users to go to other sources for this information
- The main color palette consists of **peach, black and white**, which **balances formality with playfulness**, and the dark theme reflects the intimate nature of the venue.

BRANDING SUMMARY – What We Learned From our Competitors

Music Box

- We should showcase pictures of the physical venue outside of events
 - Since Che Café is not exclusively for performances, we should highlight all aspects of the physical venue so that potential users can see the space in all situations

Brick by Brick

- We should maintain the dark theme and utilize a bold accent color to emphasize certain elements such as **buttons** and **tabs**
 - The current Che website has a dark theme with a similar color palette, but the secondary colors could be utilized more effectively
- We should consider a simple interface but recognize the importance of visual hierarchy, specifically in areas such as the **Performance Archive** and **About** sections
 - The current Che website has large amount of text that can appear overwhelming to users

Café Bassam

- We should consider a striking **landing page** that immediately conveys to the user what the Che Café is about
- We should subtly incorporate images in **every section**, so the user sees more of the space as they learn more information throughout the website

BRANDING SUMMARY – What We Learned From Our Competitors

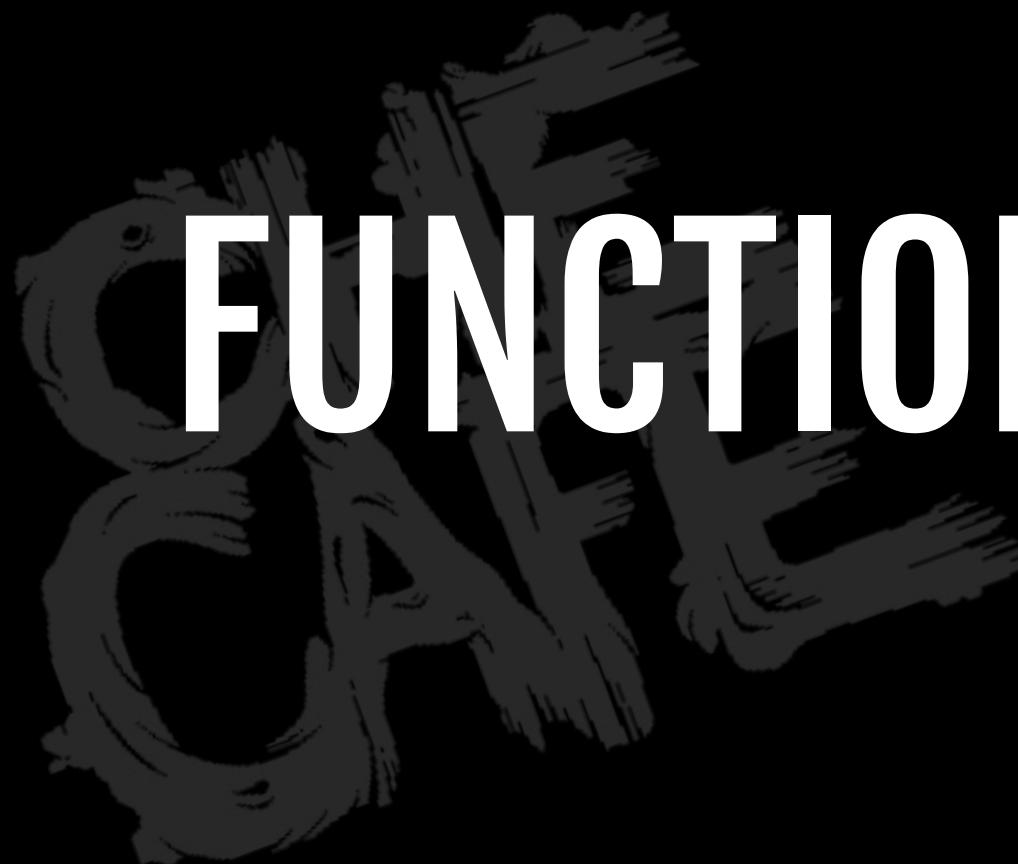
La Jolla Playhouse

- We can incorporate other bold colors while still maintaining a consistent color palette **throughout** the website
 - The client expressed that a specific color could be delegated for each page
- We could include pictures from past performances as banners in each page to add a sense of energy

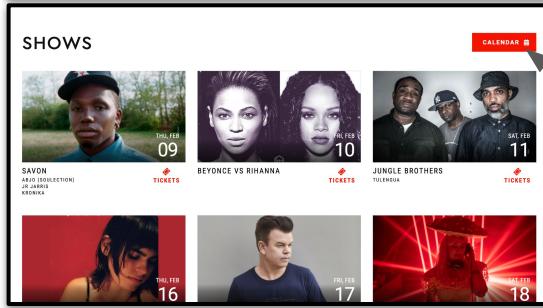
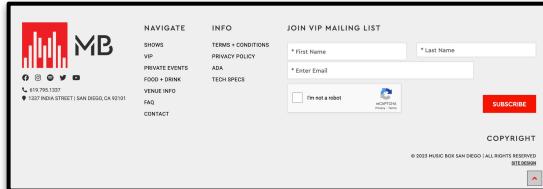
The Loft

- We can use geometric elements to add variety to the layout especially on the **landing page**
- We should visually showcase and advertise upcoming events on the **landing page** in a dynamic way to encourage interest
- We should keep information accessible and up to date, especially for the **calendar** and **home page**

FUNCTIONALITY

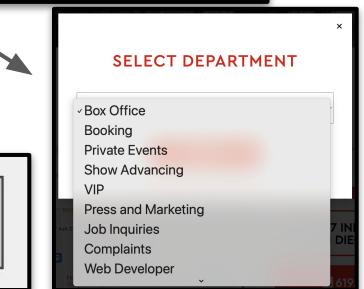
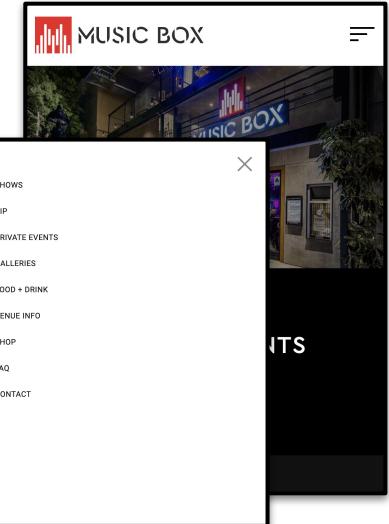


MUSIC BOX*

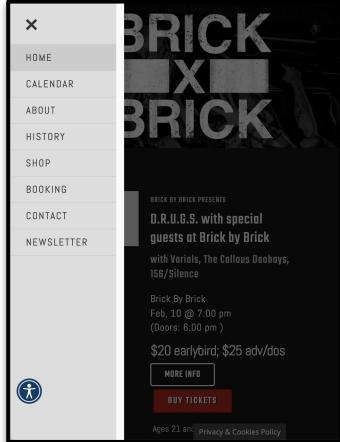


The Music Box website features a responsive design, with a **hamburger menu** that takes over the full page when clicked, offering user options. The footer allows users to **join the mailing list** by entering their name and email.

A **manual carousel gallery** showcases the space and **tickets** can be purchased through the "tickets" button near each show. **Contact** with specific departments is possible. An overall **calendar** button is also available near the shows tab being able to expand into an actual calendar. A **"back to top"** button is located in the bottom right corner.



BRICK BY BRICK



Brick by Brick website's navigation bar can be accessed via its **hamburger menu** since it's responsive, which pops out from the side and dims the rest of the screen. In the "**Booking**" section of the navbar, users can directly fill out a **Google Form**.

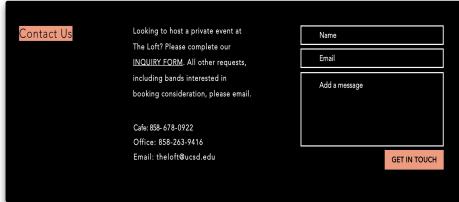
A screenshot of the Local Band Submission Form on the Brick by Brick website. It has a black background with white text. It includes fields for 'Email *' and 'Your answer'. At the top, there are links for 'Local artists, please contact booking@brickbybrick.com' and 'Local artists, please fill out the form below. Only submissions sent through this form will be considered—please do not submit band info via email or socials'. There is also a note: 'If your band has already been confirmed for an upcoming show, please [click here](#)'. A small accessibility button icon is located in the bottom left corner.

Tickets can be purchased for each show through the "**Buy Ticket**" button. An **accessibility button** is located in the bottom left corner of the screen.

A screenshot of the Brick by Brick website's calendar page. It shows an event for "D.R.U.G.S. with special guests at Brick by Brick" on February 10, 2020. The event details include: "with Variols, The Callous Doobys, 156/Silence", "Brick By Brick", "Feb. 10 @ 7:00 pm (Doors: 6:00 pm)", and ticket prices: "\$20 earlybird; \$25 adv/dos". There are "MORE INFO" and "BUY TICKETS" buttons, along with social media links for Facebook, Twitter, and YouTube. The "Buy Tickets" button is highlighted with a red arrow. At the bottom right, there are links for "Just Announced" (Nu Metal Night at Brick by Brick) and "LA. Guns with spec" (Privacy & Cookies Policy).

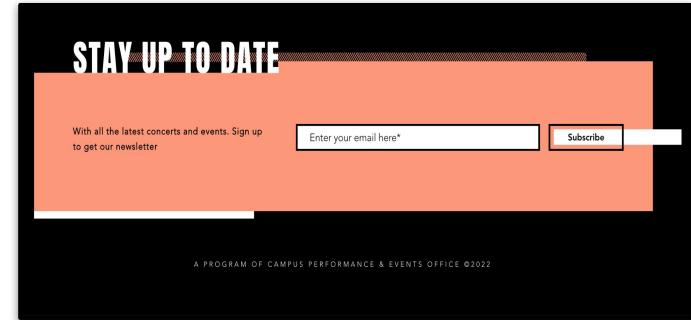


THE LOFT

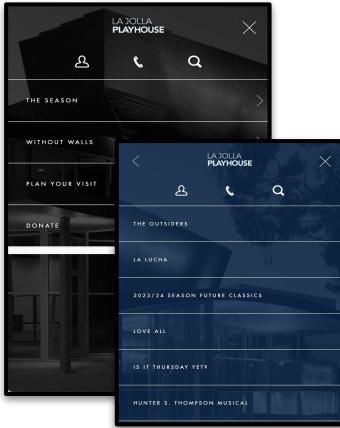


At the footer, users can input their email to **sign up** for The Loft's **newsletter**. On the "Home" page, there's a **carousel gallery** showcasing shows and a **learn more** button bringing them to the "Shows" navbar page.

In the "Contact" page, users enter their information and a message to **contact** them. The bottom right has a button to **quickly get in touch**. Unfortunately, the website **isn't responsive** to other devices of differing sizes.



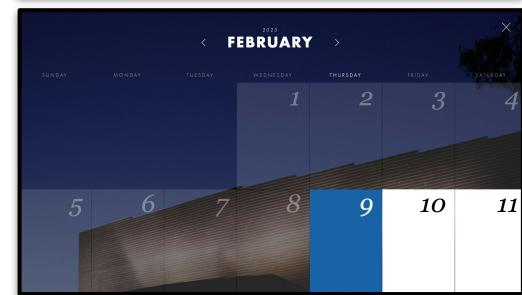
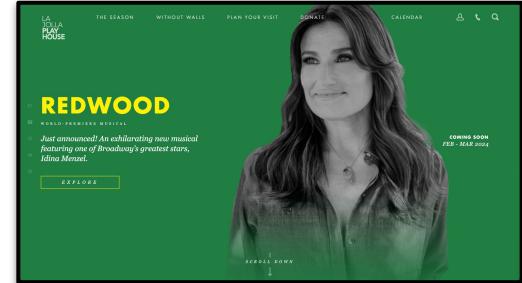
LA JOLLA PLAYHOUSE



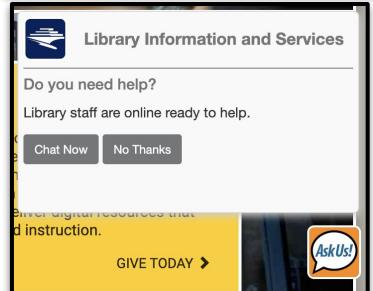
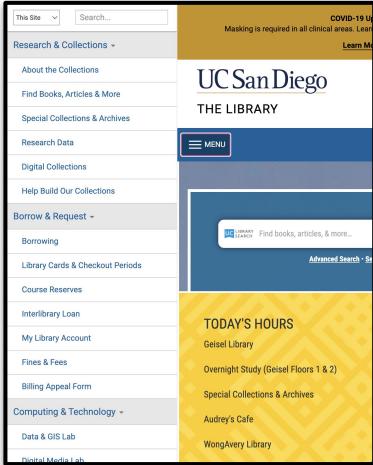
With their responsive website, La Jolla Playhouse's **hamburger menu** has the navbar take over the full screen as well as their secondary options. They have a **scrolling gallery** exposing different events with their respective "explore" button; where they also **center up** when **responsive** to a smaller screen size.



In "The Season" navbar, they have different pop down messages that certain demographics can open to **purchase tickets** (e.g. students). The **calendar** is separated from the navbar, taking up the whole screen.

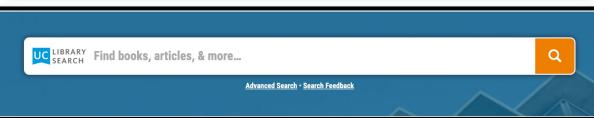
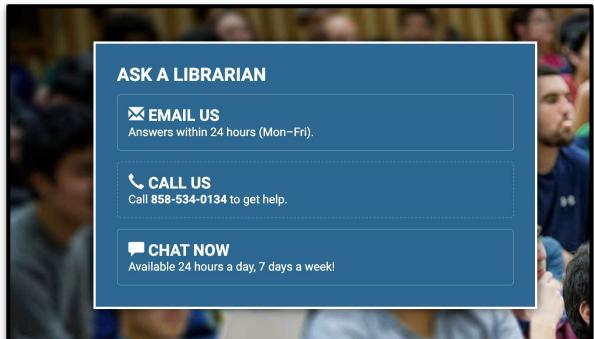
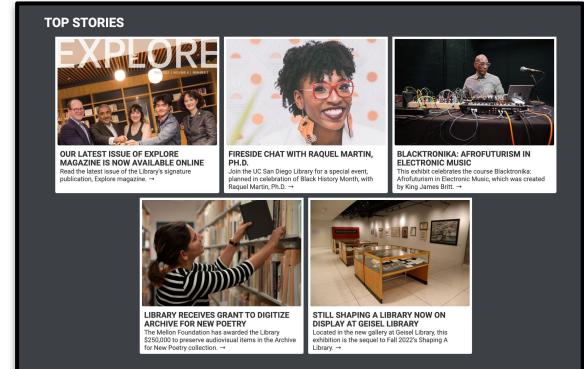


GEISEL



Scrolling through Geisel, they have a **gallery layout** which shows recent and upcoming events happening at UCSD and they're able to click on the images to **go to their respective links**. They also have buttons to click for the user to choose their preferred **contact method**.

Their site is also responsive as their **hamburger menu** slide from the left side of the screen. They have a **search bar** for any of the users needs provided by the space. On the right bottom of the screen, they have a **“chat now” button** for users to get in contact quickly.



ANALYSIS

- Music Box and La Jolla Playhouse had the **easiest usability** in terms of their **calendars**. While they are very similar, Music Box had not only images of the performers, but also had 2 different calendar formats to look at.
 - Che Cafe could implement more of a customized calendar to convey what is scheduled and who is performing, rather than relying on a already formatted calendar.
- With the many navbar options the Che Cafe has, it can implement more **gallery/carousel displays** throughout their website to display their space and shows such as Music Box, The Loft, La Jolla Playhouse, and Geisel.
 - Che Cafe had separate tabs for different types of photo contents but by putting them on the home back as stacked carousels, users can get the sense of the space all at once.
- It's important to have the website be **friendly** to reach different workflows and device sizes. **Responsiveness** such as Music Box, La Jolla Playhouse, Brick by Brick, Geisel would exponentially improve website usability on mobile devices.
 - With users wanting to check something quick on the website, having their website format responsive would allow more easy workflow and navigation through the site.

FUNCTIONALITY SUMMARY

- Find location and hours (*offered by all competitors*)
- Have access to calendar and upcoming events (*offered by most competitors*)
- Have a responsive sight (*offered by most competitors*)
- Thoroughly display the space and past events (*offered by some competitors*)
- Easily buy tickets for upcoming shows (*offered by most competitors*)
- Book the space to perform (*offered by some competitors*)
- Contact the store through the website (*offered by some competitors*)



SITE ARCHITECTURE

IA TABLE – PRIMARY LABELS

Primary labels	The Loft	Music Box	Brick by Brick	UCSD Food Co-op	Geisel	Total
Home	x		x	x		3
Shows	x	x				2
Venue	x	x				2
Contact	x	x	x	x		4
VIP		x				1
Private events		x				1
Galleries		x				1

IA TABLE – PRIMARY LABELS

Primary labels	The Loft	Music Box	Brick by Brick	UCSD Food Co-op	Geisel	Total
Food + Drink (Menu)		x				1
Shop		x	x	x		3
FAQ		x			x	2
Calendar			x			1
About			x	x	x	3
History			x			1
Booking			x			1

IA TABLE – PRIMARY LABELS

Primary labels	The Loft	Music Box	Brick by Brick	UCSD Food Co-op	Geisel	Total
Newsletter			x			1
Volunteer Here				x		1
Research & Collections					x	1
Borrow & Request					x	1
Computing & Technology					x	1
Hours					x	1
Visit					x	1

IA TABLE – SECONDARY LABELS

Secondary labels	The Loft	Music Box	Brick by Brick	UCSD Food Co-op	Geisel
FAQ					
About					<p>News & events Contact us Strategic plan Library student advisory council Support the library Policies Library jobs Geisel library revitalization initiative</p>
Research & Collections					<p>About the collections Find books, articles & more Special collections & archives Research data Digital collections Help build our collections</p>

Geisel was our only site with secondary labels, so only its primary labels are displayed here.

IA TABLE – SECONDARY LABELS

Secondary labels	The Loft	Music Box	Brick by Brick	UCSD Food Co-op	Geisel
Borrow & Request					<p>Borrowing Library cards & checkout periods Course reserves Interlibrary loan My library account Fines & fees Billing appeal form</p>
Computing & Technology					<p>Data & GIS lab Digital media lab Computers & laptop stations Print & scan Tech lending Connect from off-campus Chrome grab & go</p>

Geisel was our only site with secondary labels, so only its primary labels are displayed here.

IA TABLE – SECONDARY LABELS

Secondary labels	The Loft	Music Box	Brick by Brick	UCSD Food Co-op	Geisel
Hours					Service desk hours
Visit					Study spaces Reserve a space Library workshops Library maps Library tours De-stress activities

Geisel was our only site with secondary labels, so only its primary labels are displayed here.

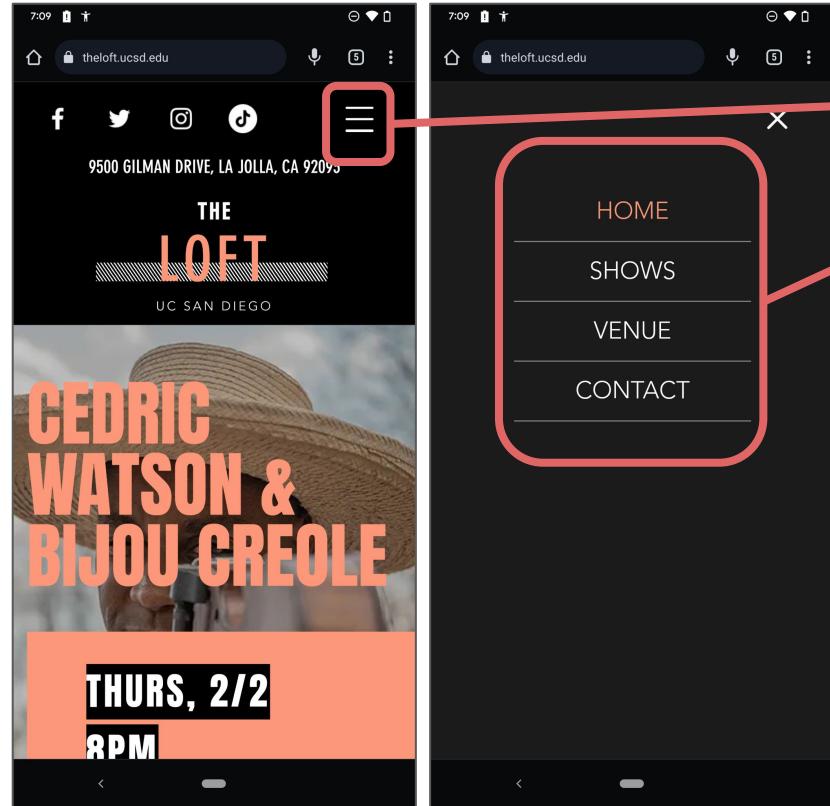
NAVIGATION



THE LOFT - HAMBURGER MENU

The Loft chooses to include just the bare essentials of what's needed for a user to understand what they are and see what shows they might be interested in.

In the navigation bar at the top of the page, the hamburger menu actually seems to compete with the large array of social media links. Their social media do indeed have more substance than their website, so drawing attention to those makes sense.

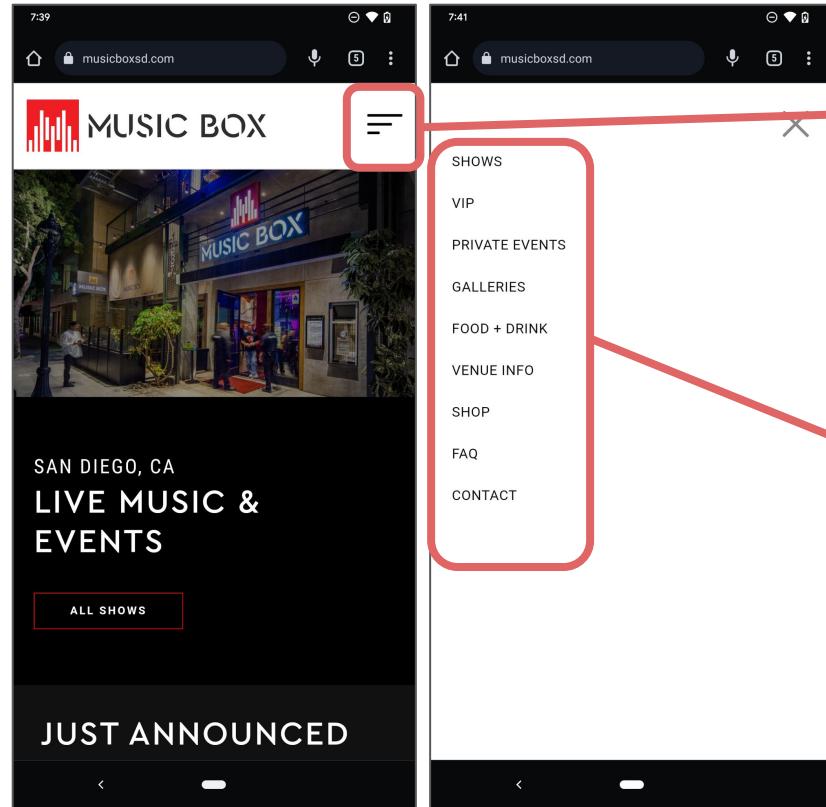


What works: the menu is on the top right-hand side, which is typically easier to access for the majority of the population. The current page is also highlighted in the menu, helping users orient themselves.

MUSIC BOX - HAMBURGER MENU

Music Box has their navigation menu descend from the top of the page, and it takes up the whole screen.

They seem to emphasize the experience users can expect there, with pages such as “VIP”, “Private Events”, and “Galleries” getting their own dedicated pages.



What works: the menu is on the top right-hand side, which is typically easier to access for the majority of the population.

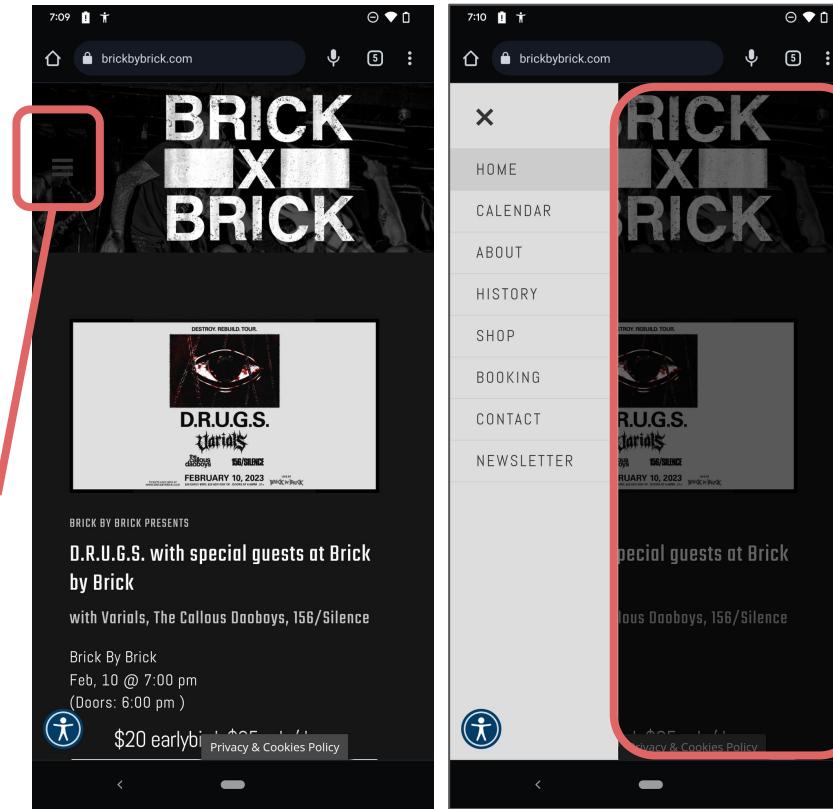
Doesn't work: the home page is not linked in the navigation, and there is also no indicator of what page the user is currently on, violating an usability heuristic of visibility of system status.

BRICK BY BRICK - HAMBURGER MENU

Brick by Brick has a very covert hamburger menu on the top left of their home page. Someone with visibility issues may easily miss it.

Topics related to shows and branding are emphasized, with “calendar”, “history”, and “booking” getting dedicated pages.

Doesn't work: unlike website conventions where the hamburger menu is nested into the top right or left corner, Brick by Brick's site has it some centimeters down, making it potentially easy to miss.

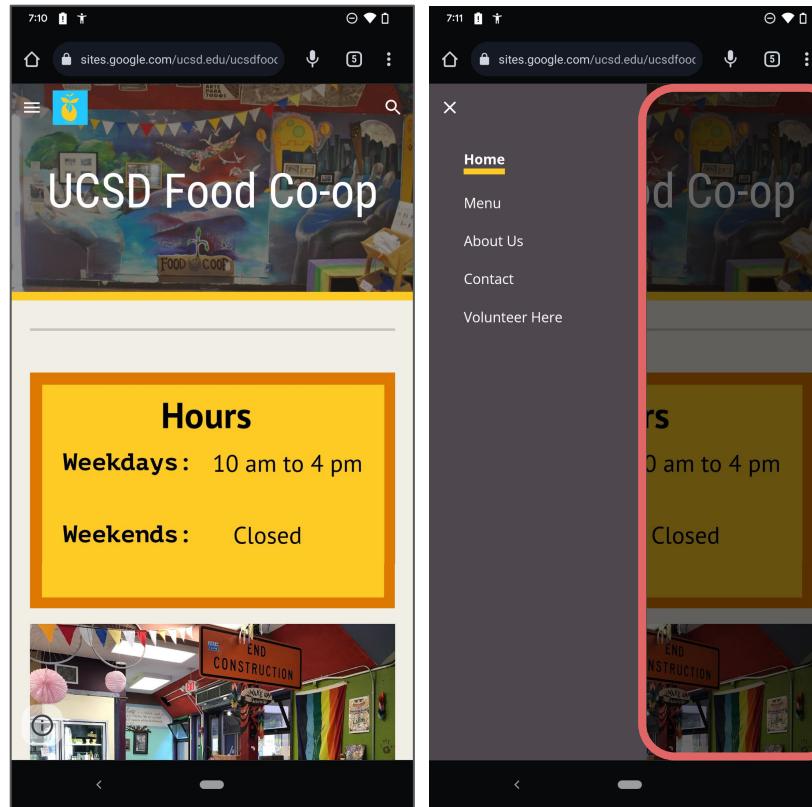


What works: the menu doesn't cover up the whole screen, and allows the user to still reference what they were looking at before. The dimming of the background draws focus to the menu, but allows the user to still partially access information. The highlighted link helps users identify what page they're on.

UCSD FOOD CO-OP - HAMBURGER MENU

The UCSD Food Co-op keeps it simple with just the essentials.

“Volunteer Here” is emphasized and is important enough to get its own page in the menu, instead having its content in the “About Us” or “Contact” pages. As a community space, this is significant.



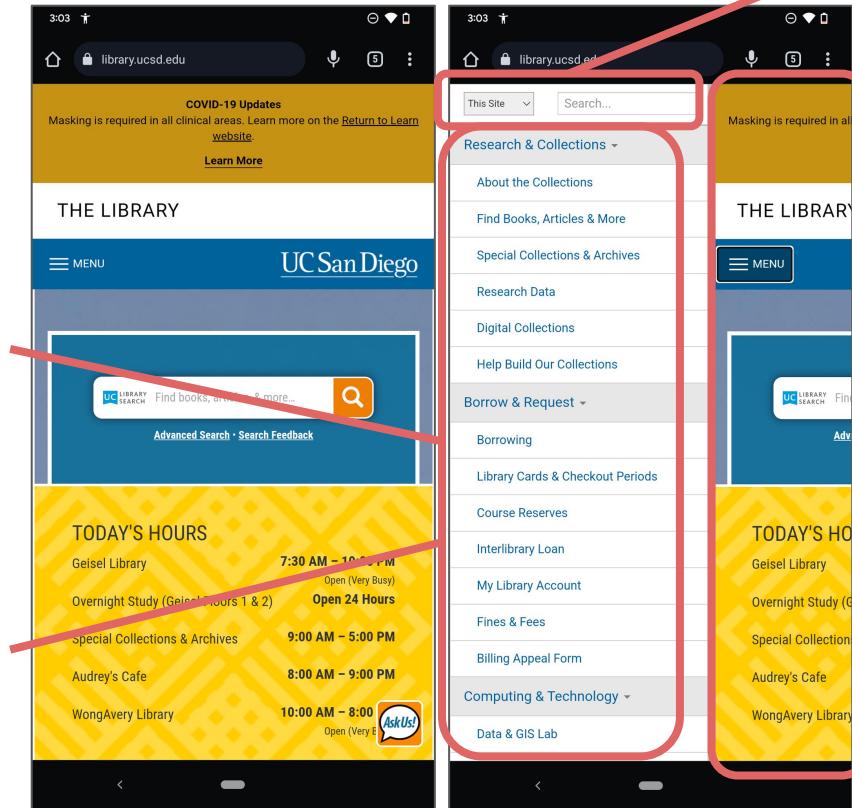
What works: like Brick by Brick, the menu doesn't cover up the whole screen, and allows the user to still reference what they were looking at before. The dimming of the background draws focus to the menu, but allows the user to still partially access and scroll on the covered page. The underlined link helps users identify what page they're on.

GEISEL LIBRARY - HAMBURGER MENU

Geisel library, out of all the former sites, definitely has the most menu items and information available.

What works: secondary labels are nested under their primary ones, giving the user the same functionality that they would on desktop. Primary labels are collapsible to save space.

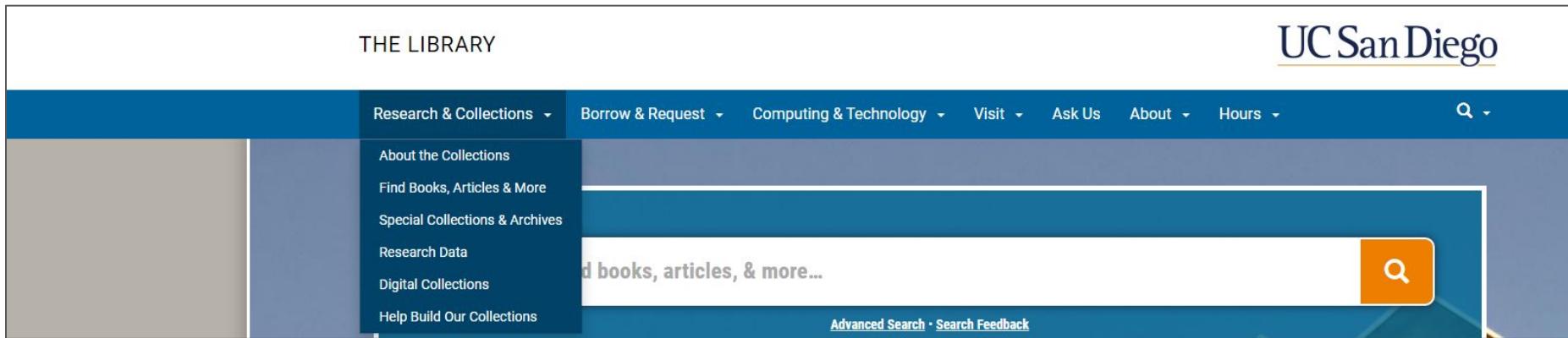
Doesn't work: what page the user is on isn't indicated, violating an usability heuristic of visibility of system status, and the home page isn't listed either.



What works: because there's so much information offered on the site, the search bar in the navigation menu is both easy to find and likely helpful.

What works: the menu doesn't cover up the whole screen, but instead pushes it aside and allows the user to still reference what they were looking at before. The user can still scroll.

GEISEL LIBRARY – DESKTOP NAVIGATION



Geisel library was the only out of these sites to have secondary navigation, which makes sense due to its sheer volume of content and information.

The Che Cafe has many sub-collectives and offers many different events, so it may benefit from having secondary labels.

What works: having the secondary labels as dropdown menus save space. They immediately open upon hover, which is very convenient, and takes a second to disappear once you move your mouse away. This prevents any accidentally closing from minuscule mouse movements.

GEISEL LIBRARY – DESKTOP NAVIGATION



The screenshot shows a vertical navigation menu on the left side of a web page. At the top, it says "THE LIBRARY". Below that is a blue header bar with "Research & Collections" and a dropdown arrow. Underneath the header, the URL "HOME / Research & Collections / Find Books, Articles & More" is visible. The main menu items are:

- The Library UC SAN DIEGO** (with a logo)
- Research & Collections**
- About the Collections
- Find Books, Articles & More**
 - Databases A-Z
 - Subject & Course Guides
- Special Collections & Archives
- Research Data
- Digital Collections
- Help Build Our Collections

Geisel library also has indication of what secondary label page the user is on by having it highlighted in a menu on the side. **This works because:** it helps users 1) know where they are and 2) quickly navigate to related pages under the same primary label.

One last thing **that works:** primary labels can also be clicked on, giving users an overarching understanding of that category without the need of having to dive into specifics.

NAVIGATION SUMMARY

- Make it clear to the user what page they are on
- Keep secondary labels visible and accessible even when the user is not on desktop
- Allowing the user to still see part of the page with the navigation menu open on mobile might be useful for them to ground themselves and refer to whatever they were just looking at
- A strongly visible hamburger menu on the top right would be convenient for users
- What sites choose as their primary labels emphasize quite a bit about what they're about - it would be important to choose these carefully

A dark, stylized illustration of a skull and crossbones in the background.

CONTENT

THE LOFT

The Loft website features a dark header with four tabs: HOME (orange), SHOWS, VENUE, and CONTACT. Below the header is a logo for "THE LOFT UC SAN DIEGO". To the right of the logo are social media icons for Facebook, Twitter, Instagram, and YouTube. A large "CALENDAR" button is prominently displayed. Below the calendar, a message states "No upcoming events at the moment". At the bottom of the page, there's a "STAY UP TO DATE" section with a newsletter sign-up form.

With all the latest concerts and events. Sign up

The shows tab, second in priority, features a [calendar](#) which is not updated. The address, social media accounts, newsletter, and chatbox are featured in the same locations on every page.



The Loft homepage has a [rotating banner with upcoming events](#). The [address](#) is posted in the top right corner and the [socials](#) are in a box on the side like a menu. There are four tabs on the top left: "Home", "Shows", "Venue", "Contact". These imply that the space is [primarily for performances](#). Participants observation shows that this is not necessarily the case; it is a place where people also get food and study. Scrolling on the homepage shows an [un-updated upcoming shows section](#) and a place to [subscribe to their newsletter](#).

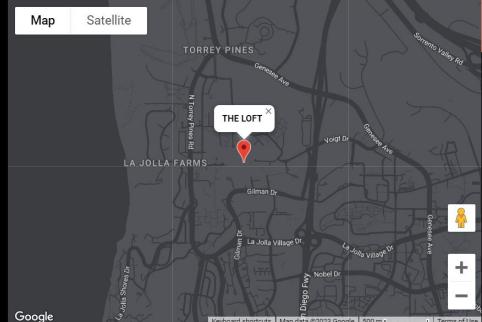
THE LOFT

HOME SHOWS VENUE CONTACT

ADDRESS

Price Center, 2nd Floor
9500 Gilman Drive
La Jolla, CA 92093

Parking is available
at Gilman Parking
Structure using the
Paymobile app.



Contact Us

Looking to host a private event at
The Loft? Please complete our
INQUIRY FORM. All other requests,
including bands interested in
booking consideration, please email.

Name

Email

Add a message

The contact page includes the location with the **full address**, some **parking instructions**, and a **map**. Scrolling down allows the user to send them an **email** as well as call their **office and cafe phone numbers**. This is one of the only indicators that The Loft is also a cafe.

HOME SHOWS VENUE CONTACT

THE
LOFT
UC SAN DIEGO

9500 GILMAN DRIVE, LA JOLLA, CA 92093

ABOUT THE LOFT

Founded in 2009, The Loft at UC San Diego is a performance lounge and social crossroads located on the 2nd Floor of Price Center. We are a student centered, community driven, creative place for live performances, films, discussion and art. It's all happening up here.



f

t

o

d

Beer, Wine &
More

Rent The Loft

The Loft
Office Hours

Sound and
Vision

Zanzibar Cafe features
a full selection
breakfast, lunch and
social hour snacks and
beer & wine.

The Loft is available for
your private events after
our normal cafe hours,
M-F and on select
weekends. Please
complete the following
rental INQUIRY FORM to
get started.

Stay tuned for our
Office Hours, where
our team will be on
site to answer all of
your questions
regarding upcoming
events, giveaways and
more.

Check our current art
exhibition featuring
work by Visions College.

The Venue page gives a very **brief description of the history, location, and purpose** of the space. There is only **one photo** that does not capture what The Loft looks like. Scrolling down reveals **some amenities** without great detail.

MUSIC BOX

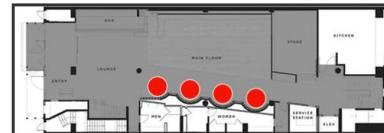
The landing page has a large banner with an image of the **exterior of the physical space** and a brief liner about where and what the space is. The **recently announced events** border the right side of this banner. The homepage of this website scrolls to display a deck of **featured events**. Further scrolling includes content from several of the tabs. The shows section has an clickable image for each show as well as a **title/short description, link to buy tickets, and date of the event**. These are organized in chronological order for the month. There is an option to click a **calendar view** or see all the shows.

The screenshot displays the Music Box website's homepage. At the top, there is a navigation bar with links for SHOWS, VIP, PRIVATE EVENTS, GALLERIES, FOOD + DRINK, VENUE INFO, SHOP, FAQ, and CONTACT. Below the navigation is a large banner featuring an image of the Music Box building's exterior at night, with the words "SAN DIEGO, CA" and "LIVE MUSIC & EVENTS". To the right of the banner, a sidebar titled "JUST ANNOUNCED" lists two recent events: "ROCKADEMY" on SAT, MAR 25 and "ROCKADEMY" on SUN, MAR 26, each with a "TICKETS" button. The main content area features a grid of four "UPCOMING" events: "SAVON" (ABJO (SOULECTION), JR JARRIS, KRONIKA) on THU, FEB 09, "BEYONCE VS RIHANNA" on FRI, FEB 10, "JUNGLE BROTHERS" (TULENGUA) on SAT, FEB 11, and another "JUNGLE BROTHERS" (TULENGUA) on SAT, FEB 11. Below this is a section titled "CALENDAR" showing the "FEBRUARY 2023" month. The calendar grid shows various events with small thumbnail images and descriptions. A "GRID VIEW" button is located in the top right corner of the calendar section. On the far right, a partial view of a "LIVE" show is visible.

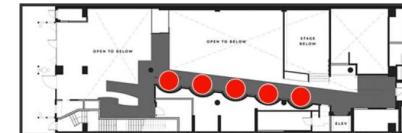
MUSIC BOX

The VIP and private events tabs come next which demonstrates that business is a priority. The VIP page is organized by banner style with the **option to reserve** first, then an introduction about **reservation information**, **graphics about the floorplan**, marketing to **book a bigger event**, and a gallery preview with images of the space. The private events tab includes a display of **brands they have worked with** and a **booking button**. Scrolling down leads to floor plans and different kinds of events to book. There are **reviews** provided alongside information about the **capacity** and **amenities**. At the bottom, there is a **virtual tour**. The website does a good job of providing all the information a booker could be interested in.

VIP FLOOR PLAN



FIRST FLOOR



MEZZANINE

The VIP Tables are located on the right side of the venue, built into plush alcoves in the wall. These high-top tables provide an excellent view of our stage and state-of-the-art LED video wall. Dedicated VIP food and beverage service ensures you won't miss any of the action.

The mezzanine level is home to five plush Opera Boxes offering a chance to enjoy a show, while maintaining an intimate and private setting. The Opera Box option places you a stone's throw away from the stage and our attentive VIP hosts are eager to take care of every need and comfort.

[RESERVE](#)

BRANDS WHO BOOK WITH US

CHASE • CBS • SONY • Marriott
SanDiego • NAVY • COX • GLOBAL BUSINESS TRAVEL
Qualcomm • eset • NACE National Conference & Events

CREATE AN EVENT TO REMEMBER!

[CONTACT US](#) [VENUE INFO](#)

HEAR FROM OUR CLIENTS

Lamborghini La Jolla unveiled the Super SUV, Lamborghini Urus, at Music Box Little Italy. It was the ideal venue for an ultra-premium experience. The Urus was unveiled in the foyer shortly after a surround sound presentation of the driving capabilities and exhaust notes were roaring through the speakers. Music Box had three levels of entertainment, including an Urus Configurator designated in the VIP Room on the third level where clients virtually designed their bespoke Lamborghini Urus. Music Box provided an extraordinary experience parallel to our brand values.



PRISCILLA SORO
Marketing and Events Manager
Lamborghini La Jolla



MUSIC BOX

The **gallery** has categories of photos. The **menu** has a few **preview pictures** of the **food/drinks** and a link to the full menu with prices. The venue information includes **parking information**, **information about hotels**, and a **FAQ** which is somewhat redundant due to the **FAQ tab**. There is also a link to their **merch** website under “Shop” as well as a tab for **contact**.

Street parking in the area is **free after 6pm daily**. There are many paid lots within the vicinity of Music Box. See below for paid options.



LITTLE ITALY, SAN DIEGO
HOTELS

GALLERIES



Casa Nobles Tequila, Grand Marnier, fresh lime juice, agave nectar & hibiscus soda



Bulleit Rye Whiskey, Luxardo Maraschino, Cynar liqueur, Grand Marnier, Bold Fashioned bitters over handmade orange peel and star anise ice

[SEE FULL MENU](#)

FAQ

Does Music Box have a COVID-19 policy?

What if I need handicap / special seating assistance?

I bought tickets from StubHub, Craigslist, a guy on the street, etc. How do I know if they are valid?

I bought tickets but haven't received them in my inbox yet. What should I



BEER

San Diego is the beer capital of North America and Music Box supports a wide selection of craft & domestic taps. We supply a regular rotation of your favorite brews, so come in and [order online](#)

BRICK BY BRICK

The [home](#) and [calendar](#) offer the same content: the shows are in a column scroll format with an image and description. Alongside the scroll, there is a column on the right with shows that are [just announced](#), their [Twitter](#) is [embedded](#), and a [map](#) for finding them. The right column is consistent on the other tabs. The “About” tab is essentially a [FAQ](#) which is pretty misleading. There is a “History” tab with the [years as subheaders and dates with show titles underneath](#). The “Shop” tab links to merch. The “Booking” tab has a [Google form](#) which is an effective, organized way for the venue to get the information they need. The contact information includes [contacts](#) for different purposes which is useful, as well as an [address](#) and a [map](#). The final tab is for subscribing to the [newsletter](#).

[About](#)

San Diego's home for heavy music - established in 1995 and revived in 2014. Brick by Brick is a 21+ independent live music venue located in Bay Park.

FREQUENTLY ASKED QUESTIONS

- + Where can I purchase tickets?
- + Do I have to be 21+ to attend a show at Brick by Brick?
- + What are acceptable forms of ID?
- + Are tickets available at the door?
- + Are all tickets General Admission?

Brick By Brick
Feb, 10 @ 7:00 pm
(Doors: 6:00 pm)
\$20 earlybird; \$25 adv/dos
[MORE INFO](#) [BUY TICKETS](#)

Ages 21 and Up
[Facebook](#) [Twitter](#) [Instagram](#) [Foursquare](#)

SODA BAR PRESENTS
The Flatliners with special guests at Brick by Brick

NU METAL NIGHT AT BRICK BY BRICK
Feb 25 @ 9:00 pm
\$10-\$15 adv & \$20 day of
[Buy Tickets](#)

L.A. GUNS WITH SPECIAL GUESTS AT BRICK
by Brick
Apr 12 @ 7:30 pm
\$25 earlybird; \$30 adv/los

1996

May 7: Neurosis—Through Silver in Blood Tour
May 13: The Jesus Lizard—Shot Tour
July 11: Far
September 18: Zakk Wylde—Book of Shadows Tour
September 19: Bo Diddley
October 3: Les Claypool and the Holy Mackerel
November 20: Slash's Blues Ball

1997

February 8: Dio—Angry Machines Tour
September 3: Gov't Mule
September 5: Bruce Dickinson—Accident of Birth Tour
October 2: Buckethead

Email: *
Your answer

Band: *
Your answer

Contact

For general questions:
info@brickbybrick.com

For national booking:
booking@brickbybrick.com

For local or regional booking (including local show opener submissions):
Please submit [info here](#) for consideration.

For rental information and all other inquiries:
rentals@brickbybrick.com

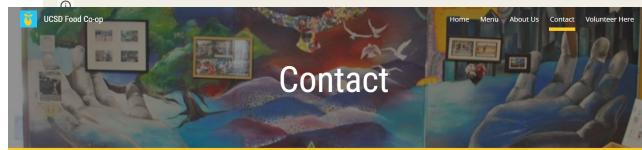
For box office:
boxoffice@brickbybrick.com

UCSD FOOD CO-OP

The content on this website is very clear and straightforward for its purpose. The home page shows the **hours**, **pictures of the space**, and the **social media** which is likely most active. The **menu is a list** with **pictures of drinks** on the side. About us contains a **short description** of the organization and when their meetings are. Contact contains their **email** as well as how to get there via **public transport** with a **map**. There is a volunteer tab with a **form**.



Follow us on social media! :)

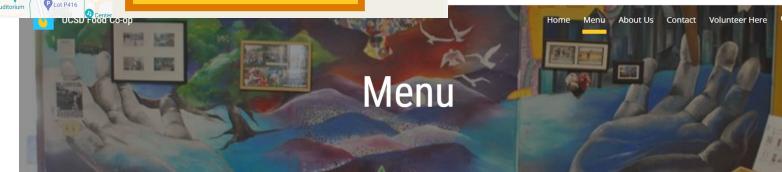


Email Us @:
food.cooperative@gmail.com

Visit Us

We are located at the original student center
Public Transit:

UCSD Campus Loop, Hillcrest, & Nobel/
Arriba Shuttle, or MTS Routes 30, 41,
150, and 201/202



Menu

Hot Foods: Drinks:

- Sambusas
- Kombucha
- Samosas
- Yerba Mate
- Tamales
- Root Beer



About Us

We are a non-hierarchical, non-profit, student-owned, & student-run cooperative located on UCSD campus. Come by for cheap, healthy, vegan/vegetarian meals, sit in for a conversation, or start volunteering and/or get more involved!

Our meetings are on Wednesday at 6:00pm.

GEISEL LIBRARY

The Geisel Library website has a massive amount of content but there are a few tabs that are relevant for comparison. For visiting Geisel, there is a tab that talks about different **study spaces**, **policies**, and **amenities** offered. There is also a page to **reserve a room** as well as a page for different **destressor activities** the library offers. This is useful for knowing the **accessibilities** and **functionalities** of the space.

Research & Collections
Borrow & Request
Computing & Technology

Visit

Study Spaces
Reserve a Space
Library Workshops
Library Tours
De-Stress Activities

Not sure if we're open? Check our [hours](#).

Study Spaces

Learn about our various [study spaces](#) to find the best spot for you. Grad students, get information about [reserving a locker](#).

Library Workshops

Sign up for one of our [library workshops](#).

Library Maps

Get our floorplans, [library maps](#), and [directions to library buildings](#).

UC SAN DIEGO

Visit

Study Spaces

Consultation Spaces
Graduate Study Lounge
Library Commons
Overnight Study Commons

Reservable Group Study Rooms

Reserve a Space
Library Workshops
Library Maps
Library Tours
De-Stress Activities

Group Study Room Reservation
Learn more about [group study room reservation policies](#) and [reserve a group study room](#).

+ Expand All

Overnight Study

Geisel Floors 1 and 2, except the Tunnel

Amenities/Features	Policies/Details
<ul style="list-style-type: none">For individual and group study (large tables and individual seating)UC San Diego-only (Windows PCs and Macs)Chromebook Grab and GoElectrical outlets and wirelessBlack/white/color printer and scanner	<ul style="list-style-type: none">Conversation permittedTunnel is closed during overnight study. Tunnel closes at 9:45 pm Sun-Thurs and 5:45 pm Fri-Sat during regular academic terms and 15 minutes before close on

Hours

Locations

Geisel Library [Switch to monthly view](#)
Today's Hours (February 9) Friday, February 10 Saturday, February 11 Sunday, February 12 Monday, February 13 Tuesday, February 14 Wednesday, February 15
7:30 AM – 10:00 PM 7:30 AM – 6:00 PM 10:00 AM – 6:00 PM 10:00 AM – 10:30 PM 7:30 AM – 10:00 PM 7:30 AM – 10:00 PM 7:30 AM – 10:00 PM

Overnight Study (Geisel Floors 1 and 2) [Switch to monthly view](#)
Today's Hours (February 9) Friday, February 10 Saturday, February 11 Sunday, February 12 Monday, February 13 Tuesday, February 14 Wednesday, February 15
Open 24 Hours 7:30 AM – 5:45 PM Closed 10:00 AM – Midnight Open 24 Hours Open 24 Hours Open 24 Hours

Wong Avery Library [Switch to monthly view](#)
Today's Hours (February 9) Friday, February 10 Saturday, February 11 Sunday, February 12 Monday, February 13 Tuesday, February 14 Wednesday, February 15
10:00 AM – 8:00 PM 9:00 AM – 5:30 PM Closed Noon – 8:00 PM 10:00 AM – 8:00 PM 10:00 AM – 8:00 PM 10:00 AM – 8:00 PM

Special Collections & Archives [Switch to monthly view](#)
Today's Hours (February 9) Friday, February 10 Saturday, February 11 Sunday, February 12 Monday, February 13 Tuesday, February 14 Wednesday, February 15
9:00 AM – 5:00 PM 9:00 AM – 5:00 PM Closed 9:00 AM – 5:00 PM 9:00 AM – 5:00 PM 9:00 AM – 5:00 PM 9:00 AM – 5:00 PM

Audrey's Cafe [Switch to monthly view](#)
Today's Hours (February 9) Friday, February 10 Saturday, February 11 Sunday, February 12 Monday, February 13 Tuesday, February 14 Wednesday, February 15
8:00 AM – 9:00 PM 8:00 AM – 5:00 PM 11:00 AM – 9:00 PM 11:00 AM – 9:00 PM 8:00 AM – 9:00 PM 8:00 AM – 9:00 PM 8:00 AM – 9:00 PM

Please note that to ensure safe closure of Geisel Library, we will begin clearing procedures 15 minutes prior to the posted closing time.

Thursday, February 9, 2023

RoomSpace 09am 12:00pm 1:00pm 2:00pm 3:00pm 4:00pm 5:00pm 6:00pm 7:00pm 8:00pm 9:00pm 10:00pm 11:00pm

Geisel Floors 1 & 2 Study Rooms

Geisel 1040 - 1st Floor West													
Geisel 1041 - 1st Floor West													
Geisel 1042 - 1st Floor West													
Geisel 1045 - 1st Floor West													
Geisel 2070 - 2nd Floor East													
Geisel 2071 - 2nd Floor East													
Geisel 2072 - 2nd Floor East													
Geisel 2095A - 2nd Floor East													
Geisel 2095B - 2nd Floor East													

See Also

- [Library Floor Plans](#)
- [Campus Study Locations](#)
- [Library Use and Conduct Policies](#)
- [Other Library Policies](#)

Geisel Overnight Study Commons

Open Continuously 10 AM Sun–6 PM Fri

Current UC San Diego ID Required from 10:00 PM–7:30 AM

No Library Services Available Between 9:45 PM and 7:30 AM
[Policies & Details](#)

Graduate Student Lockers

CONTENT SUMMARY TABLE

<u>Content</u>	The Loft	Music Box	Brick x Brick	Food Co-op	Geisel
Images of space					
Images of events					
Calendar					
Booking and reservation					
Amenities					

CONTENT SUMMARY TABLE

<u>Content</u>	The Loft	Music Box	Brick x Brick	Food Co-op	Geisel
Menu					
History of the space or About					
FAQ					
Map					
Parking					

CONTENT SUMMARY TABLE

<u>Content</u>	The Loft	Music Box	Brick x Brick	Food Co-op	Geisel
Volunteer or apply					
Shop					
Contact					
Social Media					
Reviews					

MOODBOARDS



*grunge
rock
intimate
house party*



Che Cafe Collective

Direction 1



Che Cafe Collective

Direction 2

*alternative
fearless
individualistic together
expressive*



Che Cafe Collective

Direction 3

red
black
vintage
music
DIY





*colorful
eclectic
inclusive
bold
creative*



Che Cafe Collective

Direction 4

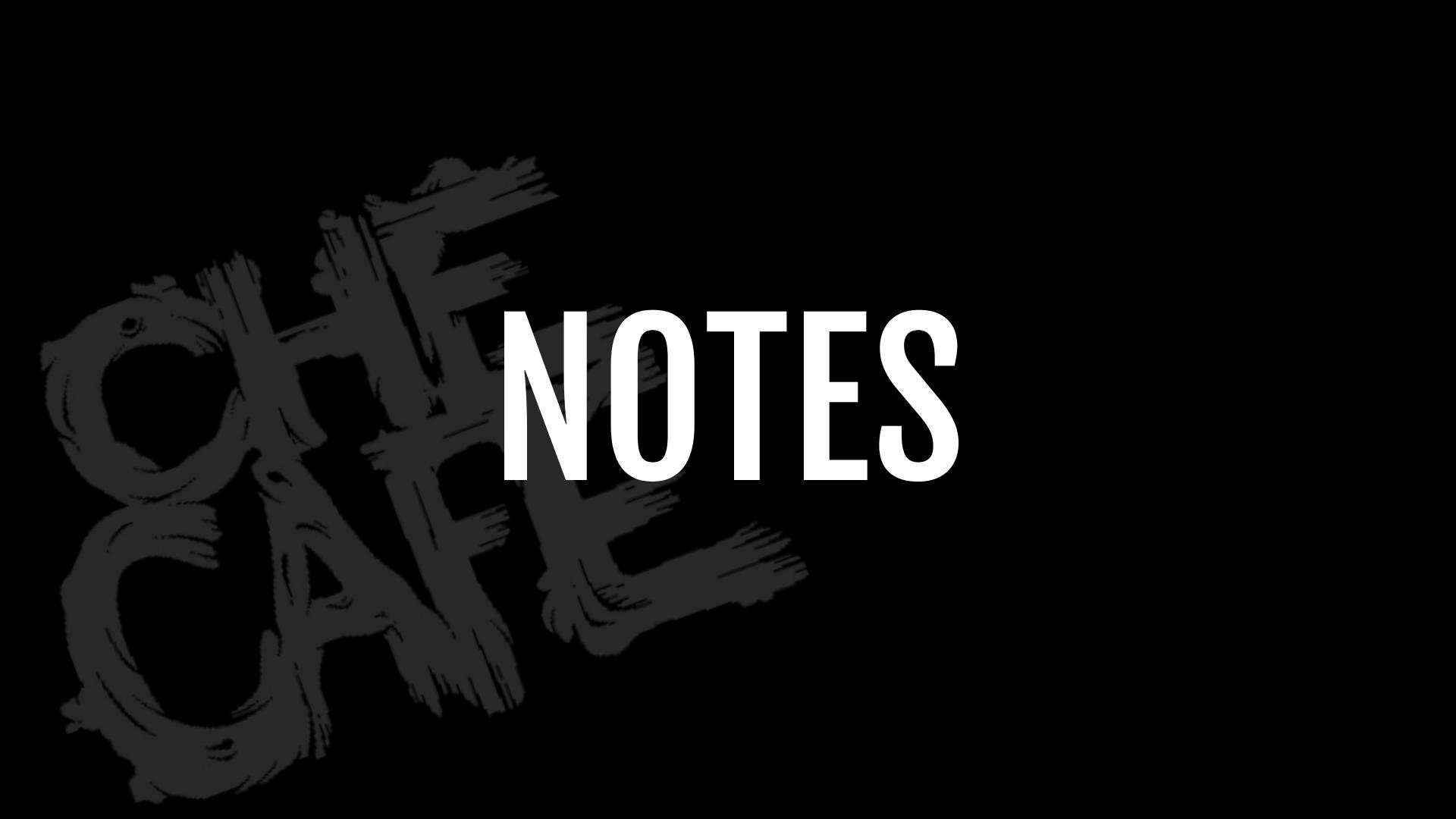
MOODBOARD SUMMARY

- Because of the versatility of the space, we created 4 moodboards that all reflect some core aspect of the Che Café and its history
- A shared trait among all moodboards is **artistic expression** and **intensity**
- The client expressed most interest in **Directions 1 and 4**
 - Moodboard 1 takes inspiration from the physical appearance of the space and the personal style of frequent visitors to convey the casual and tight-knit nature of the community
 - Moodboard 2 uses a vivid rainbow color palette that expresses the inclusivity of the space to the LGBTQ+ community and reflects a friendly, artistic environment
- We are most likely to combine the grunge-inspired visuals of Direction 1 with the vibrant colors of Direction 4 to communicate an **edgy**, yet **positive** vibe that represents the unique brand identity of the Che

SUMMARY OF GOOD IDEAS

TAKEAWAYS

Brand	<ul style="list-style-type: none">• Use color, images, and fonts to establish a bold, edgy, creative, intimate, and welcoming tone• High contrast color palette with a combination of black and bright primary colors• Highlight all types of events to clearly show the DIY nature of the Che
Functionality	<ul style="list-style-type: none">• Include a Google form for bands booking• Interactive calendar that will give the user a holistic “at-a-glance” view of what’s upcoming• Checkout of tickets• Contact methods
Content	<ul style="list-style-type: none">• Include more images of the space• Promote space as welcome and safe for all ages• Emphasize that the Che is more than just a music venue• Show a larger calendar display• Include a few main categories at the top of the page - essentials like calendar, venue information, getting involved, FAQ
Site Architecture / Navigation	<ul style="list-style-type: none">• Keep essentials as primary labels - emphasize what the Che is about rather than marketing/advertising• Secondary labels can keep navigation neat and intuitive• Good to have indicators of what page the users are currently on• Links to social media would be imperative, since the Che mostly publicizes through those
Design	<ul style="list-style-type: none">• Keep things informative• Most people who are visiting the site 1) want to volunteer or 2) are interested in shows - keep that in mind for designing the site• Try not to add a hierarchy to content (such as emphasizing one sub-collective or band over the others) since it's a non-hierarchical space

A dark, stylized illustration of a figure's head and shoulders, rendered in a high-contrast, graphic style.

NOTES

All WEBSITE URLs

- The Loft: <https://www.theloft.ucsd.edu/>
- Music Box: <https://musicboxsd.com/>
- Brick by Brick: <https://www.brickbybrick.com/>
- UCSD Food Co-op: <https://sites.google.com/ucsd.edu/ucsdfoodco-op/home?pli=1>
- Geisel Library: <https://library.ucsd.edu/>
- Café Bassam: <https://bassam.sharmaine.me/>
- La Jolla Playhouse: <https://lajollaplayhouse.org/>

CLIENT NOTES - MAIN TAKEAWAYS

- Wants to focus **less on advertising/marketing** the venue and **more on welcoming users** to enjoy music, enjoy each other's companies, and getting them to know what the space is
- Wants a new way to display upcoming events - **shows and meetings both** - that has events sorted in a grid and on a calendar
- Likes the idea of a drop-down menu, or just **secondary labels** in general, to organize the large amount of information hosted on the website
- Likes moodboard directions 1 and 4 - want **bright primary colors** to reflect their personality and also subtly hint at their large queer user base
- Wants to promote their **hours and amenities**
- Wants to promote their **kitchen and mutual aid sub-collective** more
- Wants to spice up their website with **more images**, specifically noting The Music Box for inspiration
- Wants to implement the not-yet-existing functionality of bands being able to **book or reserve** the space for practice sections
- Wants to make it more **straightforward for bands to book shows** at the Che
- **See all our notes here**