Creative Brief

Che Café Website Redesign

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1. Definition of Potential Product/ Attention Grabber

Working with the Che Cafe, we will redesign their website with a focus on improving usability, their unique branding, and their inclusive ideology to establish a stronger presence on the UCSD campus.

2. Scope

A. Summary of Content

Navigation: The navigation bar is at the top providing links to all of the pages and secondary pages within the website. On mobile devices it is a hamburger menu but otherwise *on desktop*, it is a regular expanded navigation bar.

Home: The landing page includes brief but essential information for the website audience so give an overview of the website content. One main attribute to the home page includes the calendar, holding important information in itself for various audiences.

- **Events:** A list of upcoming events that the Che is offering where users can navigate to another page through the button below this section.
- **Directions:** The location of the Che Cafe is hard to navigate, so directions to the location are provided.

Events: The events page offers a more in depth overview of events that are offered. In list form, users can scroll through upcoming and future events based on month and year while being able to view other events in the upcoming months accordingly.

- **Calendar:** Downward expandable events in list form on mobile, and presented in an original calendar layout otherwise *on desktop*.
- **Tickets:** A list of upcoming events that the Che is offering where users can navigate to another page through the button under each show and purchase its ticket.

Get Involved: The get involved page offers the many ways that users can get involved with the Che; being an only volunteer space at UCSD.

- **Subcollectives:** 4 options: Kitchen, Booking, Mutual Aid, Other; to choose and learn more with a find a meeting button.
- **Volunteer Info:** Users able to learn more about the logistics to volunteer at the Che and be a part of its different collectives.

About: The about page describes what the Che Cafe is about and allows the user to become knowledgeable about the history and morale that the Che has fostered and maintained.

- **Brave Space:** Information heavy about the morales of the Che Cafe and its intended audience.

- **History of Collective:** Provides information on the history of the Che, its upbringing, its relationship with UCSD, etc.

Archive: The archive page keeps track of the artistic events that happen at the Che as well as its past shows.

- **Past Shows:** Events that have happened in the past are displayed in list form and users can read about it.
- **Gallery:** Photos, Videos, Zines, etc. are displayed in this regarding content about shows, creative endeavors, etc.

Booking: The booking page allows users to book shows and reserve a space for events that is approved by the Che; through a form directly prompted on the website.

- **Book a Show:** Allows bands to book a slot at the Che to perform
- **Reservation:** Allows different users to book to the space for other events

B. Estimate of Total Program Size

There are a tentative total of 12 pages: Home, Events, Get Involved, About (FAQ, Brave Space, History), Archive (Past Shows, Gallery, Zines), Booking (Book at Show, Reserve the Space), and Contact. All media counts exclude the banner at the top.

- **Home:** The home will include a mixture of texts and photos to give the user a general sense of the space and what it's about. Having no more than 8 photos/graphics and 200 words.
- **Events:** The events page will include photos, no more than 10, to provide visual information on the event. It will also have brief descriptions of the event using no more than 500 words for the whole page.
- **Get Involved:** The get involved page is a text heavy page giving the users information on how to get involved with the Che using no more than 5 photos/graphics and 600 words.
- **About:** The about page is a text heavy page that offers information about the Che and its history using no more than 2 photos and 800 words/4 paragraphs.
- **Archive:** The archive page is a photo/media heavy page that offers users visuals on what the Che has been up to from its events to creative endeavors, using no more than 30 words and 20 photos; including videos and graphics.
- **Booking:** The booking page includes forms for bands and users to book a slot to perform and reserve the space for other events using no more than 100 words and 4 photos/graphics.
- **Contact:** The contact page is a text heavy page offering a preview of Google Maps as its only media and information with the email, addresses, and parking options using no more than 200 words.

3. Audience

Primary Audience- Show Goers
The main traffic on the website would have to do with looking at the calendar for shows, booking show tickets, and looking for how to get to the Che/where to park. This information needs to be highly accessible so it must be clearly displayed and searchable. We plan to make this information highly visible by placing it on the landing/home page. This information will also be accessible with greater detail under the Events and Contact pages. Additionally, we intend to include more graphics, photos, and videos on the website. This is because those that are interested in shows should be provided with images of the space and the vibe, which can be seen in the photography of past shows. Moreover, we want to include the amenities provided by the venue so that the users feel a sense of security by knowing what they will have access to in the space.

Secondary Audience- people who want to get involved
The other main users of the website would be those that are interested in learning more about what the Che is. Usually these people are looking to get involved or use the space for their needs in some way. Currently, the Che's primary source of making money is shows. However, our client spoke to us about how they want the website to demonstrate that the space can be used for anything the collective wants. We would have to make sure that there is a balance with the content about shows and other events or programs offered by the Che since volunteers have the option to get involved with many different things including volunteering at shows. The people looking to learn more would definitely benefit by seeing images of the space to understand the vibe and some amenities. In addition, the tabs like "About" and "Get Involved" would provide informational background about the mission and purpose of the space. This would give context to the type of space the Che is and the values it has so that people who resonate can get involved. The calendar would also have the date and time of the meetings so people could join.

4. Objectives

A. Client's Objectives

- Decrease clarifying outgoing emails
    - By improving the information architecture and implementing forms for users to fill out, we hope to cut down on the amount of time and work necessary for Che Cafe volunteers to answer simple questions and request key information. For example, clearer information architecture would make key knowledge like where to park and hours easier to find; a form with required fields that a band hoping to perform must fill out would reduce accidentally forgotten information the Che needs to book them, compared to just sending an email to the Che.
- Increase student involvement
    - While the Che has a large number of visitors for performances, most are from people unaffiliated with UCSD. The Che has indicated a desire for more student involvement, believing that while unaffiliated visitors are invaluable, UCSD students are who really keep the Che alive. Many students are unaware of the space's existence, or at the very least, unaware of what the space is used for. By

designing with a focus on student users, we hope to reach them better and incentivize them to visit.

- Promote upcoming events and meetings
    - Redesign the calendar/upcoming events system to make it more readable and inviting at a glance. For example, there are many wonderful and diverse subcollectives that the Che has, each with their own meetings and agendas. However, on their current calendar, all meetings just show up with a heading of "MEETING", whether it is about gardening, crafts, or mutual aid. The average browser would likely scroll right past without realizing that these are not only open to the public, but are about more than administrative topics.

B. Audience's Objectives

- Easy to start volunteering
    - From our user interviews, many of the people who spend a lot of time at the Che also volunteer there, and many who become acquainted with the Che begin volunteering. Because there's many different volunteer opportunities a user may be interested in, we believe each volunteer information should be comprehensive but clear and concise. The point-of-entry for signing up should also be very clear.
- Less reading necessary
    - The Che has a rich history and ideology, which means they also have a lot to say. While we don't want to cut out important information, most people likely are not interested in reading or scrolling through paragraphs, especially if they are looking to do something specific, that doesn't involve researching the Che, such as booking a show or signing up for volunteering. Therefore, we want to keep text-dense information accessible, but not as a barrier to call-to-actions. Action items should remain concise and intuitive.
- Show information
    - A large portion of Che's user base are music fans who visit for the performances. As such, it should be straightforward to see what shows are coming up, buy tickets, and see what shows have been performed in the past.

5. Personality and Tone

- Incorporate more photos/videos/graphics into the website to better demonstrate the vibe as well as make the content more digestible
- Very community-oriented space
    - Not a super serious or professional tone in writing; more casual and welcoming to demonstrate the the space is democratic and non-hierarchical
    - Less of a focus on advertising/marketing the space as just a music venue and more emphasis on the space as open to whatever the collective needs from it- DIY space
    - Promotion of their vegan kitchen and other mutual aid sub-collectives to get people involved
    - A space for people of ALL ages (limits competitors to: SOMA & Queen Bee's)

- Bright color palette, subtly include the rainbow to hint at their large queer user base

6. Key Target Audience Insight

The Che is a DIY space that is open to a variety of users, such as volunteers, concert-goers, and performers, with our primary and secondary website users being showgoers and potential volunteers. Thus, the target audience should be able to easily find what they're looking for through an organized navigation system. Events should be easily accessible by highlighting them on the homepage, and the 'Get Involved' section is easily accessible for more information about how to contribute and volunteer. The redesigned website should communicate the Che Café's mission towards inclusivity, alternative free thinking, creativity, and mutual aid. It will also be reflective of the physical space, evoking a friendly yet edgy tone that balances their post-punk/indie roots with their devotion to providing a safe, welcoming community for all members.

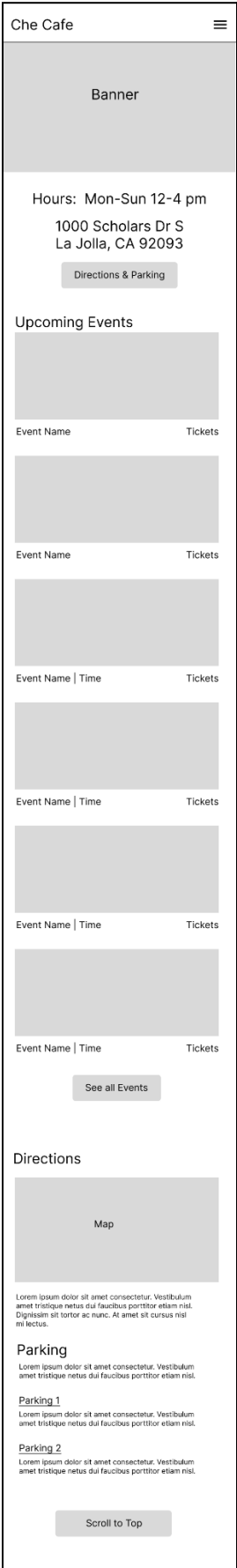## 7. Special Issues/ Problems Anticipated

Though implementation of the website is beyond the scope of the project, the most crucial issue that we have is to design with implementation complexity in mind. Since the Che Café is dependent purely on volunteers, we have to consider how the interactions can be implemented, and that volunteers without significant web development experience should ideally be able to maintain the website. This would be the most relevant for the homepage, events, and archive sections, as these are updated frequently. Therefore, we may have to translate these designs to low/non-coding platforms such as Wix and Squarespace, and as such some of the layouts, animations, and interactions may look different based on the constraints of these platforms. Additionally, most of the communication for current members is done on Slack, and we have to make decisions on how much and what kind of information is presented to visitors of the website versus what information is kept confidential. Lastly, one of the Che's most prominent features is its non-hierarchical, collective social structure, which also carries into their linear organization of information and events as seen on their current website. This may be an issue for UX writing and establishing visual hierarchy, as we have to emphasize some content over others in order to increase accessibility, readability, and visual appeal of the information.

Low Res Wireframes

HAMBURGER MENU

Events
Get Involved
About
Archive
Booking
Contact

Events
Get Involved
About
FAQ
History
Brave Space
Archive
Booking
Contact

Events
Get Involved
About
Archive
Past Shows
Gallery
Zines
Booking
Contact

Events
Get Involved
About
Archive
Booking
Shows
Reservations
Contact

HOMEPAGE

EVENTS

Che Cafe ☰

Banner

Hours: Mon-Sun 12-4 pm

1000 Scholars Dr S
La Jolla, CA 92093

Directions & Parking

Upcoming Events

Event Name   Tickets

Event Name   Tickets

Event Name | Time   Tickets

Event Name | Time   Tickets

Event Name | Time   Tickets

Event Name | Time   Tickets

See all Events

Directions

Map

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Parking

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Parking 1
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Parking 2
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Scroll to Top

Che Cafe ☰

Events

‹   Month Year   ›

Event   Day
Time   Number

Tap Event →

Che Cafe ☰

Events

‹   Month Year   ›

Event   Day
Time   Number

Description   Tickets

GET INVOLVED

Che Cafe ☰

Subcollectives
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Kitchen   Booking

Mutual Aid   Other

Find a Meeting

Volunteering
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How do I join?   ⌄

Question?   ⌄

Question?   ⌄

Question?   ⌄

Question?   ⌄

More questions?
Contact Us

click on kitchen →

Che Cafe ☰

Subcollectives
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Kitchen   Booking

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Mutual Aid   Other

Find a Meeting

Volunteering
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How do I join?   ⌄

Question?   ⌄

Question?   ⌄

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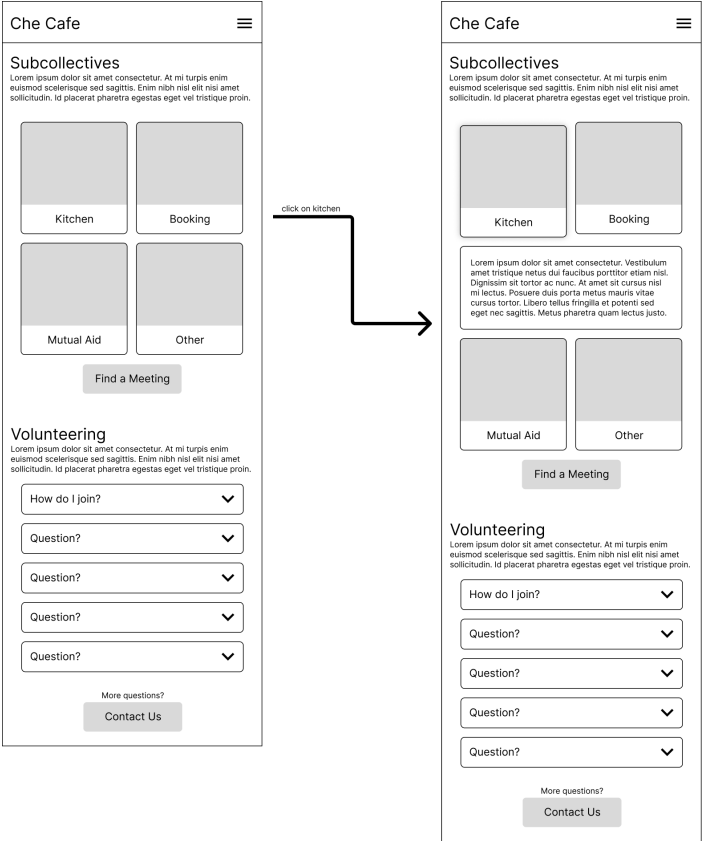
ABOUT

FAQ

Che Cafe ☰

Frequently Asked Questions
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How do I join? ⌄

Question? ⌄

Question? ⌄

Question? ⌄

Question? ⌄

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Question? ⌄

More questions?

Contact Us

Brave Space

Che Cafe ☰

Logo/image

Brave Space
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Space Purpose
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Interpersonal Conflict
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Tenet 1 ⌄

Tenet 2 ⌄

Tenet 3 ⌄

Tenet 4 ⌄

Tenet 5 ⌄

Tenet 6 ⌄

Tenet 7 ⌄

Resources
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History

Che Cafe ☰

A History of Che
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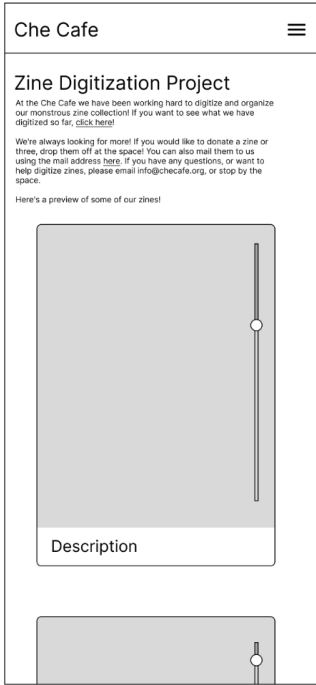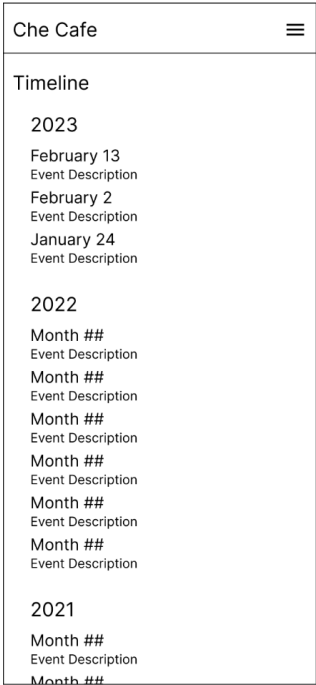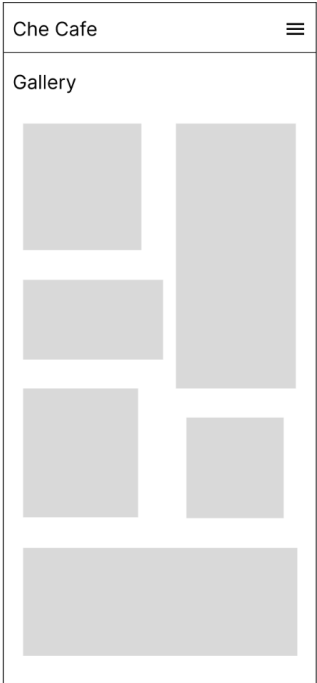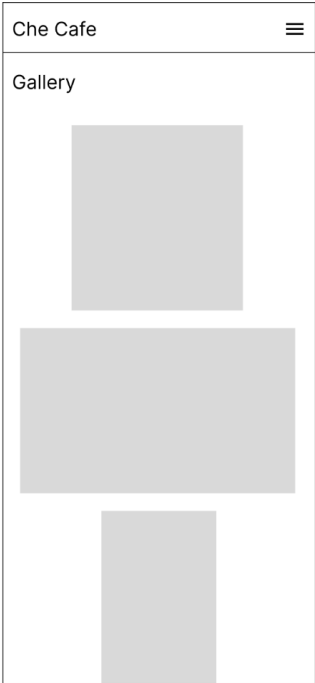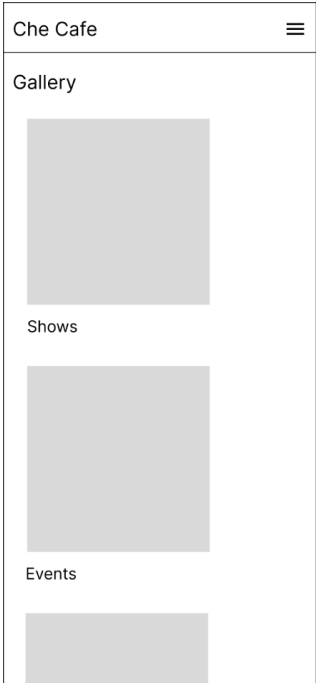
Student Protest
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Music
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ARCHIVE

Che Cafe ☰

Gallery

Shows

Events

Che Cafe ☰

Gallery

Che Cafe ☰

Gallery

Che Cafe ☰

Timeline

2023

February 13
Event Description

February 2
Event Description

January 24
Event Description

2022

Month ##
Event Description

Month ##
Event Description

Month ##
Event Description

Month ##
Event Description

Month ##
Event Description

Month ##
Event Description

2021

Month ##
Event Description

Month ##

Che Cafe ☰

Zine Digitization Project

At the Che Cafe we have been working hard to digitize and organize our monstrous zine collection! If you want to see what we have digitized so far, click here!

We're always looking for more! If you would like to donate a zine or three, drop them off at the space! You can also mail them to us using the mail address here. If you have any questions, or want to help digitize zines, please email info@checafe.org, or stop by the space.

Here's a preview of some of our zines!

Description

BOOKING

Che Cafe ☰

Booking Shows

Band Submission Form

Band name(s)
_____

Your contact information
_____

Date(s) you are inquiring about
_____

Tour information
_____

Genre
_____

Link to your music (ie. Bandcamp)

Che Cafe ☰

Reservations

Reservation Request Form

Event Information
_____

Your contact information
_____

Date(s) you are inquiring about
_____

Event Type
_____

CONTACT

Che Cafe ☰

Contact
(xxx) xxx-xxxx

General Contact
info@checafe.org

Booking Inquiries
booking@checafe.org

Student Org Collaboration
checafe@ucsd.edu

Socials

Address
Location
1000 Scholars Dr S
La Jolla, CA 92093

For mail
Che Cafe Collective
9500 Gilman Dr. #0323
La Jolla, CA 92093-0323

Google Maps

Parking
1. South Parking Structure
2. Cliffridge Ave.
3. TBA Eighth College

FOOTER

Che Cafe
1000 Scholars Dr S
La Jolla, CA 92093

Socials

Donate