Monday September 11th Interview for client OUE

My name is marcel Berne I have a startup for a coffee shop (not weed) normal coffee. Real coffee. Cause coffe shops have different meanings here

We’re going to start here on the opposite side of the zoo where there is a large building, old text office there are new apartments being made and underneath everything is still available for rent shopping and cafes and stuff, so I rent a part of that building on the ground flr and I want to start a coffee shop there. This will be the first of many, a startup and if all goes well we want to go Amsterdam, Germany, etc

In the long run we want to be as big as or bigger than Starbucks.

1. You can sit there. There will be a terrace but if the weather is not good there is a possibility to sit inside. The ouside of the zoo there is a large marketplace or how you call it … square on the square there are more shops where you can drink but there is no coffee shop The square is called Gratans plan
2. Goals: No, not online because most of the customers will be walking aound wanting something to eat or drink.They have to know that we exist. We are opening hopefully in 8-12 weeks. The equipment is still in china so it will be hard to get them on time and we have problems with the heating system that will be a problem in the future. I am hoping it will be ready in 8-12 weeks from now. So, yeah.
3. Audience: well, mostly it will be visitors that are shopping in Emmen and also the visitors that are coming or leaving the zoo. So that will attract a lot of people, next to the zoo there is also a theater so maybe that will attract some customers. The coffee in the zoo is undrinkable and terribly expensive so hopefully they will come to us.
4. Visitors on site: I don’t understand, can you rephrase?...... All kinds of people yeah, people who ar willing to pay .. uhh we do things with care. We do not make only machined coffee we would manually … so its all homemade the stuff we serve, tea, cold drinks and stuff, yeah.
5. Visitors do on site?: they have to know that we exist. So its just to provide information, menu, what we sell, prices, and they come to ur website they should be able to see our menu and prices, what we provide. Also what we will provide we will do it seasonally. Everything is fresh, no frozen goods
6. Menu on website categorized? Coffee,tea what you can eat?: Well, it should be categorized because I want to have the hot and cold drinks in their own groups, tea in own goup, and things you can eat also grouped together. I don’t want to look everywhere on the cart, just to choose
7. General feelings: Yes I uh, contacted a Bureau and a photographer so the Bureau will pay a graft of their ideas and how the website and stickers should look like, so I have that already. Its no the final version because I have some complaints but 99% is ok. Also I hired a photographer so there are photos, a lot of information is available for you. Yes, please send me a reminder so I can send to you, these are many large files so I can only send it reference, I cannot email you because its 100gb so send me a reminder. There’s also a part of the menu in English brand description. I don’t know if it will be complete becauase the prices are not set yet, not all the prics, mostly you can use that as a first draft. So, there are many items there. We can take a look for instance let me see the server … design… Yes, there it is. Brand guidelines
8. So, in general OUI has a few colors. These two colors yellow and the light blue yeah that’s used for the background for instance. You can easily read text. Text and background should have a different contrast so you can easily read it
9. Next page: so the logo is in there, there are also some guidelines logo, stickers and also for the websie. Different types of colors, color schemes but you know that better than ,e. There is also some knind of color codes for websites. I counted 4 colors in the description was 5 but I didn’t get further than 4. Red, yellow, blue but yeah this is sufficient and also the font types are included. Don’t use them all together in one page because it would look a bit messy I guess so I want to have the webpage have a clean & minimalistic look. For instance, this looks very minimalistic with the clipart and stuff.
10. So, um and here is one example picture I have many pictures taken already. So here we have some examples of stickers you can also use them to put your cup of coffee onto that. So do not change too much of these pictures but if you have any ideas because we are a French coffee shop because the only French thing I see is the croissant, go craz\y with the Eiffel tower if youwanat be my guest but It should still have t he same feel and vibe. Minimalistic graphics
11. Here are some examples of the posters, so, um we can hang them on the square there and preferably with a ilittle QR code so people can scan that because people do nt havae their laptops on them going on the zoo. Most users will visit the site on mobile but people from home would also visit from home. I want to include a format so that it works on laptop but also readable on the mobile phone. So the most important is that its mobile friendly. So, these are the two othere examples, very minimalistic.
12. Last but not least, here is an example but it is not final because we do not know exactly what we will sell nor at what price, but this is the menu that shows the main 4 categories that we will be focusing on, we are not going to sell hamburgers becausae we have a burger king right next to us so we want to be different in our location. We are different, but we all sell food and drinks, so we are also together
13. Also this was the last page, so uh I hope that your website will reflect thislook and feel, minimalittic, maybe we could do something for the manual production of our goods but I don’t have any ideas right now maybe you have. Here we have only 4 pictures. Make it more French, make it more uh, I have to look it up right now sorry, artisian. Handcrafted if I were to make clothes, but in this caes the coffee is made t hat way
14. Can you say your schedule? Opening and closing times. That depends, when we start off I cannot get all the information iwant so I havae eto hir some extra people, but its very different because everybody is doing other jobs. That is a problem and I want to be open 7 days a week 24 hours a aday but that is not possible. When we start off we will be open at main events because this square there are many performances playing there and if they are playin we can open up. Mondays at first will notbe good time to open because who goes to the zoo on Monday morning and the shos are all closed so it will cost me a lot of money and I will gain nothing form that, so it is open to debate. And uh well, te maon questin we did not ask is when can you be ready with the website because I want it to be ready before yesterday. To post on the square and they can scan the QR code so they know we are opening soon. Timeine for teaser? Well as soon as possible the longer ppl know they exist the 4 weeks before the … well 3-4 weeks within 3-4 weeks No sponsors. Did a startup with a bike shop, all kinds of things nad when they are ready and they do thir thing I sell it again. I only do startups so I do it with my companion bt yeah there are no sponsors. I think it will be wise to look at the branding document that contains pretty much the essence of the website . what should be on the homepage should be up to you.
15. I want a welcome page, homepage how you call it also content phnone number, location of our shop I want to have a menu on the site I hink it wouldn’t be wise to makethis long page I don’t want a long website. Yeah, I do not know if that’s for mobile phone and if its possible, but if I press the menu button for menu that it scrolls downautomatically I don’t know what is.
16. Budget: Well, I had 10,000 euros and about 2,000 euros for branding and photographs so I have around 8,000 euros in budget. I do not know if that is possible. Yeah its oka,y can you because the intivtatioon was a ittle bi not okay, can you send me an invitation and if we have agreed on a date, outlook invitation. Okay, so if you invite me nad I ACCEPT, YOUR Invitation is accepted. So invie me nex t time in outlook. Yeah?
17. Png: Well, maybe not the png but look at it, here we have the pictures and photographs. Here are the photographs you can use I paid a lot of money for them so please use them illustration, jpg and also VSG format. So you can edit It and if you are usijng the files are extremey big, I do not want .. 7kb if you have a photograpjh that I normally use for a poster and you are viewing it same format on the phone, it will not take many megabytes just to load one picture, make it mobile friendly and if you visit my website 2-3 you should not have to purchase another data bundle it shouldlook good but not have to zoom in zoom in zoom in zoom in its not necessary and will take a lot of our data bundle. I also have the font file and logos here. Aand the fonts are also provided by this bureau so money well spent. And also the brand guidelines and the documents are all there. But I cannot send it by email because it is too big of a file size. If somebody would reminder me to send it to you I can call the bureau as soon asi have the latest version I will send you and we transfer you an inquiry so you can download it
18. Website, give off a certain feeling?: friendly? Yeah, that that is very much love and care being put into a project, so not just machnes making coffee, humans would love making coffee
19. Special events?: The opening I want to have a special event for that andi can understand that people can buy little gift cards, and its OUI but if you buy an IOU card instead of you can get a free coffee with reduction 33