



# *Client Selection*

BY CHERYL SOONG

[mochajavacafe.com](http://mochajavacafe.com)





# *Client Brief part 1*

## **COMPANY BACKGROUND**

Mocha Java is known for featuring healthy gourmet food, a vegetarian and vegan gourmet menu, coffee and espresso, milkshakes, smoothies, sandwiches, salads, crepes, omelets and the best acai bowls in town. Great fresh fruit smoothies, blended coffee drinks and thick milk shakes are served at this cafe. It is an award-winning establishment, taking the category of Best Espresso Fountain in the Zagat Survey. The food here is also exceptional, if a little pricey. There are some terrific crepes on the menu, and the Belgian Waffles are really something. For breakfast lovers, this establishment serves breakfast all day.

Mocha Java Café first opened in 1983. Owner Luzia Maia bought the business from a friend in 1997. The cafe remains in its current location in the Ward Center. Luzia Maia states her strategies for staying in business has been to offer products that are in demand, keep existing product line consistent, be hands-on as an owner and raise prices to accommodate rising costs. Mocha Java's ambiance of being family friendly attracts many. Customers use Mocha Java as a gathering place of all sorts. The best seating may be in the lovely courtyard where pets are welcomed

## **PROJECT OVERVIEW**

Mocha Java is located in the Kakaako district which is now becoming a vibrant pedestrian-oriented urban community. Mocha Java's website is outdated and does not reflect the quickly growing redevelopment of this area. The project objective is to redesign the website to match its surroundings and to stay current and competitive with other coffee houses and breakfast restaurants. The new website will portray a clear identity, showcase the cafe's eclectic offerings, provide social media links, have easy menu navigation and downloadable PDF menus, just to name a few.

## **TARGET AUDIENCE**

The primary target audience include those that live, work, and shop in the Kakaako and Honolulu area. Target age is diverse but range mainly between 20's–50's. They are educated, health conscious and have an appreciation for good coffee and healthy eats.



# Client Brief part 2

## COMPETITION WEBSITE

### 01 Island Brew Coffeehouse

[www.islandbrewcoffeehouse.com](http://www.islandbrewcoffeehouse.com)

**the good** > Island Brew Coffeehouse's website contains a mission statement and a clear identity to those wanting to know more about them. Easy to navigate website and easy to find locations through Google map.

**the bad** > The menu web page doesn't show their menu offerings. Instead, users must click on a downloadable PDF file. Their Online store web page is less than impressive and slightly confusing. It is inconsistent to their other web pages and have many blank squares where pictures of their products should be.

### 02 Kissaten Coffee Bar

[www.kissatencafe.com](http://www.kissatencafe.com)

**the good** > Impressive homepage with simple top navigation bar. Has social media links and their contact web page has Google map locator.

**the bad** > Kissaten Coffee Bar's website fails in portraying a clear identity. There is no mission statement or introduction paragraphs talking about their establishment. Their menu webpage is incomplete in design and content and does not list their coffee, tea, smoothies, or juices.

## CONTENT NEEDED

- > About Mocha Java Cafe
- > About The Owner
- > High Resolution Logo
- > Pictures
- > Google Map Locator
- > Social Media Links
- > Full Menu Offering
- > Downloadable PDF Menu
- > Parking Options
- > Credit Cards Accepted
- > Wheelchair Access
- > WI-Fi Hotspot
- > Cuisine
- > Ambiance
- > Features
- > Take Out
- > Pet Policies
- > Vegan/Vegetarian Items
- > Glueten-Free Items
- > Contact Information



# User Profile 01



## Sherry Kahawai

<b>Age</b>	<i>240</i>
<b>Location</b>	<i>Ewa Beach, Oahu</i>
<b>Education</b>	<i>Attending UH Manoa</i>
<b>Family</b>	<i>Dad + Mom + 3 Siblings</i>
<b>Hobbies</b>	<i>Hiking &amp; Surfing</i>
<b>Occupation</b>	<i>Food Server at Ryan's Grill</i>
<b>Income</b>	<i>Approximately \$30K Annually</i>
<b>Work hours</b>	<i>4-6 Shifts a Week w/ Doubles</i>
<b>Disabilities</b>	<i>N/A</i>
<b>Computer Skill</b>	<i>Very Good</i>

### WEBSITE INTERACTION EPISODE

Sherry works in the same center as Mocha Java and occasionally goes down to the cafe to get a smoothie whenever she works a double shift. As a full time student who averages 30 hour work weeks and lives far from town, Sherry tries to consolidate most of her studying near work.

Her business class group wanted to set meetings outside of campus to work on their final term project and were considering locations. Sherry thought of Mocha Java and went on their website so she could send her classmates more information about the place. Sherry did not feel it was impressive enough to wow her classmates into selecting the place. Therefore, Sherry forwarded them current social media links and Yelp reviews. She also made it a point to grab take out menus after one of her work shifts.



## *User Profile 02*



### *Brad Yamamoto*

<b>Age</b>	<i>45</i>
<b>Location</b>	<i>Kakaako, Oahu</i>
<b>Education</b>	<i>Stanford</i>
<b>Family</b>	<i>Wife + 1 Baby + Labrador Dog</i>
<b>Hobbies</b>	<i>Golf &amp; Working Out</i>
<b>Occupation</b>	<i>CPA for KPMG Firm</i>
<b>Income</b>	<i>\$125K Annually</i>
<b>Work hours</b>	<i>Office Hours M-F, 9am-5pm</i>
<b>Disabilities</b>	<i>N/A</i>
<b>Computer Skill</b>	<i>Excellent + Tech Gadget Oriented</i>

#### **WEBSITE INTERACTION EPISODE**

Brad and his family just recently moved into one of the newly developed condos in Kakaako and was researching all the places around the area to eat. He wanted to make sure the restaurants were family friendly and dogs were allowed.

Brad saw Mocha Java from the street as he drove by and noticed the outdoor seating. When he got home he logged onto their website to find out more but found it to be very outdated. The menu seemed interesting, but for more, updated information and reviews on the place Brad logged onto Yelp and social media. Liking all the reviews and current information he read, he then called the cafe to find out about highchairs and if dogs were allowed on their outside terrace. Which to both questions, the answer was "YES!"



## User Profile 03



### Mary Garner

<b>Age</b>	<i>55</i>
<b>Location</b>	<i>Portland, Oregon</i>
<b>Education</b>	<i>USC</i>
<b>Family</b>	<i>Husband + 2 Children + 3 Gandchildren</i>
<b>Hobbies</b>	<i>Yoga, Arts &amp; Crafts, Shopping</i>
<b>Occupation</b>	<i>Executive Administrative Assistant</i>
<b>Income</b>	<i>\$55K Annually</i>
<b>Work hours</b>	<i>Office hours are M-F, 8am-5pm</i>
<b>Disabilities</b>	<i>Farsited Vision</i>
<b>Computer Skill</b>	<i>Good</i>

#### WEBSITE INTERACTION EPISODE

Mary will be joining her husband Joe on a work trip to Oahu. Joe's insurance company is working on opening another company location in the Kakaako area. Since Joe will be working during the days, Mary will be on her own during those times to eat, shop and sitesee, while remaining within walking distance of Joe's jobsite.

Mary is health conscious and does research on healthy eateries in the Ward Village through Yelp and Trip Advisor. Visitors recommend Mocha Java. Mary decides to log onto their website. It showed enough of the menu offerings by breaking it down into breakfast, lunch, and snacks but made vegetarian and vegan choices harder to identify. The outdated website also didn't do much to keep Mary interested in staying there. Mary decides to return back to Yelp and Trip Advisor to continue her research of Mocha Java Cafe.



# *Functional Specifications*

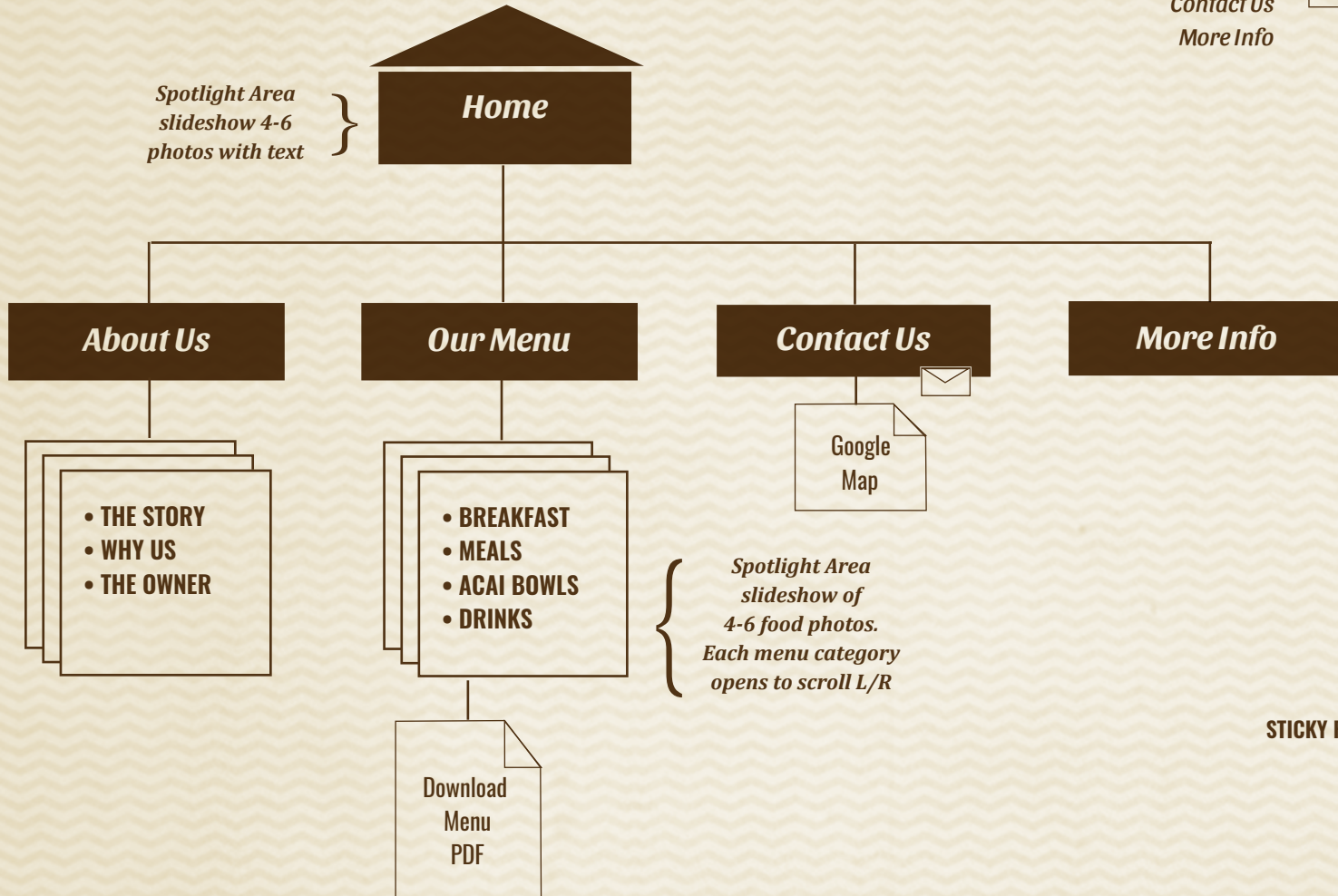
- > Sticky Navigation Bar
- > Home Page Slideshows
- > Menu Page Slideshows
- > Downloadable PDF Menu
- > Interactive Google Map
- > Social Media Links
- > Email Link
- > Hyperlinked Logo to Home Page



# site map

## STICKY MAIN NAVIGATION

Home  
About Us  
Our Menu  
Contact Us  
More Info



## STICKY FOOTER ITEMS

Address  
Copyright



CONSISTENT LAYOUT SHOWN ON EVERY PAGE:

- STICKY MAIN NAVIGATION
- LOGO
- GRAPHIC BREAKOUT ELEMENTS (PLACEMENT TBD)
- TEXTURED BACKGROUND
- SIMPLIFIED FOOTER

SLIDESHOW CHANGES IMAGE EVERY 5 SECONDS.

SOCIAL MEDIA LINKS PART OF MAIN NAV

NAVIGATION OF MAIN MENU IS UP/DOWN



CATEGORY IS MARKED WHEN PAGE IS ACTIVE



graphic element

**LOGO**

A Vegan Friendly—Coffee Cafe

**“A Great Gathering Place!”**


MEET UP WITH YOUR GROUP AND ENJOY A GREAT CAFE EXPERIENCE TODAY.

● ● ● ● ●

- Home**
- About Us*
- Our Menu*
- Contact Us*
- More Info*

- Twitter*
- Yelp*





graphic element

# LOGO

A Vegan Friendly—Coffee Cafe

## Our Menu



### BREAKFAST

Lorem ipsum dolor sit amet, consecte

### MEALS

Lorem ipsum dolor sit amet, consecte  
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### ACAI BOWLS

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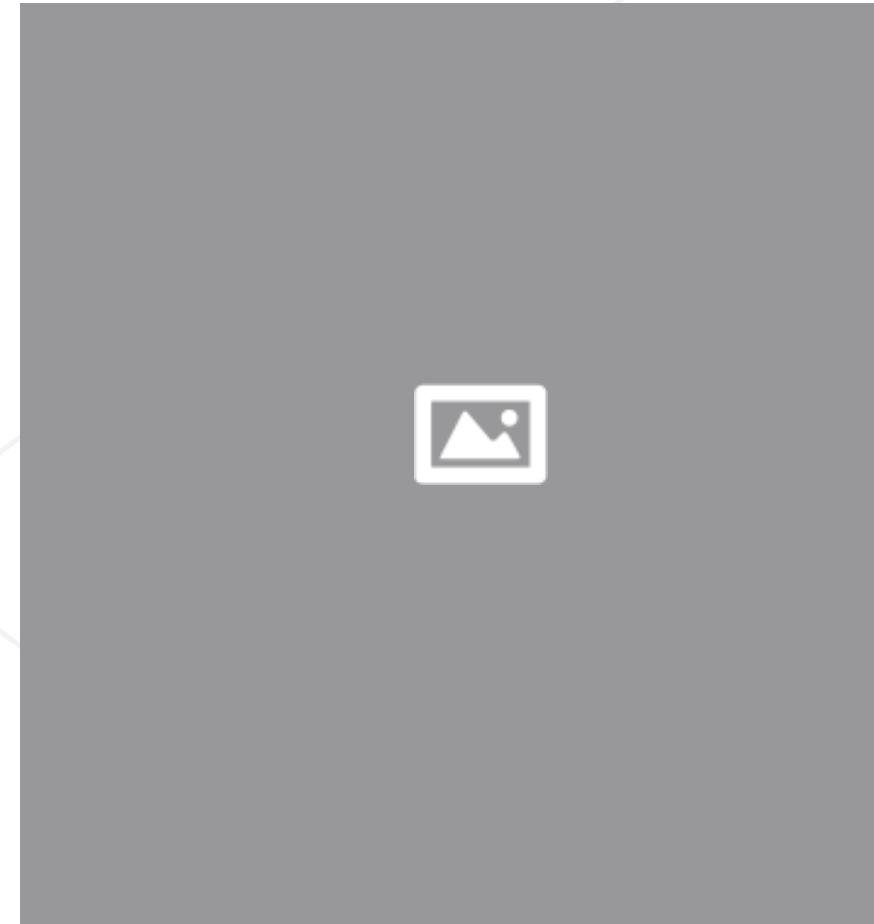
### DRINKS

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*\* Call About Our Daily Specials*

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HONOLULU, HI 96814  
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SOCIAL MEDIA LINKS PART OF MAIN NAV

4 SUBMENUS:  
**BREAKFAST, MEALS, ACAI BOWLS, & DRINKS**

CLICKING ON SUBMENU TITLES BRINGS YOU TO SUBNAV PAGES

SUBNAV PAGES SCROLL LEFT/RIGHT

