

CLIENT SELECTION

BY CHERYL SOONG



mochajavacafe.com

CLIENT BRIEF PART I

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 Mocha Java's website is outdated and does not reflect the quickly growing redevelopment of this area.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 II

COMPETITION WEBSITE

01

Island Brew Coffeehouse

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

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
- > Mission Statement
- > 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
- > Reservations Policy
- > Dress Code
- > Contact Information

USER PROFILE 01



SHERRY KAHAWAI

AGE	24
LOCATION	Ewa Beach, Oahu
EDUCATION	Attending UH Manoa
FAMILY	Dad + Mom + 3 Siblings
HOBBIES	Hiking & Surfing
OCCUPATION	Food Server at Ryan's Grill
INCOME	Approximately \$30K Annually
WORK HOURS	4-6 Shifts a Week w/ Doubles
DISABILITIES	N/A
COMPUTER SKILL	Very Good

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. While the current, nor did Sherry feel it was impressive enough to wow her classmates into selecting the place. Instead, Sherry forwarded them current social media links and Yelp reviews and made a point to give them take out menus instead which she grabbed after one of her work shifts.

USER PROFILE 02



BRAD YAMAMOTO

AGE	45
LOCATION	Kakaako, Oahu
EDUCATION	Stanford
FAMILY	Wife + 1 Baby + Labrador Dog
HOBBIES	Golf & Working Out
OCCUPATION	CPA for KPMG Firm
INCOME	\$125K Annually
WORK HOURS	Office Hours M–F, 9am–5pm
DISABILITIES	N/A
COMPUTER SKILL	Excellent + Tech Gadget Oriented

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

AGE	55
LOCATION	Portland, Oregon
EDUCATION	USC
FAMILY	Husband + 2 Children + 3 Gandchildren
HOBBIES	Yoga, Arts & Crafts, Shopping
OCCUPATION	Executive Administrative Assistant
INCOME	\$55K Annually
WORK HOURS	Office hours are M-F, 8am-5pm
DISABILITIES	Farsited Vision
COMPUTER SKILL	Good

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.