



Design Brief

Groundswell Legit Coffee and Board Games

website: www.groundswelllegit.com

@groundswellcafelv

Mission Statement:

Groundswell Legit Coffee and Board Games is a growing independent coffee shop where coffee drinking board game lovers come to relax and play legit board games.

Problem Statement:

Groundswell Legit Coffee and Board Games is looking for a website redesign that includes features so the user can check the available games in the shop, reserve a spot for a large group, and place a coffee order online.

Measurable Goals:

1. Create a working online ordering website application.
2. Increase online ordering by 15% within the first quarter.
- 3.

Market/Competitor Research: **Market Research assumes Groundswell is based in Seattle**

Meeples Games: <https://meeplesgames.com/>

Meeples is a gaming cafe with a few locations (Seattle and Las Vegas). They focus on games of all kinds of games. Their website features a plethora of information from location, to a calendar of events for all of the gaming parties, to reviews of new board games that have come onto the market. They also have a quick page that displays the cafe beverages and menu offerings and beverages as well as their story.

Kaffeeklatsch Seattle: <http://www.kaffeeklatschseattle.com/>

Kaffeeklatsch is an independent German coffee shop that focuses on being a social gathering place for the community. Staying true to their namesake they offer a variety of German pretzels and breads along with coffee. Their website is clean and offers the user basic information about the cafe as well as the history and story behind their name to create a sense of community at Kaffeeklatsch.

Bark Espresso: <https://www.barkespresso.com/>

Bark Espresso is an independent neighborhood coffee shop with a niche target audience specific to dog lovers. Their website is very basic with little information but showcases images of their coffee art creations.

Elm Coffee Roasters: <https://elmcoffeeroasters.com/>

Elm Coffee Roasters is a little different since they offer a subscription service for coffee beans, however their website is clean, informative, and helps the user to quickly find the information they are looking for. There is great use of images to portray the feel of the cafe.

Demographics:

Groundwells Legit Coffee and Board Games is the community coffee shop and local gathering spot. The target audience is all people ages 15 to 45 who enjoy coffee. It is a safe place to enjoy a laid back social atmosphere and play fun board games. There is always a mix of group sizes; ranging from small gatherings of people on a double dates, to large groups of people having a tournament, and a mix of adults and children all enjoying a social outing with good coffee and friends.

Personas:



Matt Rowe

Age: 26

Status: Serious relationship with girlfriend of 4 years

Occupation: Front Desk Manager at Hyatt Regency

Education: Masters in Hospitality Business Management

Interests, Hobbies, and Other Details: Matt recently graduated from UNLV with his masters. Sometimes Matt has to work the weekend shift but always has a "weekend". A perfect Saturday is a lazy morning, brunch, and walking the dog. He and his girlfriend recently joined in with a few of their couple friends in a game night twice a month. He is competitive, likes to good-naturedly trash talk his opponents, and develop creative strategies when learning new games.



Megan Robinson

Age: 36

Status: Married for 12 years

Occupation: Stay-at-home Mom

Education: BA in Communications

Interests, Hobbies, and Other Details: Megan is mother of two elementary school boys; ages 7 and 9. She spends the majority of the weekday managing the home and enjoys getting out of the house with the children after she picks them up from school. She has become close friends with a few of the mothers of her children's friends; and they

frequently all get together for play dates. She recently took a volunteer position as a small business advocate for her town. In her spare times she enjoys photography.



Antonio Juarez

Age: 17

Status: Single

Occupation: Student

Education: High School Senior

Interests, Hobbies, and Other Details: Antonio is involved in many school clubs (ranging from DECA to baseball) as well as the youth group at his church. After school he works at In-N-Out burger for a few hours to help save money for college. He is planning to go to UNLV next fall but is looking forward to still being near his family. He has a very large and diverse group of friends who all enjoy getting together to hang out. Recently, the group started playing board games as a way cheap way of entertainment. Sometimes they divide the group and different games and other times they team up to play all together.

Scenario:

Matt is playing Pandemic at Groundswell Legit Coffee and Board Games with his girlfriend and two other couples. He wants to order another latte but the board game has a lot of moving parts and he can't take a break from the game for very long. When he was on the website earlier in the day to see if they had the board game Pandemic he noticed a new feature for ordering coffee online. Now Matt uses the free wifi at Groundswell Legit Coffee and Board Games to pull up the website. He navigates to the online ordering section. He creates a user log-in, finds the latte option, customizes it to his liking and places his order. After waiting the allotted time for his order to be prepared he quickly heads to the counter to pick up his coffee and returns to his board game without missing a beat.



Site Architecture

Groundswell Legit Coffee and Board Games

website: www.groundswelllegit.com

@groundswellcafe/v

Grouped Topics:

- **Home:** address, hours, cross link to online ordering, quick summary of who they are, quick link to log-in
- **Contact:** address, google maps link with location point for cafe, phone number, email, hours
- **Online Ordering:** hot beverages, cold beverages, non-coffee drinks, food, log-in, seasonal items, estimated time to prepare items
- **Log-in:** order history, favorite items, stored credit card
- **Room Reservations:** description of room options, contact information, quick link to contact, calendar of events
- **List of Board Games:** quick link to room reservations
- **Menu:** hot beverages, cold beverages, non-coffee drinks, food, seasonal items
- **Events:** calendar of events
- **Links:** links to social media accounts

Wire Frames:

Desktop

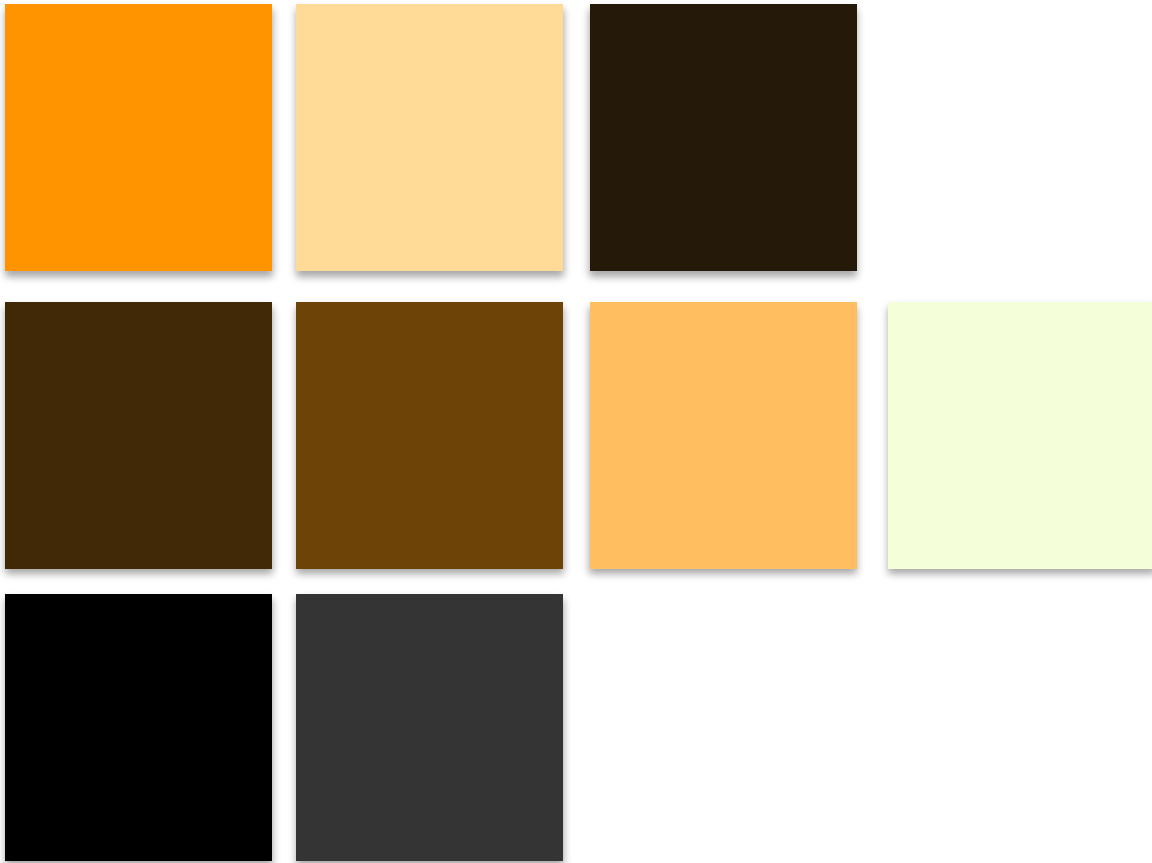
Mobile



Style Guide

Groundswell Legit Coffee and Board Games
website: www.groundswelllegit.com
@groundswellcafe/v

Colors:



Approved Fonts:

- **Headlines:** Alternate Gothic No1 D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

- **Subheadlines:** Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstvwxyz
0123456789

- **Body:** Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstvwxyz
0123456789

- G
- K