

# IL VIALE CAFE WEBSITE

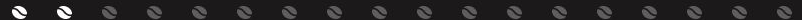
*by team shakerato*





## OUR SPONSOR: IL VIALE CAFE

The Italian Espresso Cafe located in Edmonds, WA is known for its authentic Italian coffee and cozy atmosphere.



# THE TEAM



**BRENDA HUYNH**

*PM/UX Designer*



**BEN KIM**

*Developer*



**LAUREN WONG**

*Developer*



**SARAH CHU**

*UI/UX Designer*



**ROBERTO RAFTERY**

*Developer*



# PROBLEM CONTEXT

- **Competition:** Many cafes are online, making it harder for II Viale to compete.
- According to a survey conducted online, **77% of respondents** said they look at restaurant's website before visiting or ordering
- **Customer acquisition:** Without a website, II Viale misses out on new customers







## PROBLEM STATEMENT

How might Il Viale **improve their online presence while maintaining brand consistency** so that they can **increase customer interaction and revenue?**





## KEY RESEARCH INSIGHTS

- Present *cafe hours, location, menu*
- Focus on *ease of navigation and mobile use*
- Include *images* of food and drink
- Cafe's unique selling points:
  - Classy aesthetic
  - Unique blend
  - Events page



# BARBARA

## The Hesitant Local



Age: 54

Occupation: Edmonds Bookstore owner

Barbara's main goal is to discover more about Il Viale and get a feel for what the cafe is like. She is especially interested in the cost and options of each menu item, since Walnut Street is fairly affordable and does not want to pay more for coffee than she already does. Barbara would also like to know about Il Viale's hours and make sure that she can plan ahead of time.





# CLARK

The Techy Coffeeholic



Age: 32

Occupation: Google SWE

Clark's main goal is to find out **what kind of coffee beans** that Il Viale uses in their espresso. He would also like to have the opportunity to get to know people from Edmonds a bit better by **attending Il Viale's events**.





# KEY CONCEPTS

## HOMEPAGE

Hours and location easily accessible -> allows users to see the most important info when visiting the cafe

## MENU PAGE

Showcases drinks and food that Il Viale has to offer -> allows users to see pricing and variety that sets Il Viale apart

## CALENDAR

Displays date, time, description of Il Viale-hosted events -> allows users to see what is going on in the community





# USER TESTING: TASKS

User testing tasks:

1. Locate hours and address
2. Find prices for specific items on the menu
3. Find information for a specific event on the calendar
4. Pretend to buy merchandise and checkout





# USER TESTING: OUTCOMES

*User testing main outcomes:*

1. Could use more images/graphics to fill up blank space
2. Minor textual errors on Menu page
3. Overall, everything was pretty usable and intuitive for users during testing session





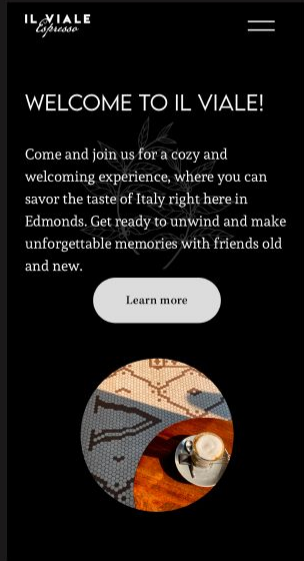


## SOLUTION APPROACH

- Mobile-friendly
- Accessible
- Showcase unique experience
- Consistent brand image

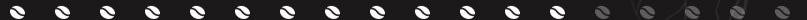


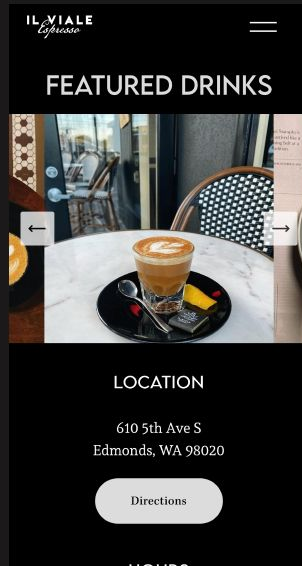




## HOME PAGE

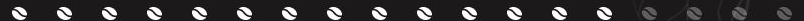
- Brief welcome
- Showcase cafe's uniqueness
- Basic cafe information





## MENU PAGE

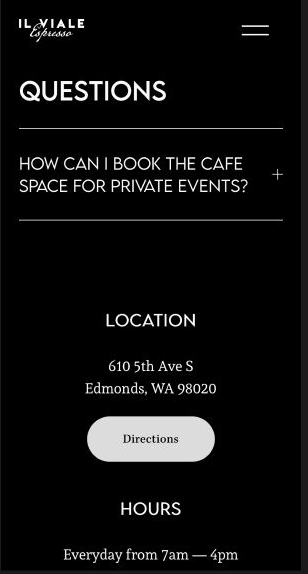
- Displays drinks, foods, and descriptions
- Featured drink image carousel

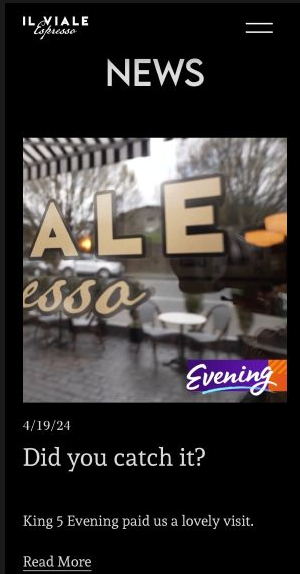




# EVENTS PAGE

- View all upcoming events
- Find contact info for booking events





# NEWS PAGE

- Added after user testing
- Cafe updates, Il Viale in the media, new drinks, etc.







**IL VIALE**  
*Espresso Bar*

Menu About Gallery Events News

# IL VIALE

*Italian Espresso Bar*



Demo Video: <https://www.youtube.com/watch?v=gOdw8ynCUrc>



# ETHICAL CONSIDERATIONS

- *Transparency* between peers, users and our sponsor
- *Security* of interview information
- Personas are *representative* of community
- Helps out a small, local business
- Gives Edmonds community a space for information finding





## BEYOND CAPSTONE

- Handed off and launched website (late April)
- Created document with basic styling and formatting notes, with instructions for launching shop
- Sponsor is familiar with using SquareSpace





# QUESTIONS? FEEDBACK?

THANK YOU FOR LISTENING!

*team shakerato*





# ADD US ON LINKEDIN!



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*UI/UX Designer*



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*Developer*



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**LWONG121**

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## Tips for design

- **Deck:** Choose a theme that is not too distracting. Most important is that the presentation deck engaging and easy to understand.
- **Avoid big blocks of text:** Summarize, use bullets, highlight
- **Make text readable:** 18 points or bigger
- **Illustrate with simple diagrams:** Picture is worth a thousand words
- **Video:** Show the key functionality of the product from the persona's point of view. Test to make sure your video plays smoothly.

# Tips for presentation

- **Intro slide:** Have one member introduce all members quickly
- **Solution approach slide:** Highlight key features quickly. This is a preview for what audiences will see again in the demo video
- **Demo video:** Embed your YouTube demo video. Maximize the size of the video. Make background black. Include link just in case the embed doesn't work
- **Next steps slide:** Maintain energy through to the end. End on an upbeat tone.

# Tips for rehearsing

- **Timing:** Is your whole presentation under 5 minutes?
- **Participation:** do all members have speaking parts? Is the handoff between team members seamless?
- **Flow:** does the presentation flow smoothly, highlighting important points?
- **Don't read from the deck:** text is for reference, not reading
- **Time yourself:** 4 minutes and 8 slides = 30 seconds per slide
- Practice handoffs and transitions between members