

Design Brief



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Taking an initial look at their current artifacts, Espresso To Go did not have a well-established brand, or much of a brand at all. Just looking at the landing page on their current website, you can see that there is not much to work with. However, there is an attempt being made to incorporate some design ideas. For instance, the color palette created through their navigation menu background and of the mural behind the chandelier exudes a warm impression when you first enter the site. It was important to try and keep this feeling of warmth through the redesign.

However, beyond this initial feeling, the design does not seem to be trying to speak to the user in any way. Though, after navigating the site, you can't help but feel a charming sense simply because of the low-effort nature of it. Finally looking again at the main image they included on the main page, you can see the tips of the chandelier hanging from the shop. This gives the impression that they are trying to be a bit fancy, but in a fun, quirky sort of way.



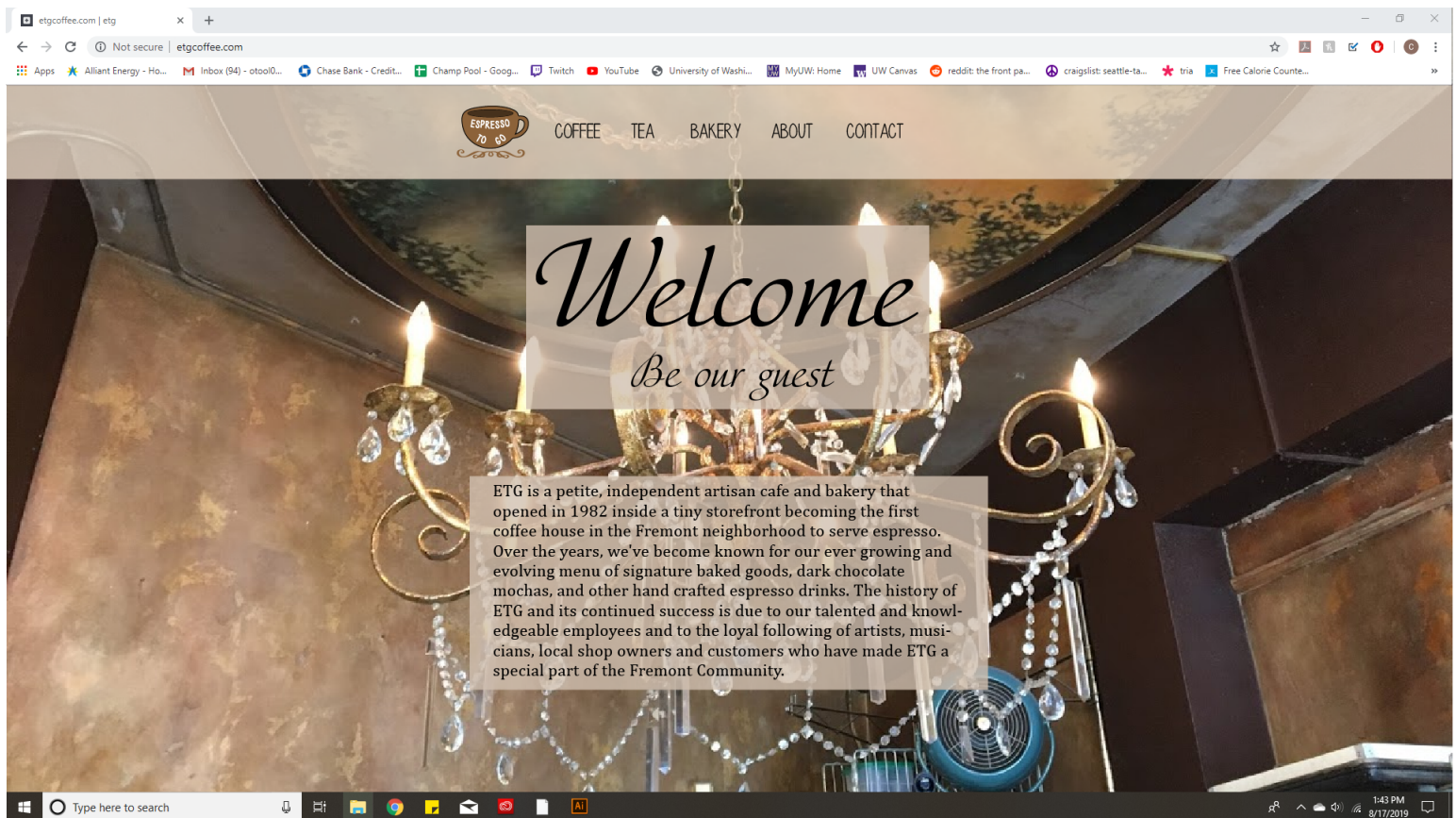
Here are some of the pictures that I took when I went to visit their store. Similar to some of the impressions garnered by looking through their website, it seems that they are trying to create an atmosphere of fun sophistication. Even though there is a hint of elegance to a lot of their displays and set pieces, it all still feels very inviting.

Though, something that these pictures do not convey well is the extremely small size of the store. This harkens back to the idea that it feels relatively cozy while you are here. Another effect of the small size, is that the main chandelier feels absolutely massive as the scale of it is so large compared to everything else, including the store's own size. Needless to say, it is the main attraction that you cannot look away from.



For the redesign, I wanted to make sure to try and keep those feelings of warmth, playful fancy, and coziness. Looking at the new landing screen, I used a new picture of the store's most important asset, the chandelier, as the main image to try and match the feelings elicited by the current site. However, for the navigation menu, I chose to go with a lighter brown color to help match the brown of the redesigned logo. I feel that this color still works well with the colors found in the image, from the lighter wallpaper, to the darker vents.

For the fonts, starting at the top, I used Give It Your Heart. This font gives off the perfect feeling of fun and coziness. Over the chandelier, I use Elina, which brings back that sense of sophistication, while not taking itself too seriously. Finally, for the paragraph text, I use Cambria, which is easy to read but still has a bit of flair being a serif font.



Moving on to the poster, I used the increasing circle size help emphasize the escalation in price and substance between the three different items. The background was chosen because coffee beans obviously make sense for a coffee shop, but also because I felt the rich brown color just really draws in the viewer, giving them a sense of warmth and comfortability. I decided to use Budidaya as the font for the item titles, because I feel it has the weight to match the richness of the background while still being quite fun.



MENU				
Hot Drinks		8 oz.	12 oz.	16 oz.
	ESPRESSO	27		
	AMERICANO	29	30	31
	LATTE	35	39	41
	MOCHA	37	41	45
	BREVE	36	40	45
	CAPPUCCINO	35	39	41
Cold Drinks		8 oz.	12 oz.	16 oz.
	ITALIAN SODA	30	33	37
	ICED COFFEE	34	38	40
	CREAMY ICED COFFEE	37	41	44
Milk		add \$0.60		
	ALMOND	HEMP	SOY	
Add-ins		add \$0.75		
	FLAVOR	EXTRA SHOT		

The final artifact I created was a menu for their items. Immediately you get a sense of playfulness from the little pictures associate with each menu item. I chose a wood background for this piece, because while keeping that warm feeling, it also gives the idea of sturdiness to help represent that the items listed do not change often. The leaves also give a bit of a refreshing feeling which I felt was a nice touch. Again, I use Budidaya to help match the hardness drawn out by the wood.