

# PROJECT BRIEF

然 Cha to Gelato Zen

Zen is a Japanese macha and gelato cafe in Kapahulu, started by So Takeki in 2024. He was impressed by the Sado (Japanese tea ceremony) and learned it. They are particular about the quality of water, and people can actually see them brewing the tea right in front of them. They are getting more and more customers, and they do not have their homepage yet.

## PRIMARY OBJECTIVE

1. Explain what the cafe is about
2. Store hours
3. Location
4. Parking
5. Upcoming Events

## TARGET AUDIENCE

1. Local customer
2. Matcha Lovers
3. New customers who do not know this cafe and bar yet

## DELIVERABLES

- Multiple page site
  - Home
    - About
    - Menu
    - Contact
- Shares Sado culture
- Promote upcoming events

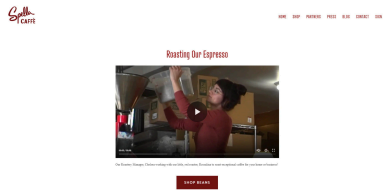

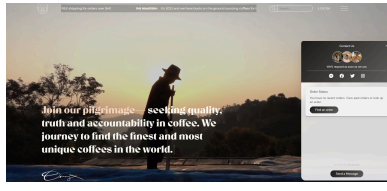

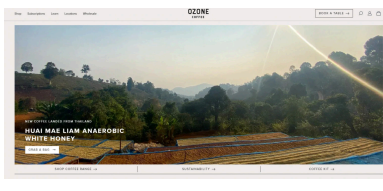


## KEY FEATURES

- Photo Gallery
- Text about their information
- Links to other social media

## ASSETS

- Photography/video of their how to make tea
- Animation

## VISUAL PRECEDENTS

 <p><a href="#">Spella Coffee</a></p> <p>This website has a good layout. When I scroll through the site, I can see a sequence of pic, text, pic, text. I think I can insert his pic when explaining how to make tea.</p>	 <p><a href="#">Coffee Collective</a></p> <p>The animation on the top screen might be able to be used for my site.</p>	 <p><a href="#">Onyx Coffee Lab</a></p> <p>The animation of letters and pic showing up from the side or button is cool.</p>
 <p><a href="#">Coava Coffee Roasters</a></p> <p>Drawing a tea cup or gelato might be cute like this illustration.</p>	 <p><a href="#">Ozone Coffee Roasters</a></p> <p>Cute illustration.</p>	 <p>Their instagram is based on modern and simple, so I can use this Japaneseish background, black, white. Not so much color.</p>
 <p>High quality photo</p>		

## TARGET USER PROFILES&SCENARIOS



### USER 1

Maria (F, 18)

Student

She is living in Kapahulu and she loves matcha. She heard there is a new match cafe, so she came here. The worker is friendly and the price is affordable. She fell in love with the cafe as soon as she entered.



### USER 2

Kenta (M, 27)

Office Worker

He visited Hawaii with his family and his friend recommended this cafe. They wanted to get dessert after dinner and almost all the cafes were already closed. However, this cafe was open until late, and he enjoyed eating gelato in a relaxed atmosphere.



### USER 3

Mia (F, 72)

Retired

She is living in Hawaii, and she loves Japanese sake. She has a daily routine of drinking sake after dinner with her husband. She was looking for var which serve Nihonshu and she