



Beard Papa's

Project Brief

Summary

Beard Papa's is a chain of cream puff stores that originated in Japan and now have over 500 stores worldwide. They want to update their current website to be more user friendly and easier to place orders from.

Primary Objectives

1. To make their website easier to navigate and order from
2. To re-organize content and give the website a sleeker look

Target Audience

- Beard Papa
- Kids
- Event planners
- Pastry lovers

Deliverables

- A multi-page website with an online ordering system
- A stylish easy-to-read menu with visuals/illustrations

Key Features & Functionality

- Online Ordering

- Contact Form
- Map with shop locations

Assets needed

- Logo
- Photos of food and locations
- Intro video
- Text: about info, pastry descriptions, contact info
- Custom wallpaper (?)

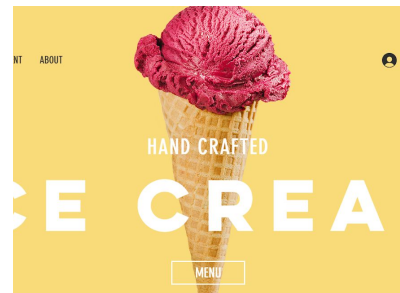
Visual Precedents



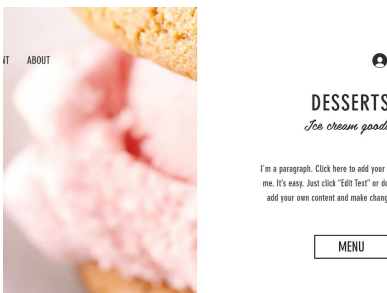
[Hans & Franz](#)



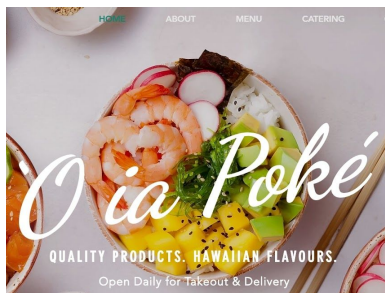
[It's Jane](#)



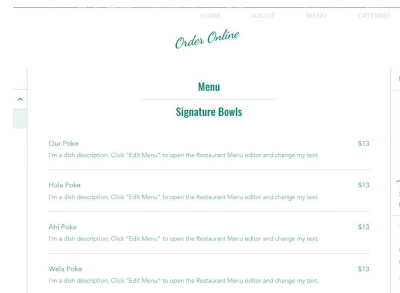
[Wix Website Outline](#)



[Wix Website Outline 2](#)



[Wix Website Outline](#)



[Wix Website Outline 2](#)

Target User Profiles & Scenarios

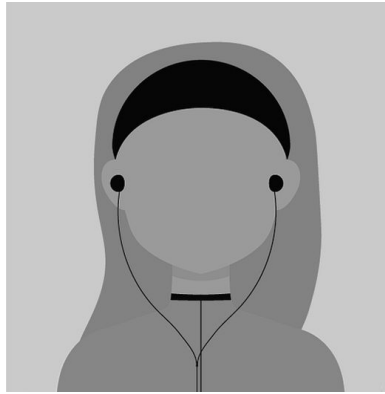
Below are examples of specific user situations with anticipated user goals and tasks.



John Doe

Event Planner

John is planning a small local event. He needs to arrange the catering and would like to hire Beard Papa for the deserts. He doesn't have time to visit their location so he needs to find their contact information. He wanted to speak with someone about special arrangements, but finding any contact information was difficult. There is a button for contact information under the "About" page that doesn't work, and while there are phone numbers for each individual location under "Locations" there is no e-mail or form for written contact.



Kate Johnson

Single Mother

Kate is a single mother and is planning a birthday party for her child. She only wants to buy a box or two worth of cream puffs. The "Menu" page was very informative but misled her to believe that it was a page for making online orders. She went under catering to make an online order, and was excited to see that they offered celebration specials. Upon selecting this, she was disappointed when it was just a general menu, and that they did not have any celebration specials offered. She ordered for delivery successfully, but the process was too confusing.



Kevin Young

Highschool Student

Kevin is a senior in high school and he's having a small get-together with some friends. They all want to drop by Beard Papa's to pick up some cream puffs, but their local Beard Papa's is really busy and they don't want to stand in line. Kevin heard that they can do online ordering. The website is cluttered, and it was difficult to figure out where to order from. He did find the page for ordering, but even the ordering system was difficult to navigate. They decided not to waste their time and went somewhere else.