



# CLIENT DOCUMENTATION

*By Fumiko Kojiro*



CLAY CAFE  
[www.claycafehawaii.com](http://www.claycafehawaii.com)

# PROJECT DESIGN BRIEF



## Background Summary

Clay Café is a place to let our creativity soar. We can paint our own pottery, with lots of styles and paints to choose from, a creation that is truly own. This place is not only for children. It is also a place for family, friends and you. Clay Café is also serving drinks now. We can make one-of-a-kind pottery and make the special memory with your loved ones. Additionally, party reservations are also available.

## Project Overview

The purpose of redesigning Clay Café's website is to attract people of all ages to come and paint pottery and drink coffee. The website needs to be more stylish and mature, because it currently looks like a site that's only children.

Furthermore, the website needs more user-friendly, and information should be a readily accessible.

## Target Audience

Currently the target market are young children and their mothers, but we are looking to expand that to 6-60 year-old women and tourists.

## Competition Website

The competition company is [Color Me Mine](#). This is a huge company and located all over the world. They have lots of events and they are divided in levels range from kids through adults.

**PROS:** The website looks updated consistently and they promote themselves very well. Content is very strong.

They use attractive pictures, events and content well.

**CONS:** The website is quite busy, because there are so many icons. Additionally, I think target is young children, so they used vivid colors a lot. However, if boys would like to join I think some boys would hesitate. The design is girlish.

## Tone

Clay Café is very unique café and creative space for all art lovers. The place is relaxing and fun atmosphere.

## Content

High Quality Logo

Welcome Promotion

Pictures of events and works

Prices

Update event calendar

Map for location, parking information

Workers Info

# USER PROFILE



NAME Jun Hasegawa

AGE 28

GENDER Female

LOCATION Hawaii

EDUCATION University of Hawaii at Manoa

FAMILY Married, 7-year-old Daughter, 5-year-old Son

HOBBIES Yoga, Travel and Painting

OCCUPATION International Modeling

INCOME ¥8,000,000 Annual Salary (Based on Japan)

WORK HOURS Varies

DISABILITIES None

COMPUTER SKILLS Average

## USER-SITE INTERACTION EPISODE

Jun wanted to give her children some experiences of art and searched for classes and she heard about CLAY CAFÉ from her community of moms. When she got back she researched CLAY CAFÉ on the website. She has some difficulties finding out what age is available and who is going to support the pottery painting. Additionally, she needed to find the parking lot, but there is no information about parking.

# USER PROFILE



NAME Sara Nation  
AGE 21  
GENDER Female  
LOCATION Hawaii  
EDUCATION University of Hawaii at Manoa  
FAMILY Single  
HOBBIES Shopping  
OCCUPATION Student/Assistant  
INCOME \$8,000 Annual Salary  
WORK HOURS Weekdays, 16:00–20:00  
DISABILITIES None  
COMPUTER SKILLS Above Average

## USER-SITE INTERACTION EPISODE

Sara is a student and her major is fine art. She wanted to do party with friends and looked for the place. She researched and found the Clay Café. She could find out that parties are available easily, however, it was difficult to find out the prices. Additionally, there is a calendar, but the events information is not up-to-date, so she had to call them.

# USER PROFILE



NAME Mary Smith

AGE 61

GENDER FEMALE

LOCATION Hawaii

EDUCATION University of Hawaii at Manoa

FAMILY Married (1 Son, 3 Grandsons)

HOBBIES Playing with Grandchildren

OCCUPATION Retired

INCOME \$40,000 Retirement Pay

WORK HOURS None

DISABILITIES None

COMPUTER SKILLS Average

## USER-SITE INTERACTION EPISODE

Mary was looking for the fun place with her grandchildren such as something educational and having fun. She found the CLAY CAFÉ on the Internet. The Youtube video shows the class environment easily, but there are not enough pictures and information about what kind of potteries are available. It was easy to find the contact e-mail, so she sent them and e-mail, to ask about it.