

Glazers Coffee: Web Redesign

Background Information

Located in the heart of college town in Honolulu, Hawaii, Glazers is a small coffee shop run by a group of coffee professionals. They are a unique independent specialty coffee provider with Seattle's traditional style of coffee in Hawaii. Referred to as "the living room of downtown Honolulu" by their regulars, Glazers welcomes old and new customers with a spirit of aloha.

Primary Objective

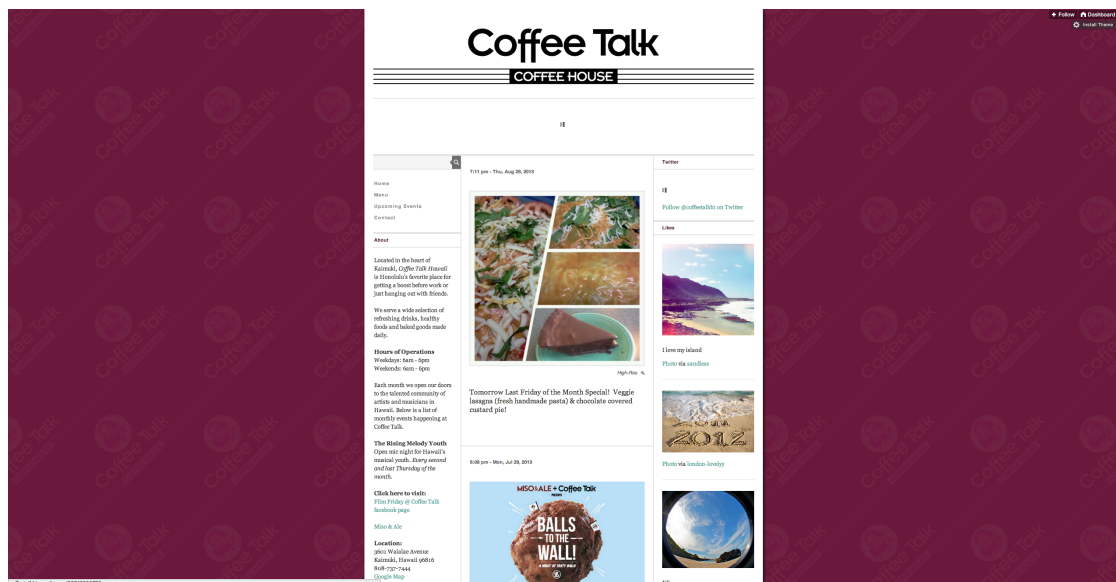
The primary objective of this project is to redesign Glazers Coffee's website to help promote and showcase the company to attract new customers and coffee lovers.

Target Audience

- Age: 18+
- Gender: Male and Female
- Income: Low–Average
- Spending Habits: Moderate
- Special Interests: Coffee & Tea.
- Geographic Location: Honolulu, Hawaii

Competition

- **Coffee Talk** <http://coffeetalkhi.com/>
Pros: Lot of information and photos.
Cons: Not very visually appealing. Website is dated.



- **R&D**

<http://www.interislandterminal.org/rd/>

Pros: Beautifully designed site.

Cons: No photos of coffee served.



- **Morning Glass**

<http://www.morningglasscoffee.com/Coming%20Soon.html>

Pros: Nice splash page.

Cons: Website under construction & coming soon. No photos or information other than a link with map of location.



Assets Needed

- Photographs / Imagery of Glazers Coffee
- Information about company
- Menu
- Events calendar

Existing Look and Feel

Currently Glazers Coffee's website is very basic. There are a few customer photos of coffee, but professional photographs of the coffee they serve would be very beneficial. Design of their current website is a bit dated and could use some updates.

