



## CLIENT DOCUMENTATION

BY GINA PENG

**kulu kulu**  
H O N O L U L U

[kulukulucake.com](http://kulukulucake.com)



# DESIGN BRIEF

## BACKGROUND SUMMARY

Every kid had their own favorite pastry shop while growing up in their hometown. The mission of *Kulu Kulu* is to bring back that sense of nostalgia to this new generation. The team of skilled patissiers that had come from Japan also inspire kids to become talented chefs in the future. To fit the tastes of people of Honolulu, the cakes are made in a not-too-sweet taste and in a very light and fluffy texture.

## TONE

To make the *Kulu Kulu* website appear more appealing to viewers, it should showcase more mouth-watering images of cakes made by the patissiers from Japan, as mentioned in the Patissier introduction section. On the homepage, I would put a slideshow of different variety of cakes. Also, to match the slogan, I would design the website in a way that gives you a nostalgic feel.

## PROJECT OVERVIEW

The mission of this project is to redesign the *Kulu Kulu* website to reflect their main objectives, to bring back the sense of nostalgia of pastry shops, to become the patisserie for everyone and bring to life the magic of a “mom-and-pop” boutique patisserie.

## COMPETITION WEBSITE

### JJ Bakery

#### Pros

- Very cleanly organized
- Appealing, high-quality images of food
- User-friendly

#### Cons

- Could use some designing on the upper menu bar

## CONTENT

- \_Slider
- \_Logo
- \_Home
- \_Lineup
- \_Contact
- \_Facebook
- \_News & Gallery
- \_Quick Links

## TARGET AUDIENCE

Since *Kulu Kulu* cakes are made to fit everyone’s tastes, it is targeted just about at any age, from young and old. The ages range from 8-65, which are middle-classed people who are dessert lovers and enjoy eating high-quality made cakes.

### Kulu Kulu

#### Pros

- Easy access to the variety of cakes

#### Cons

- The overall design is too simple
- Images are not appealing
- Needs to improve on navigation

# USER PROFILES



## USER-INTERACTION EPISODE

Vanness finally got an opportunity to take a break from his modeling activities and decided to go on a vacation to Honolulu, Hawaii. His friends know he enjoys eating desserts so one of them that had been there before had recommended him to eat at *Kulu Kulu*. Vanness wants to know what recommended desserts there are so he checks out the *Kulu Kulu* website. At first, he was frustrated with the website since he could not find any recommended desserts because it does not show up on the homepage. After some browsing, he finds out it is located in the Categories sidebar on the right labeled as “Flavor of the Month” when he clicks on the “News and Gallery” section.

### VANNESS WU

**Age:** 39

**Gender:** Male

**Location:** Santa Monica, California

**Education:** National Taipei University

**Family:** Wife

**Hobbies:** Listening to music, traveling, watching TV

**Occupation:** Model

**Income:** \$48,000 Annual Salary

**Work Hours:** Monday - Sunday, 8am-4pm

**Disabilities:** None

**Computer Skill Level:** Average

# USER PROFILES



## USER-INTERACTION EPISODE

Guang Xi has a ongoing big graphic design project and she has to meet up with her client which lives in Honolulu, Hawaii to discuss about her needs. She decides they'll have lunch together as well during their meet. On Google, she searches for top places to eat on Honolulu and stumbles upon *Kulu Kulu*. She reads the reviews and thinks this will be the perfect place to eat at for her client and herself. However, she does not know whether or not the food is expensive there or not. To find out, she goes on the Kulu Kulu website and searches for the prices of the food. After some browsing, she is frustrated that she is not able to find the menu, and there are also no prices listed whatsoever, which is disappointing.

## REN GUANG XI

**Age:** 26

**Gender:** Female

**Location:** Beijing, China

**Education:** University of Beijing

**Family:** Husband

**Hobbies:** Drawing, listening to music, hanging out

**Occupation:** Graphic Designer

**Income:** \$46,900 Annual Salary

**Work Hours:** Monday - Sunday, 7am-3pm

**Disabilities:** None

**Computer Skill Level:** Above Average

# USER PROFILES



## USER-INTERACTION EPISODE

Jessica has been living on Honolulu for a long period time now and she is tired of eating at the same places over and over again everytime she goes out to eat. Her friends recommended her to eat at *Kulu Kulu*, a new dessert place on Honolulu that has opened not too long ago. Then, she goes to check out the *Kulu Kulu* website. She casually browses through the site and exits after 2 minutes because the content she sees there does not urge her to try eat at the place. Afterwhile, she discovers a website of a bakery shop called JJ Bakery, which sparks her interest in trying out their food because they have more appealing images on their homepage.

### JESSICA KIM

**Age:** 19

**Gender:** Female

**Location:** Honolulu, Hawaii

**Education:** University of Hawaii

**Family:** Parents

**Hobbies:** Listening to music, dancing

**Occupation:** Student

**Income:** \$1,500 Annual Salary

**Work Hours:** Saturday - Sunday 9am-2pm

**Disabilities:** None

**Computer Skill Level:** Average