



CLIENT DOCUMENTATION

BY GINA PENG

kulu kulu
H O N O L U L U

kulukulucake.com

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 Menu section 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



FUNCTIONAL SPECIFICATIONS

+ About

+ FAQ

+ Menu with prices

+ Jobs

+ News

+ Gallery

+ Locations

+ Get directions

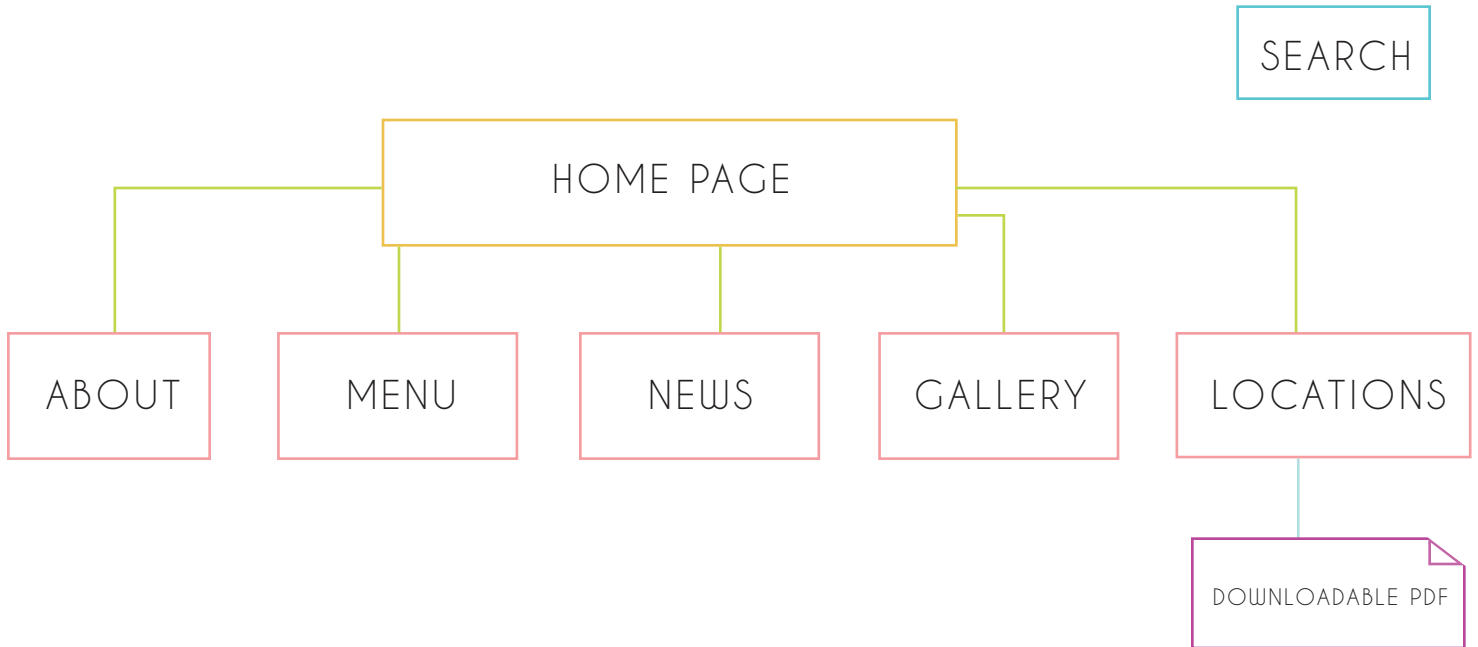
+ Downloadable PDF's for Map

+ Language switch

+ Search bar

+ Social media links

SITE MAP



FOOTER ITEMS

FAQ

JOBS

FACEBOOK

INSTAGRAM

TWITTER



kulu kulu

H O N O L U L U

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 pastissiers 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 pastissiers 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

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

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.

CONTENT

- + Logo
- + Home
- + Happening Now
- + About
- + Menu
- + News
- + Gallery
- + Locations
- + Get directions
- + Downloadable PDF's for map
- + FAQ
- + Jobs
- + Social media links



Happening Now

1/31/17

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam consectetur sagittis odio vitae volutpat. Ut gravida fringilla sapien sed porta. Morbi est nisl, hendrerit vel pretium adipiscing, egestas non turpis. Nulla quis rutrum turpis. Sed porttitor mi ut diam placerat ac eleifend enim hendrerit. Maecenas auctor nisi a nulla



ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam consectetur sagittis odio vitae volutpat. Ut gravida fringilla sapien sed porta. Morbi est nisl, hendrerit vel pretium adipiscing, egestas non turpis. Nulla quis rutrum turpis. Sed porttitor mi ut diam placerat ac eleifend enim hendrerit. Maecenas auctor nisi a nulla

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam consectetur sagittis odio vitae volutpat. Ut gravida fringilla sapien sed porta. Morbi est nisl, hendrerit vel pretium adipiscing, egestas non turpis. Nulla quis rutrum turpis. Sed porttitor mi ut diam placerat ac eleifend enim hendrerit. Maecenas auctor nisi a nulla



LOCATIONS



1450 Ala Moana Blvd #1360 Honolulu,
Hawaii 96814
Shirokiya Japan Village Walk, Ala Moana
Center



2233 Kalakaua Ave #B1b Honolulu, Hawaii 96815
Eaton Square Shopping Center 1F



438 Hobron Ln #102 Honolulu, Hawaii 96815
Pa'ina Lanai Food Court, Royal Hawaiian Center

