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**GR DES 66**  
**Pepy's Galley Coffee Shop Web Site Redesign**  
**Communication Brief 6/4/2012**

**Project Summary:**

Pepy's Galley is a diner/coffee shop located in the heart of Mar Vista, CA. It's location is especially unique as it sits within the AMF Mar Vista Lanes bowling alley. Pepy's Galley is known to always put the customer first with the motto "The customer is King! If you don't see it on the menu and we have the ingredients, we'll make it for you." The website needs to reflect the charm of the Pepy's Galley employees while being more user friendly and accessible to their growing take-out business (mobile accessibility).

**Business objectives/goals:**

- Great food at a great price
- Creating a friendly and warm family atmosphere
- Expand the growing take-out/phone order side of Pepy's Galley
- Integrate Social Networking

**Date of launch by client:**

Client is willing to work promptly, with an agreed budget, to launch the site as soon as possible.

**Target Audience:**

**I. Audience description:**

- Age: All Ages
- Gender: All Genders
- Education: All Levels of education
- Income: n/a
- Preferred OS: Primarily Windows, growing Mac OS user base
- Browser: Firefox, Explorer, Chrome
- Computer Device: Windows Laptop, Windows Desktop, MacBook Pro
- Internet skill level: Moderate

**II. Audience goals:**

- Information (address, phone numbers, social networking) is easily accessible
- Creative, fun and unique yet stylish design.
- Easy to use interface
- Users should be able to search and find their needed information quickly
- Live text menu

**Perception Strategy:**

**I. Current Perception:**

- Out dated website serves almost no purpose – no take out available
- Food menu is PDF and hard to read (low resolution)
- No Navigation or pages to click through

**II. Desired Perception:**

- Inviting and useful navigation
- Easily accessible menu
- Great diner to eat in or take out.

**Competitive Advantages:**

Pepy's Galley is unique in that it is located within a bowling alley yet it faces a main intersection of Venice Blvd in Mar Vista, CA. Also, parking is not an issue ( a key to the growing take-out part of Pepy's business). As for food quality and service, Pepy's is tops. Pepy's Galley is currently one of the highest rated diners on Yelp.com within the West Los Angeles area.