

Candid Coffee Marketing & Branding

fyreform

Candid

Project overview



The project:

Candid is a Wellington, Florida based cafe. A pressing challenge faced by their ownership team revolves around the visitor to acquisition customer funnel. Candid Coffee is dedicated to setting new standards in the casual coffee world.



Project duration:

February 2023 to Present

Est. 2018

Candid
COFFEE CO

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Project overview



The problem:

The owners are looking to get more customers in the door and to get those customers to make purchases.



The goal:

Design a marketing plan for Candid Coffee that helps funnel in new customers, and make them loyal fans.

Project overview



Roles

Bryan Jenkins - Business owner and marketing lead.
Developing sales funnels and executing marketing plan.

C.J. Ehrenberg - UX designer and branding expert.
Modifying the brand identity, and develop digital systems.



Responsibilities

Identifying business needs, synthesize that information into actionable tasks, implement changes, and iterate for growth.

Paper and digital wireframing, low and high-fidelity prototyping, accounting for accessibility, and iterating on designs.

Understanding the customer

- Market research
- Personas
- Problem statements
- Journey maps

Customer research: summary



We conducted interviews and created empathy maps to understand the customers. This helped us mark our goals to reach customer needs. A primary customer group identified through research was young mothers who are the primary caretaker of their children. This customer group confirmed initial assumptions about Candid Customers, but research also revealed that a place to recaffeinate wasn't their only need. Other needs included someplace to go to relax, some place safe inside on hot days or outside on cool days, and activities for their children to be mentally and physically entertained.

Customer research: pain points

1

Time

Busy parents are very busy caring for their children's daily need.

2

Functionality

Other coffee shops are crowded and are geared towards working professionals.

3

Accessibility

Other coffee shops are difficult to navigate with children.



“Looking in the past is boring when your present is so bright!”

Goals

- To be the best parent she can be
- To find fun activities during the day
- To keep her kids happy and fulfilled

Frustrations

- Over stimulation
- Feeling under appreciated
- Forgetting about herself

Persona: Amanda

Age | 32

Education | Bachelors

Hometown | Wellington, FL

Occupation | Family Manager

Amanda is a busy mom with a busy schedule. Every day she spends all of her time with her 2 toddlers. Amanda’s first language isn’t English, so sometimes she struggles if she needs to read a lot really fast. She needs to find activities to do that will make her excited, and keep her kids fulfilled throughout the day.

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Problem Statement: Amanda

Amanda is a busy stay at home mom who needs a place to enjoy for herself and her kids because there aren't many places she can relax while her kids have safe fun.



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Journey map

Mapping Amanda's journey revealed how helpful it would be for users to have access to a multifunctional space for her and her kids.

Amanda
Goal: Find a place to enjoy while mothering.

Action	Prepare for the day	Education	Fun activity	Relaxing	Wind down
Task List	Tasks A. Wake the babies B. Make breakfast C. Make coffee D. Get dressed	Tasks A. Practice letters B. Teach life skills C. Interact with the world	Tasks A. Find somewhere to play B. drive there C. hope its fun	Tasks A. Nap time B. story time C. snack time	Tasks A. Brush teeth B. Get pajamas on C. Read a story
Feeling Adjective	<ul style="list-style-type: none">OverwhelmedHopeful	<ul style="list-style-type: none">HopefulSatisfied	<ul style="list-style-type: none">AlertExcited	<ul style="list-style-type: none">RelievedSatisfied	<ul style="list-style-type: none">FulfilledRelieved
Improvement Opportunities	<ul style="list-style-type: none">ChecklistEasier breakfast or coffee	<ul style="list-style-type: none">specified plans or classes	<ul style="list-style-type: none">incorporate education or relaxation	<ul style="list-style-type: none">change of scenery	<ul style="list-style-type: none">n/a

Starting the design

- Competitive audit
- Process
- Mockups
- Usability studies

Competitive Audit

Taking the time to review direct and indirect competitors really opened a lot of space up for unique value. It sheds light on what we believe is working as well as what can be improved.

Competitive audit

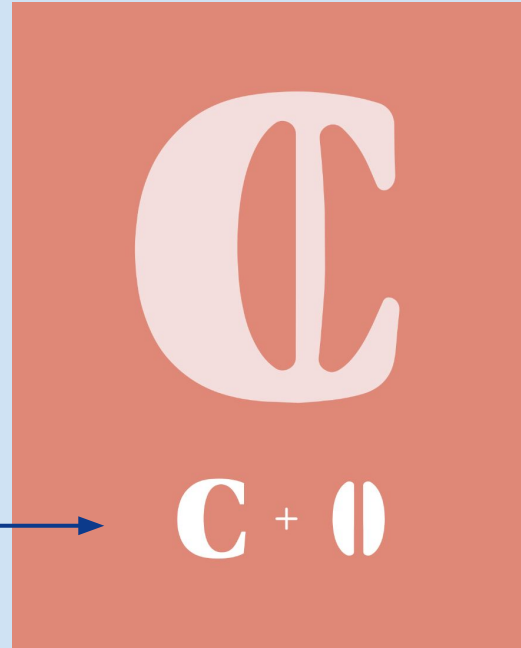
Goal: Compare the branding and features of each identity

General Information								Visual design	
Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price	Website <small>(URL)</small>	Business size	Target audience	Unique value	Brand Identity	
Pumphouse	Direct	West Palm Beach, FL	High quality local coffee	\$\$\$	pumphousecoffee.com	small	locals, people looking for high quality coffee	Very local, only available here, clean brand	Good <ul style="list-style-type: none"> + Consistent colors - Simple Design - Not as personable as their values
Subculture Coffee	Direct	West Palm Beach, FL	High quality local coffee	\$\$\$\$	https://www.subculturecoffee.com/	small	locals, people looking for high quality coffee	Very local, only available here, clean brand	Needs work <ul style="list-style-type: none"> + Creative Logo Concept - not very defined - undefined color palette
Dunkin'	Indirect	Canton, MA Global	Affordable coffee, donuts, and breakfast sandwiches	\$\$	www.dunkindonuts.com	Large	coffee drinkers, people in a rush	cheap, very wide reach, donuts	Good <ul style="list-style-type: none"> + Consistent and clear colors, fonts, and style - Strong brand identity - a little too much
Starbucks	Indirect	Seattle, WA Global	Trendy coffees, sandwiches, and pastries	\$\$\$	https://www.starbucks.com/	Large	coffee drinkers	consistency globally, trendy drinks	Outstanding <ul style="list-style-type: none"> + Iconic color and logo - Simple and clean + Consistency across the board

Process

As the initial design phase continued, I made sure to base designs on feedback and findings from the customer research.

Combining a C for Candid,
and a bean for
coffee.



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Mockups

Memorable iconography was paramount in the branding and identity for Candid.



Simple tropical marks to indicate tropical Florida

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Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from sketches to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1

- 1 Users want something simple
- 2 Users want something memorable
- 3 Users want things to be a little easier

Round 2

- 1 Fewer variants for consistency
- 2 Crowding made for more difficult understandability for some user

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The branding helped identify the company for a larger yet more defined market.

Customer purchases have increased 5x year over year.

One quote from peer feedback:

“Finally it feels like I found MY spot”



What was learned:

While designing the Candid brand and marketing, we learned that the first ideas for the new concept the beginning of the process. After research, usability studies, and peer feedback each design step got progressively better and more useful.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing our work on Candid Coffee.
Check out our Website to learn more about us and our work!

Website: www.FyreForm.com