

Paws Product Requirement

Overview

The project encompasses the development of both a website and a physical cafe, with the primary goal of ensuring the success of both components. A desirable cafe has a presence online experience and quality of service, cleanliness, and overall customer satisfaction.

Research and Define Stages

During research, we uncovered concerns regarding the cleanliness, quality of food and coffee and unfriendly staff. Along with the Service Blueprint set-up, I find the importance of involving professionals while creating Standard Operating Procedures (SOPs). These measures are crucial for maintaining a consistently high standard across all aspects of the cafe.

Cafe Website

Must-Have Features

- Responsive design for desktop and smartphones.
- Strong navigation.
- Clean and consistent design.
- Use common language.
- Implement one-click connectivity to Google Maps for route finding.
- Consider single-handed operation for the smartphone version, catering to users on the move.

Pages to Design

1. Home Page:
 - Hero section: Emphasize quality coffee and a pet-friendly atmosphere.
 - Include information to alleviate concerns, such as cleanliness and hygiene.
2. Menu:
 - Ensure easy category switching.
 - Include images and regularly updated prices.
3. Events:
 - Provide a brief overview of event planning.
 - Display upcoming events and showcase pictures from previous events.
4. Pets:
 - Offer a short description of the cafe's concept and its approach to pets.
 - Ensure easy visibility of information for in-store pets.
 - Provide informative content, including details about pet responsibilities, adoption processes, etc.
 - Include information about pets staying with foster families.
5. About Us:
 - Incorporate storytelling about the cafe's history.
 - Include a video introduction or a paragraph on media and social media.
 - Showcase pictures capturing the essence of the cafe.
6. Contact Us:
 - Display location information (Map, address, phone, email, etc).
 - Enable one-click connectivity to Google Maps.
 - Include a messaging function.

Cafe Operation

Environment & Atmosphere:

1. Simple and Relaxing Design
 - Design the entire cafe environment by considering some customers and pets may need a quiet corner. Including area separation, ventilation, decoration, lighting, scent, and music, ensuring a simple and relaxed atmosphere.
 - Avoid designs that are not suitable for having pets around, such as uneven floor level in the same store.
(In in-depth competitor analysis, there were 2 complaint about cafe is not suitable for dogs.)
2. Pet-Friendly Tableware
 - Choose appropriate tableware, such as wooden plates, considering the presence of pets.
3. Hygiene and Odor Control
 - (In in-depth competitor analysis, there were 3 complaint about clean and hygiene issues among 2 pet cafe.)
 - Prioritize hygiene by consulting with experts on cleaning and odor control.
 - Develop and regularly update Standard Operating Procedures (SOPs) for cleaning and maintenance.
4. Safe Zone for Pets
 - Create separate areas for cats and customers with aggressive pets to prevent conflicts and ensure customer comfort.
 - Consider spatial arrangements, like having in-store cats on a designated floor.

Welcoming and Service

(In in-depth competitor analysis, there were 5 complaint about bad service, cold attitude among 3 pet cafe.)

1. Service Process Design
 - Design the service process and establish SOPs as guidelines for the staff.
2. Seating Guidance
 - Guide customers, especially those with pets, to appropriate seating areas to enhance their experience.
3. Staff Training
 - Conduct thorough staff training in advance, focusing on customer service and a welcoming attitude.
 - Develop a standard training plan for ongoing employee development.

Foods and Drinks

(In in-depth competitor analysis, we found 5 complaint review about bad food quality among 3 pet cafe.)

1. Professional Consultation
 - Hire or consult with professionals to ensure high-quality food and drink offerings.
 - Develop a cookbook SOP to maintain consistency in food quality.
2. Staff Training
 - Train staff in advance on food handling, preparation, and service.
 - Establish a standard training plan for continuous improvement.

In-Store Pets and Adoption

1. Set Pet Quantity Limits
 - Set a maximum quantity for in-store pets, starting with 4 cats and 2 dogs, adjusting as needed over time.
2. Pet Information Availability
 - Provide detailed information about each in-store pet, including species, gender, personality, and health condition.
3. Adoption Process SOP
 - Establish a clear SOP for the adoption process, seeking guidance from successful organizations in the field.
4. Responsibility Information
 - Offer information about the responsibilities of pet ownership, including time and cost considerations.
5. Non-Pressure Adoption Approach
 - Avoid pressuring customers into pet adoption to prevent regrets and abandonments later on.