

smallgoods

AMERICAN CHEESES & PROVISIONS

Final Presentation



Team 2333

Jinghan Cao, Euphie Zhao, Jieying Lou, Zhen Xu


Objectives

- Reveal the inventory
 - Preview the food before calling in to order
 - Preview the shop environment
- Mobile Friendly
 - They want to expand their business by impressing young potential customers to visit Smallgoods
- Enhance site's navigation and content
 - It should be easy to search for information.
 - Emphasis on American made produces




Interior




Exterior




Cafe Cheese


(contains)  dairy  gluten  nut

OUR SPECIALTY




SMALLGOODS ARTISAN PLATTERS 
\$12 or 16 per person
A customized assortment of Artisan farmstead cheeses, cured meats. add Paté | + 4




MEALS




CHEESE & HAM SANDWICH




Cafe Cheese


(contains)  dairy  gluten  nut

TODAY'S SPECIALTY




Sherry Gray 
Flavors of cultured cream dominate, with subtle hints of fresh button mushrooms and a warm, nutty finish that lingers on the palate.
Serve with lightly toasted rosemary-olive oil crostini, or simply enjoy with a cup of herbal tea in the evening.

Regulars



Duet



Brand

- Simple, Fresh, Authentic
 - Color
 - Whitespace
 - images
- Establish point of differentiation
 - Services offering

Review by 



Lauren R.

“ Such a cute fun store. I ordered a charcuterie board for my boyfriend and they did such a beautiful job with the assortment of cheeses, meats and fruits. The quality was amazing and it was a lot of fun presenting it to my boyfriend. I haven't taken home any of their prepared sauces for dinner but I hear they are amazing. ”

Services



Retails



Catering



Events

Persona - Family Household

- Context: The households will be hosting a party. They want to buy some tasteful cheese platter to go with their own wines.
 - Key Scenarios:
 - Review the menu (browsing through cheese menu specifically)
 - see what is a good pairing for the cheese
 - Ensure the quality of product is good (reviews)
 - Discover how to order

Persona - Working Professionals

- Context: Want to grab a sandwich for a quick lunch from their remote work.
 - Key Scenarios:
 - Preview the shop's environment
 - Browse through the menu
 - Discover how to order (preferably seeing if they could order a take out)
 - Locate the shop and see how far the place is

High Points


- Home: include all relevant information
- Menu: more visuals to menu

Mobile

Cafe
Cheese

(contains)
 dairy
 gluten
 nut


OUR SPECIALTY



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\$12 or 16 per person
A customized assortment of Artisan farmstead cheeses, cured meats, Add Paté | + 4


MEALS




CHEESE & HAM SANDWICH

Questions regarding health and safety measures


Services



Retails



Catering




Events


Menu

Please call ahead to place orders.

CAFE MENU
>>




**Smallgoods
Artisan Platters**



Cheese & Turkey

CHEESE MENU
>>


Desktop



For questions regarding health and safety measures, click here


Services

Retail




Order your platters in-store for pickup or delivery. We'll bring them to you. Call us for more information.

Catering



We'll bring you a platter to your event. Call us for more information.

Events




We'll bring you a platter to your event. Call us for more information.


Menu

Please call ahead to place orders.


CAFE MENU




Smallgoods Artisan Platters




Cheese & Turkey



Microgreens




View more




Menu

Please call ahead to place orders.


CHEESE MENU




Smallgoods Artisan Platters




Cheese & Turkey




Microgreens



View more




Instagram @Smallgoods_



Cafe Menu
Cheese Menu


Our Specialty

SMALLGOODS CUSTOMIZED PLATTERS 12 or 16 pp
A customized assortment of Artisan farmstead cheeses, cured meats
Add Paté | +4



Meals

- 1. **CHEESE & HAM SANDWICH** 10
Aged Cheddar + Cured California Ham + Red Apple + Greens + Smoked Jam + Mayo + Mustard on Multigrain or a Baguette (when available).
- 2. **ITALIAN-STYLE SANDWICH** 10
Spiced Salami + Layered Savory Deli Meats + Shaved American Alpine Cheese + Greens + Olive Oil + Seasonings + Mayo + Mustard on Multigrain or a Baguette (when available).
- 3. **MADRY BRESOLA SANDWICH** 12
Tasso Miso Beef Bresaola + Shaved American Alpine Cheese + Greens + Mustard + Lemon + Olive Oil + Seasonings on Multigrain or a Baguette (when available).
- 4. **VEGGIE SANDWICH** 10
Micro Greens + Shaved Swiss-style cheese + Cucumber Slices + Pesto + Smoked Jam + Mayo on Multigrain or a Baguette (when available).
Add Water Buffalo Mozzarella (when available) | +4
- 5. **CHEESE & TURKEY SANDWICH** 10
Shaved Swiss-style + Smoked Turkey + Green Apple + Greens + Chilled Cucumber Slices + Mustard + Mayo + Smoked Jam on Multigrain or a Baguette (when available).
- 6. **GRILLED SOBOSADA SANDO** 12
Sobosada (spreadable Chorizo) + Shaved Swiss-style Cheese + Ham, Turkey, or Coppa + Anjou + Mayo + Mustard grilled on Multigrain Pain de Press.
- 7. **MICROGREEN SALAD** 10
Local Micro Greens served with light lemon vinaigrette dressing.
Add Farmstead cheeses | +2
Add American Charcuterie | +2
- 8. **FARMSTEAD CHEESE SNACK TRAY** 10
A snack size assortment of farmstead cheeses, dried fruit & nuts.
Add American Charcuterie | +2
- 9. **BEACH BOX** 24
A small assortment of artisan cheeses & meats for 2.
It's the perfect thing for a beach snack or a picnic in the park.
Add Paté | +4



Design Challenges

- Menu Design - Absent of Cheese Menu contents
- Relevant contents (mobile)
 - Considering tradeoffs

Original Menu



CHEESE & HAM SANDWICH | 10
Aged Cheddar + Cured California Ham + Red Apple + Greens + Smoked Jam + Mayo + Mustard on Multigrain.

ITALIAN-STYLE SANDWICH | 10
Spiced Salami + Layered Savory Deli Meats + Shaved American Alpine Cheese + Greens + Olive Oil + Seasonings + Mayo + Mustard on Multigrain.

WAGYU BRESAOLA SANDWICH | 12
Texas Wagyu Beef Bresaola + Shaved American Alpine Cheese + Greens + Mustard + Lemon + Olive Oil + Seasonings on Multigrain or a Baguette (when available).

SOBRASADA SANDO new | 12
Your choice of Ham, Turkey or Coppa + Sobrasada spread + Swiss-style cheese + Greens + light Mustard/Mayo + Seasonings on Multigrain Panini press.

VEGGIE SANDWICH | 10
Micro Greens + Shaved Swiss-style cheese + Cucumber Slices + Pesto + Smoked Jam + Mayo on Multigrain. When available: Add Water Buffalo Mozzarella | +4

CHEESE & TURKEY SANDWICH | 10
Shaved Swiss-style + Smoked Turkey + Green Apple + Greens + Chilled Cucumber Slices + Mustard + Mayo + Smoked Jam on Multigrain.

MICROGREEN SALAD | 10 or | 12
Local Micro Greens served with light lemon vinaigrette dressing.
Add Farmstead cheeses | +4. add American charcuterie | +4

ARTISAN SNACK TRAY | 10
A snack-size assortment of farmstead cheeses, dried fruit & nuts.
add American cured meats | + 3.

BEACH BOX | 24
A small assortment of artisan cheeses & meats for 2. It's the perfect thing for a beach snack or a picnic in the park. add Paté | + 4

SMALLGOODS ARTISAN PLATTERS | 12 or 16 per person
A customized assortment of Artisan farmstead cheeses, cured meats. add Paté | + 4

DRINKS
Hot/Iced Organic Coffee, Espresso, Cappuccino or Latte
Hot/Iced Teas - Chai, Lemon Mint, Hibiscus, Turmeric or Earl Grey
Bottled Water | Kombucha | Perrier


Web: Cafe + Cheese Menu

Cafe Menu Cheese Menu

Our cheese menu is subject to change, please contact us regarding prices of cheese
Phone: 858 886 7217 Email: info@smallgoodsusa.com
You can also check our most recent updates on Facebook and Instagram

(contains) dairy gluten nut

Today's Speciality



Sherry Gray

Flavors of cultured cream dominate, with subtle hints of fresh button mushrooms and a warm, nutty finish that lingers on the palate.
Serve with lightly toasted rosemary-olive oil crostini, or simply enjoy with a cup of herbal tea in the evening.


Mobile: Cafe + Cheese Menu

Our cheese menu is subject to change ▼

Cafe **Cheese**

(contains) dairy gluten nut

TODAY'S SPECIALITY



Sherry Gray

Flavors of cultured cream dominate, with subtle hints of fresh button mushrooms and a warm, nutty finish that lingers on the palate.
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User Testing

1. You're preparing a Thanksgiving family dinner. For the dessert, you're planning to serve cheese and crackers. You heard about Smallgoods and **you would like to check their website for what you can order and how to order them.**
2. You are a frequent customer of Smallgoods. However, due to the covid and stay-home situation, you are very cautious about going to the shops and stores and haven't been there for a while. You heard that smallgoods now has a new kind of cheese that you always wanted to try and decide to check it out. **You want to know whether their hours of operation stays the same and if they are following the safety guidelines.**
3. You are a cheese person. You've heard that La Jolla has a nice cheese shop called Smallgoods, but you don't know exactly where it is or what kind of cheese it serves. **You want to explore its cheese options and flavors from the website.**

User Testing

- Problem: accessibility of information.
- Changes
 - Added “call ahead to make orders” on homepage
 - Added banner on homepage link to covid-related questions
 - Change the background color of “subject to change” statement