

CLIENT DOCUMENTATION

thetchintchinbar.com

BY MAHSA CRUM



DESIGN BRIEF

BACKGROUND SUMMARY

Tchin-Tchin which means Please-Please, originates from the Chinese expression Qing-Qing. This joyous toast was historically used in China by hosts to invite guests to drink. In turn, European soldiers coming back from the Chinese Opium Wars introduced this concept to their families and friends throughout the Mediterranean. There are various forms of this toast spread throughout—such as Txin-Txin in Spain, Tin-Tin in Portugal and Cin-Cin in Italy. Although the spelling and countries may vary, the sentiment is all the same.

TchinTchin Bar is a wine bar located in the heart of Honolulu's Chinatown Arts District. Their hope is to create a space that is exciting and comfortable—a venue that nourishes relationships through the warm hospitality of sharing of drinks and food. TchinTchin Bar offers an extensive selection of wines for every palate and occasion by the 2oz taste, 6oz glass and bottle. In addition to the wine list, a full bar with artisan cocktails, a selection of beers and a menu of small plates are available to enjoy while imbibing.

PROJECT OVERVIEW

The primary objective of this project is to redesign *TchinTchin Bar's* website in order to provide more information to users while reflecting a hip, fun and Mediterranean-influenced feel to reflect the ambiance that is experienced at this trendy little Chinatown bar. The current website does not provide much information and aesthetically it does not suggest that it is a bar.

TONE

The exposed brick walls, multi-tiered chandeliers, rooftop location, Mediterranean style tapas, and extensive wine selection need to be showcased in the website. The goal is to present a fun and current look while exhibiting the traditional feel of a wine bar.

TARGET AUDIENCE

The primary target audience includes bibulous local residents (ages 25-40) with an expendable income, tourists, nightlife seekers, and avid Yelp reviewers.

COMPETITION

Currently, Amuse Wine Bar is the primary competition for The TchinTchin Bar. They both offer an extensive selection of wine and seem relatively trendy with the folks who want to learn more about wine and/or are into the bar scene.

Pros | Amuse Wine Bar offers several menu choices —including drinks, food and happy-hour. Their website uses a calender to indicate special events or deals that are coming up and also includes information on location, parking and group reservations. They also have links to their social media pages.

Cons | There is an *About Us* section, however it has been misplaced under the wrong category. The website does not display any images or indicate what type of ambiance or dress code is to be expected.

CONTENT

The current *TchinTchin* website includes an average introduction on how the bar attained their name and hours of operation. However, it does not contain imagery to suggest what the environment may feel like and does not have any information on parking, menus, events, party accomodations or dress code. Aesthetically the site does not match the appealing venue of the *TchinTchin* Bar.

ASSETS NEEDED

Client logo | Parking Information | Quality images | Bar's Description & Mission | Events | Menu options | Contact | Dress code





USER PROFILE

NAME Natalia Lopez

AGE 25

GENDER Female

LOCATION Honolulu, Hawaii

EDUCATION Currently in College

FAMILY Twin Sister & Pet Fish

HOBBIES Photography & Drawing

OCCUPATION Student & Retail

INCOME \$25,000 Annual Salary

USER-SITE INTERACTION EPISODE

Natalia Lopez is a part-time college student at University of Hawaii and works at a high-end furniture store on her days off from school. She is turning 25 soon and her friends insist on going out for some celebratory drinks and maybe even some dancing. She looks online for a fun venue to accommodate her large group of friends and comes across TchinTchin bar through Yelp. She is directed to their website—however the lack of information on whether the bar is able to accommodate a large group—prevents her from calling, so she moves on to a different spot.





USER PROFILE

NAME Bella Rossi

AGE 32

GENDER Female

LOCATION Hawaii Kai, Hawaii

EDUCATION College

FAMILY Boyfriend

HOBBIES Hiking & Painting

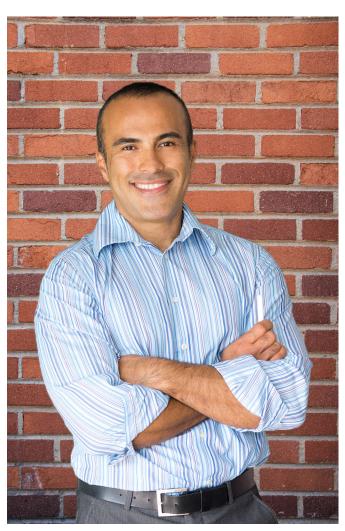
OCCUPATION Personal Trainer & Tattoo Artist

INCOME \$65,000 Annual Salary

USER-SITE INTERACTION EPISODE

Bella Sabato is a personal trainer and tattoo artist. Her mother is visiting from Italy and Bella wants to take her to a casual yet classic venue. After some google research she comes across a few wine bars in Honolulu. She likes the concept of a rooftop bar so she looks through the TchinTchin website however, unable to find a menu or images, she decides to put it on hold and they go to a nearby wine bar instead.





USER PROFILE

NAME Alex Bautista

AGE 41

GENDER Male

LOCATION Honolulu, Hawaii

EDUCATION Grad School

FAMILY Fiancé & Cats

HOBBIES Cooking & Writing

OCCUPATION Math Teacher

INCOME \$55,000 Annual Salary

USER-SITE INTERACTION EPISODE

Alex Bautista is a math teacher and novice wine connoisseur. He recently took on a new job in Honolulu and wants to get to know his colleagues better. After work, he suggests they head over for happy-hour at the TchinTchin bar. A colleague responsibly volunteers to be their designated driver, so Alex offers to look up parking information. He goes on the bar's website, however there isn't any information on parking so he has to call them a few times before someone answers the phone.