



Wilksen's Cafe

Wilkson's is a coffee and baked goods café that is based in Melbourne CBD, who promoting environmentally friendly pop-up café.



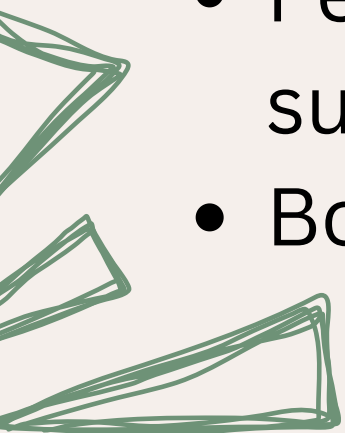


Design Brief

Client needs:

- 
- Client requires a sustainable and practical design for their shipping container café
 - Branding for the café to promote their business.
 - Include different ideas to make their café more cost-efficient and reduce waste.

Target Audience:

- 
- 
- Focus on the tourist who are visiting Carlton Garden or the local people who lives there or work nearby.
 - People are looking for daily coffee or baked goods or care for the sustainability of products.
 - Both male and female gender, aging from 16-40 years old.

Survey and Infographic



Pop-Up Cafe

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other

What group range do you fall under?

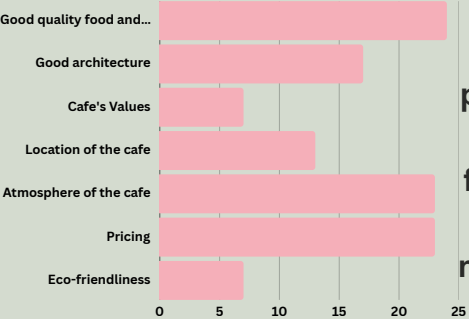
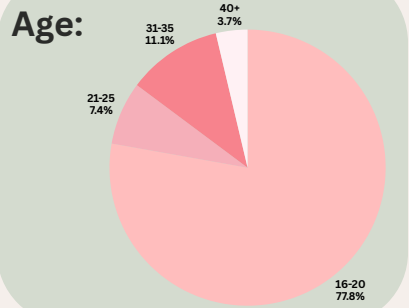
- ☐ 16-20
- ☐ 21-25

Wilksen's Cafe

Survey Response



Age:



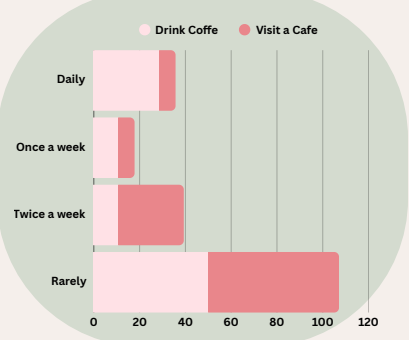
Thing people look for in a cafe mostly.



21.4% Male



78.6% Female



What do you prefer?

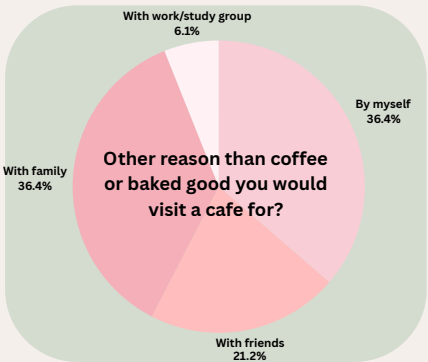


17.9%



32.1%

However, 50% of the people prefer both.



Other reason than coffee you would visit a cafe for?



Recycable packaging

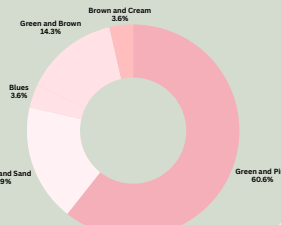
92.2%



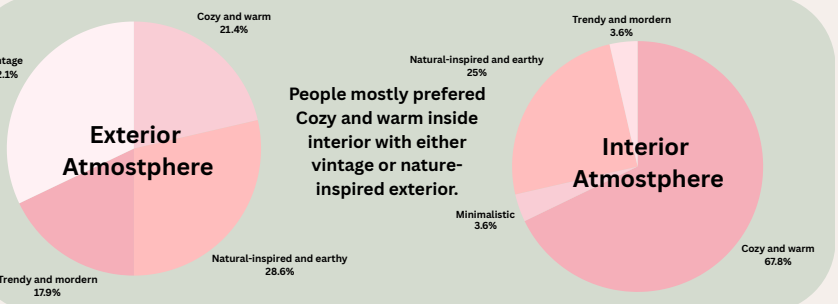
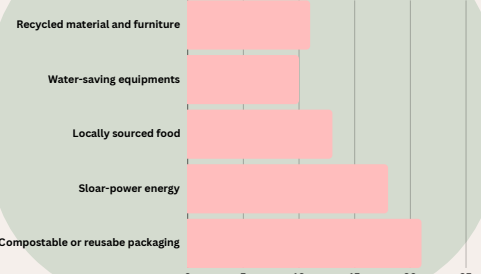
7.1%

75% people would love to support a sustainable cafe in their local area while 25% people says it depends on pricing or location.

Colour Palette



Which sustainable features do you value most in a cafe?

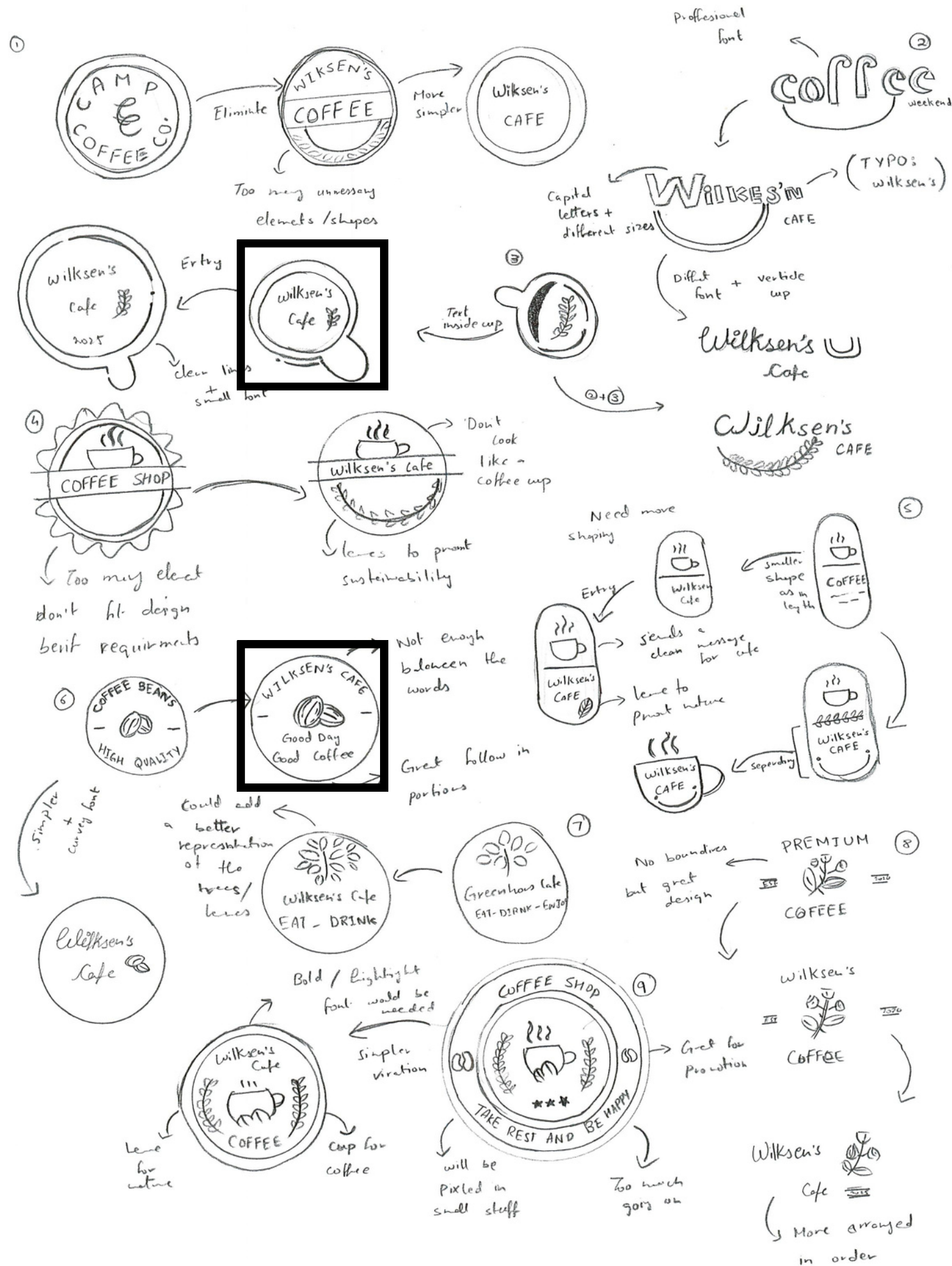


Presentation 1 (Branding)

The branding purpose of is to promote the Wilkson's café and their idea of building environmentally friendly cafes.

- Logo with the colour palette that is similar to the café theme.
- Posters that advertise the café and its purpose.
- Digital menu with QR code to minimalize the use of material.
- Allowing customers to bring their own bottles for coffee or drinks to reduce the use of packaging.

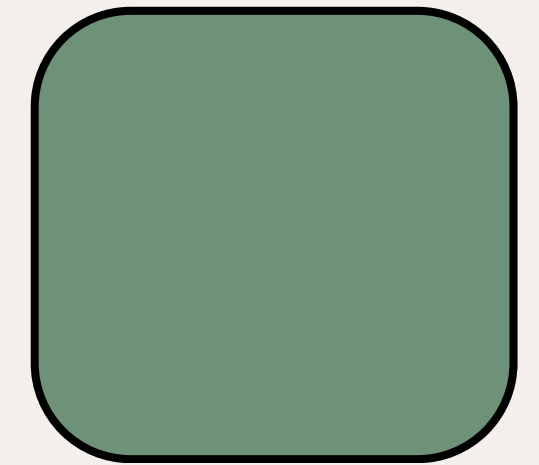
IDEA GENERATION LOGO



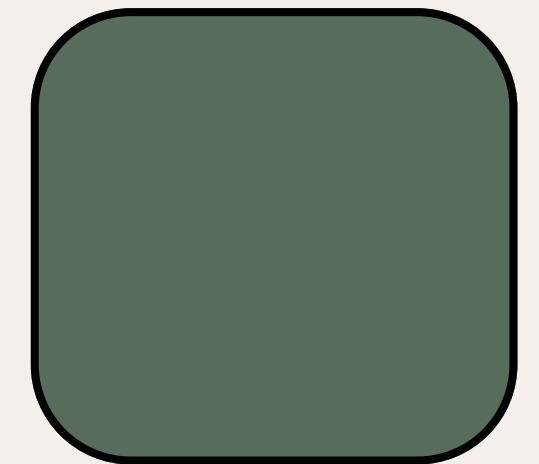
Logo:

- A logo for the café that is simple, easy to understand and remember for the customers.
- Encourages the Wilkson's values through simple symbols or chosen colour palette.
- Font needs to be welcoming and stylish.

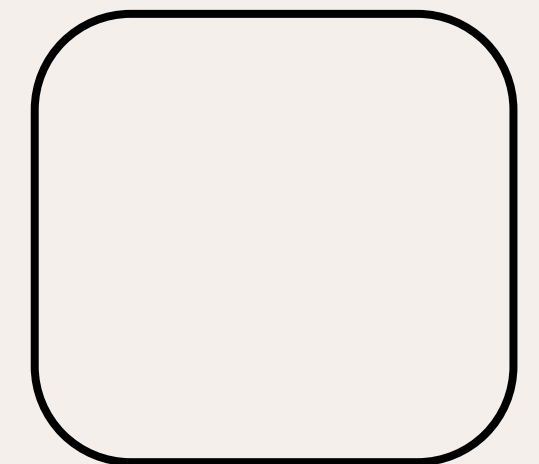
Final Logo:



#6e9277



#576c5c



#f5efeb

FOR PACKAGING

ORIGINAL LOGO



✦ WILKSEN'S CAFE ✦

Join Wilksen's on their
new journey to promote
sustainable and eco-friendly
cafes in

Melbourne
CBD

From our
waste-reducing
digital menus to
our bring-your-
own-cup initiative,
every sip you take
helps protect the
planet.

Contact us:

Wilksen'scafe@gmail.com



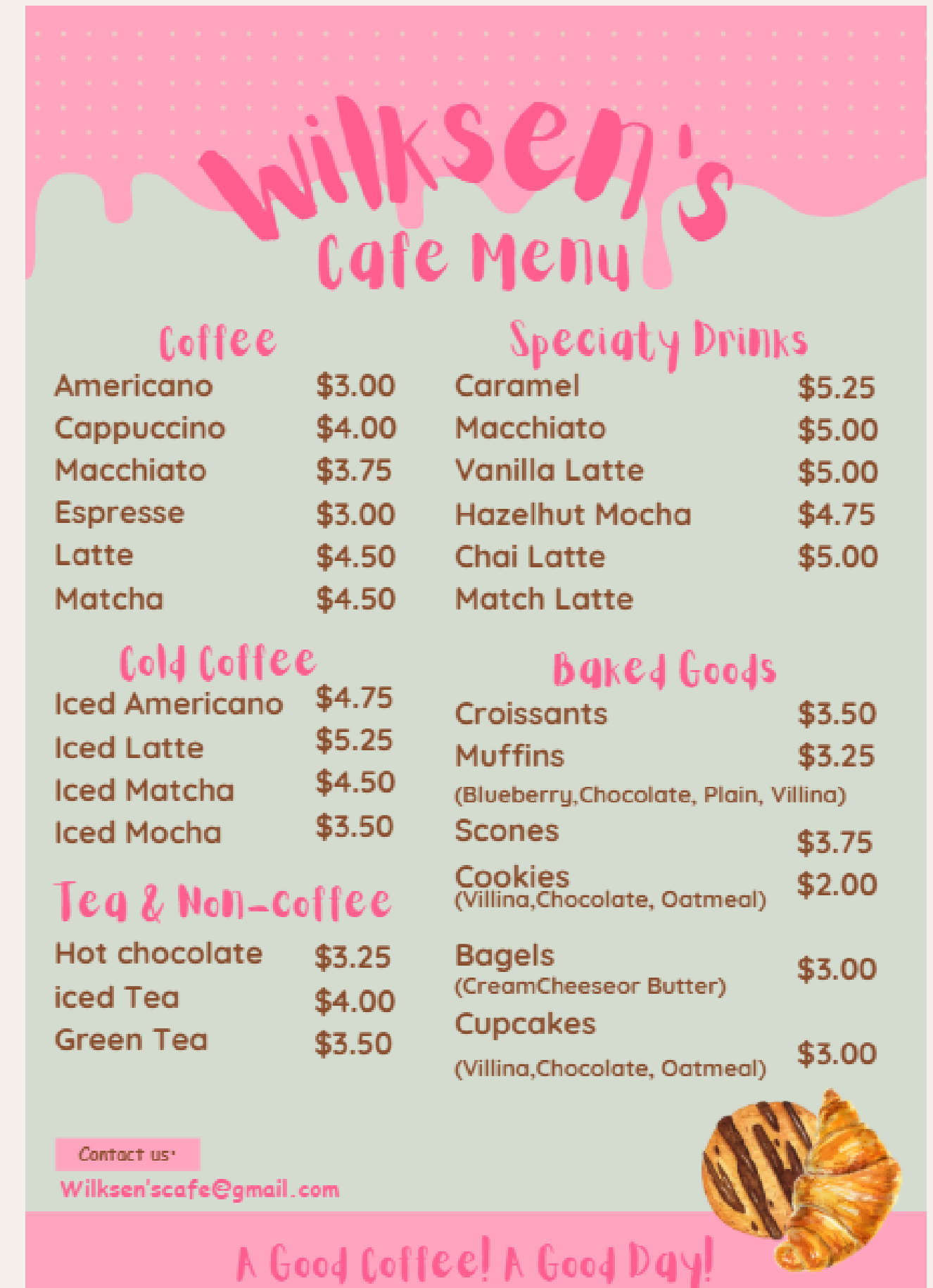
Poster:

Wilksen's café advertisement poster include promoting the different features such as:

- Bring your own cup or bottle for coffee
- Digital menu to reduce waste
- Promoting sustainable and eco-friendly café

Menu & Digital Logo

- Printable poster menus and digital menus through a QR code.
- The menu include the food and drinks with Wilkson's brand email.
- Colour palette and font style is welcoming and adds fun for the viewers.



Coffee		Specialty Drinks	
Americano	\$3.00	Caramel	\$5.25
Cappuccino	\$4.00	Macchiato	\$5.00
Macchiato	\$3.75	Vanilla Latte	\$5.00
Espresso	\$3.00	Hazelhut Mocha	\$4.75
Latte	\$4.50	Chai Latte	\$5.00
Matcha	\$4.50	Match Latte	
Cold Coffee		Baked Goods	
Iced Americano	\$4.75	Croissants	\$3.50
Iced Latte	\$5.25	Muffins	\$3.25
Iced Matcha	\$4.50	(Blueberry,Chocolate, Plain, Villina)	
Iced Mocha	\$3.50	Scones	\$3.75
Tea & Non-coffee		Cookies	\$2.00
Hot chocolate	\$3.25	(Villina,Chocolate, Oatmeal)	
iced Tea	\$4.00	Bagels	\$3.00
Green Tea	\$3.50	(CreamCheeseor Butter)	
		Cupcakes	\$3.00
		(Villina,Chocolate, Oatmeal)	

Contact us:

Wilkxen'scafe@gmail.com

A Good coffee! A Good Day!

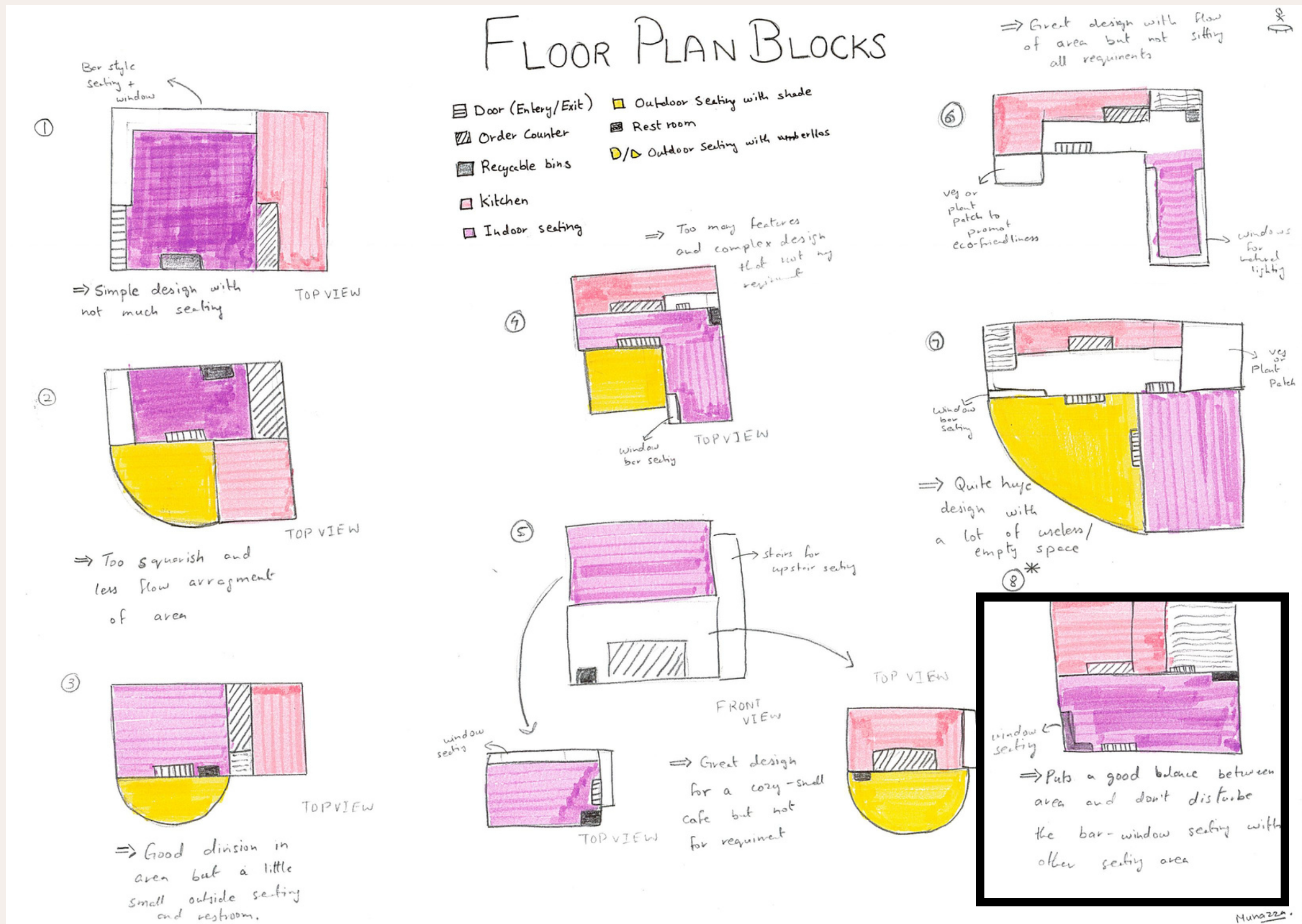


Presentation 2 (Shipping Container)

Design would be to create interior and exterior that will work under sustainable practices.

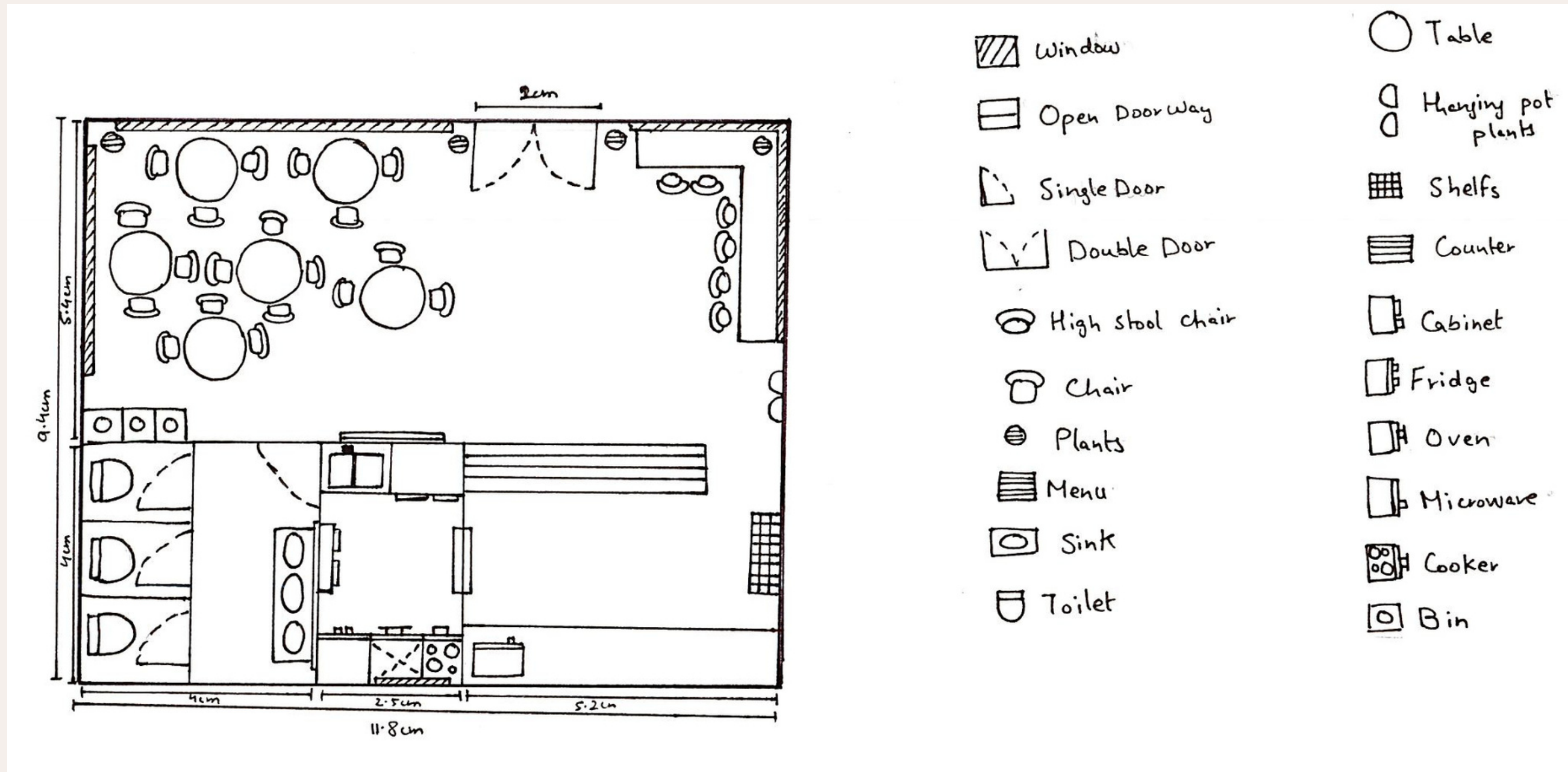
- Use recyclable materials for their furniture and kitchen area.
- Include different elements to allow customers to make eco-friendly choices.
- Creating an environment that attract tourist and local people for a coffee.
- Presented in the format of multiple shipping container drawings.

Floorplan Idea Generation



- This is chosen as it fit the requirement for the interior design mention in the design brief.
- Put a good balance between the areas and doesn't disturb the flow.

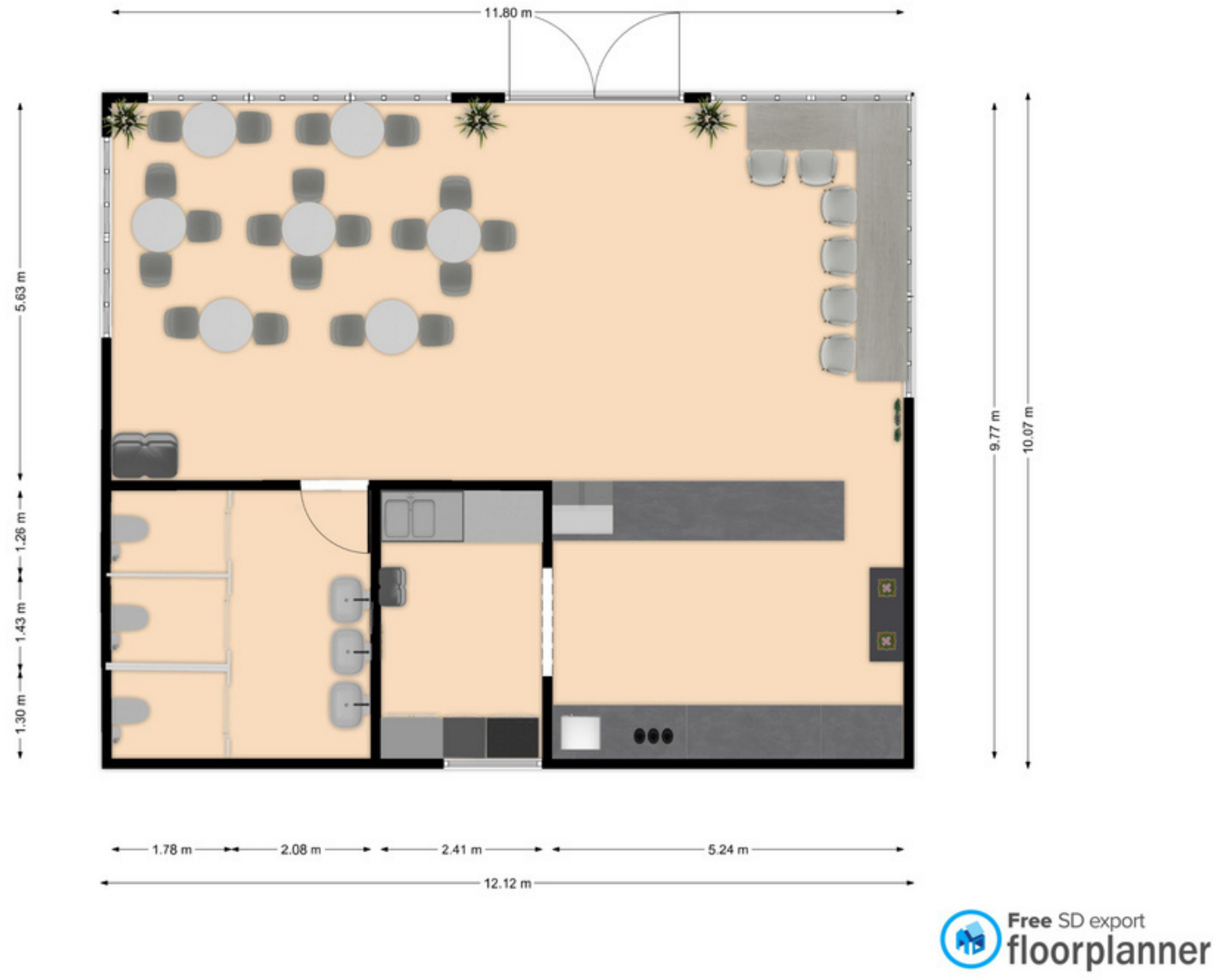
Final Manual Floorplan



Design Requirement:

- Seating space for customers that are visiting during lunch or breakfast timing.
- Counter area with space for customers to line up without disturbing the seated customers.
- A door for easy access toward the counter side

Final Digital Floorplan



- Made using digital media such as floorplanner.com
- Includes the measurement of the café

[illegible]

- Maintain a comfortable space for customers and staff members.
- Include recycle bin.
- Colour palette include pale green and soft pastel pink.
- Design took inspiration from the *Art & Craft* and *Art Nouveau* movement as it incorporates nature inspired elegance with natural materials like wood and steel.
- Elements of *Organic Design* as the interior space creates aesthetically pleasing design while promoting the sense of calmness and connection of nature with light greenery.

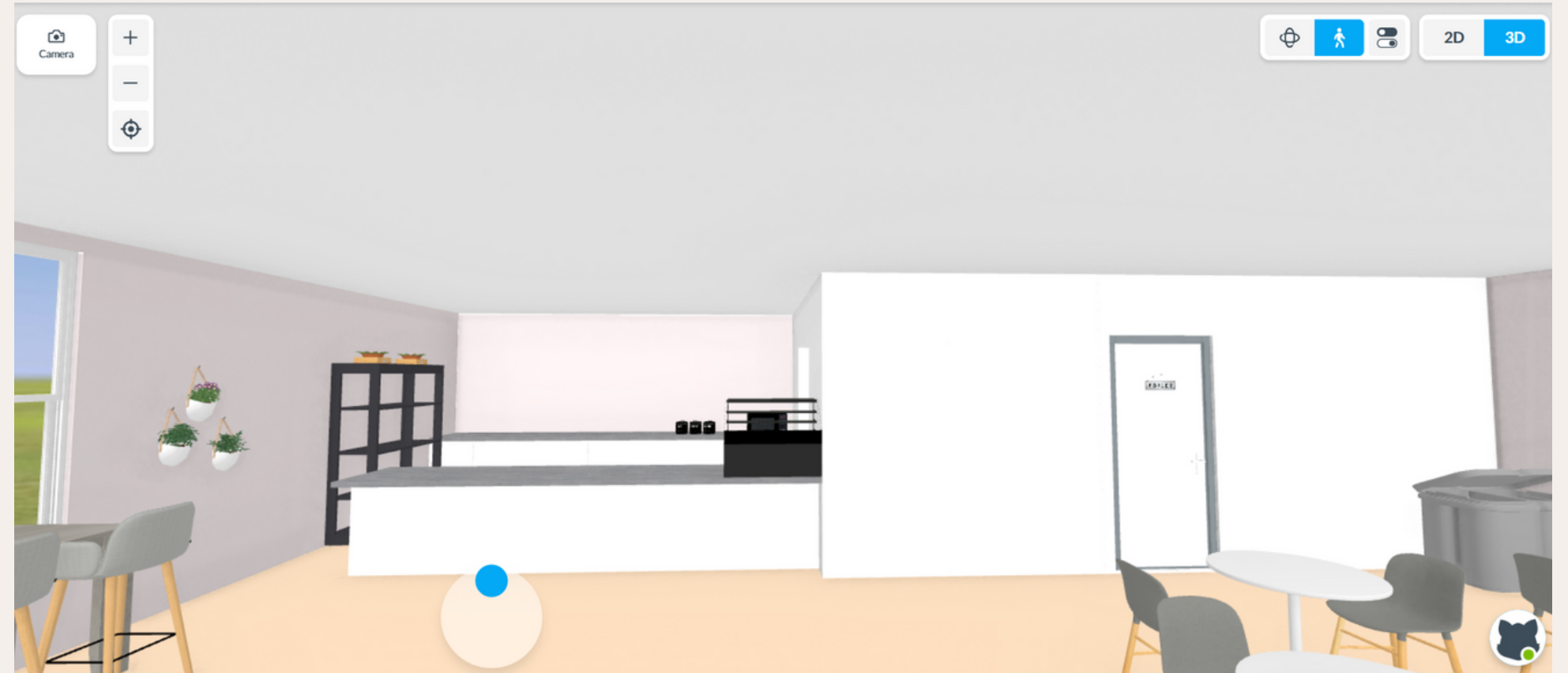
One-point of Interior:



Materials:

- Reclaimed wood for chairs and tables.
- Bamboo and steel counter
- Hemp for the chairs cushion
- Greenery through pot plants and hanging plants
- Steel recycled bins

Digital Interior:



Doorway View



Kitchen



Uni-Sex Toilets

Exterior Mood Board

hello
WELCOME TO OUR SHOP

TODAYS SPECIAL

COFFEE BAE

ARTE & CAFE
BISTROT

MAGNOLIA PRESS
COFFEE & CONFECTION

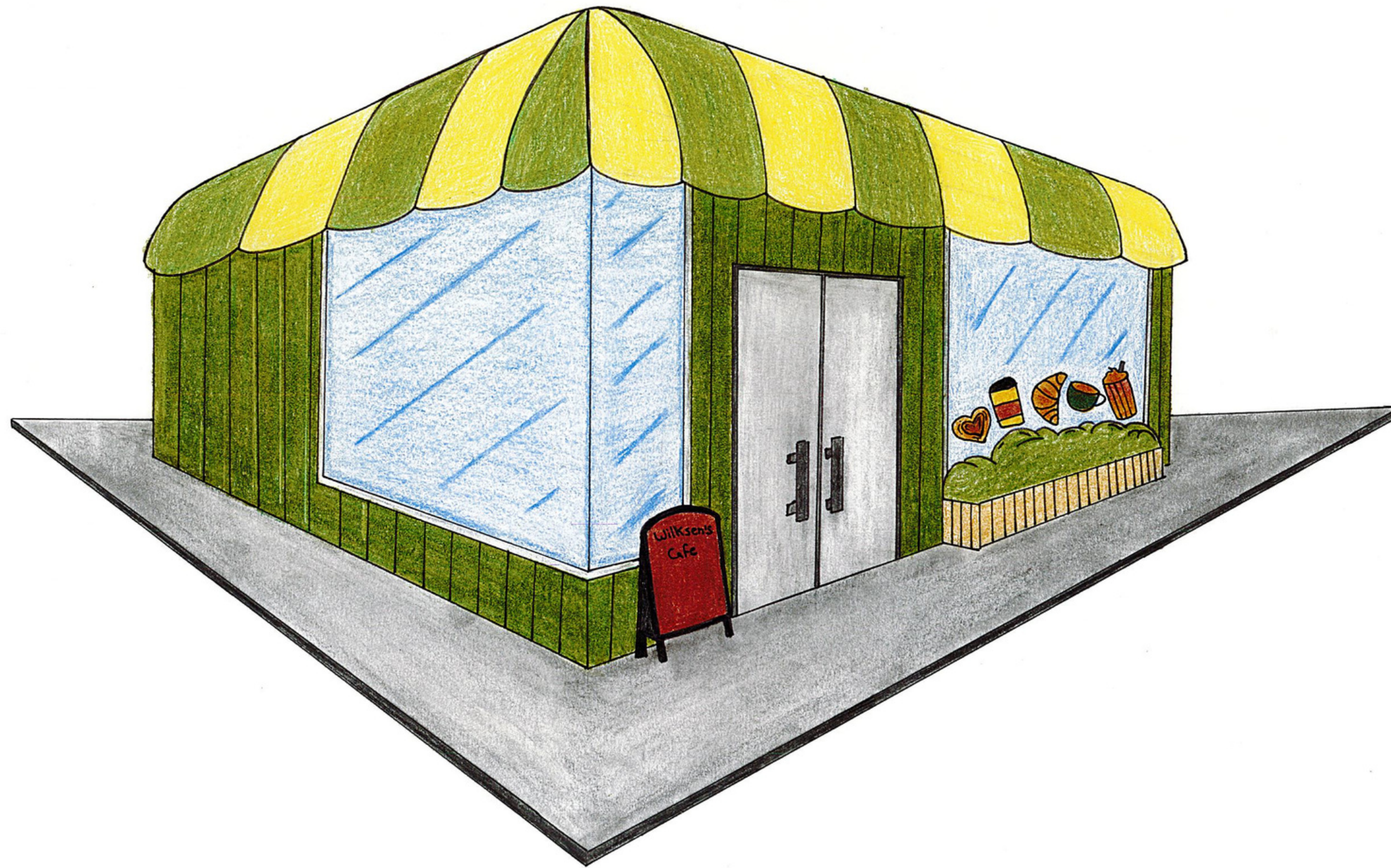
BLANK STREET COFFEE

102820 4C6444 CABA9C

Exterior Design:

- The exterior would incorporate wide window to allow natural light during daytime.
- Install solar panels to reduce electricity usage.
- Exterior that would attract customers especially tourists.
- Colour palette of brown, white and earthy green.
- It is influence by the *International movement and Organic design* as it emphasises on simplicity and colour palette has earthy and woody colours promoting environment.

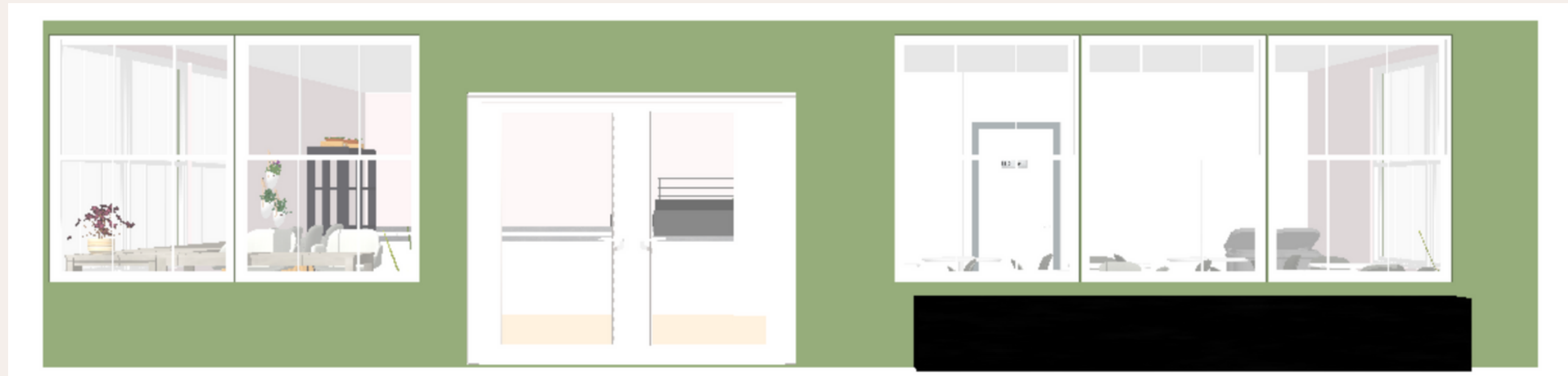
Two-point of Exterior:



Materials:

- Reclaimed wood sign board
- Ceramic plant pot
- Acrylic for awning due to it's durable, UV-resistant, and good colour retention features
- Glass windows with steel frames
- Double door

Digital Exterior:



Front View

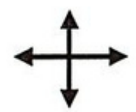
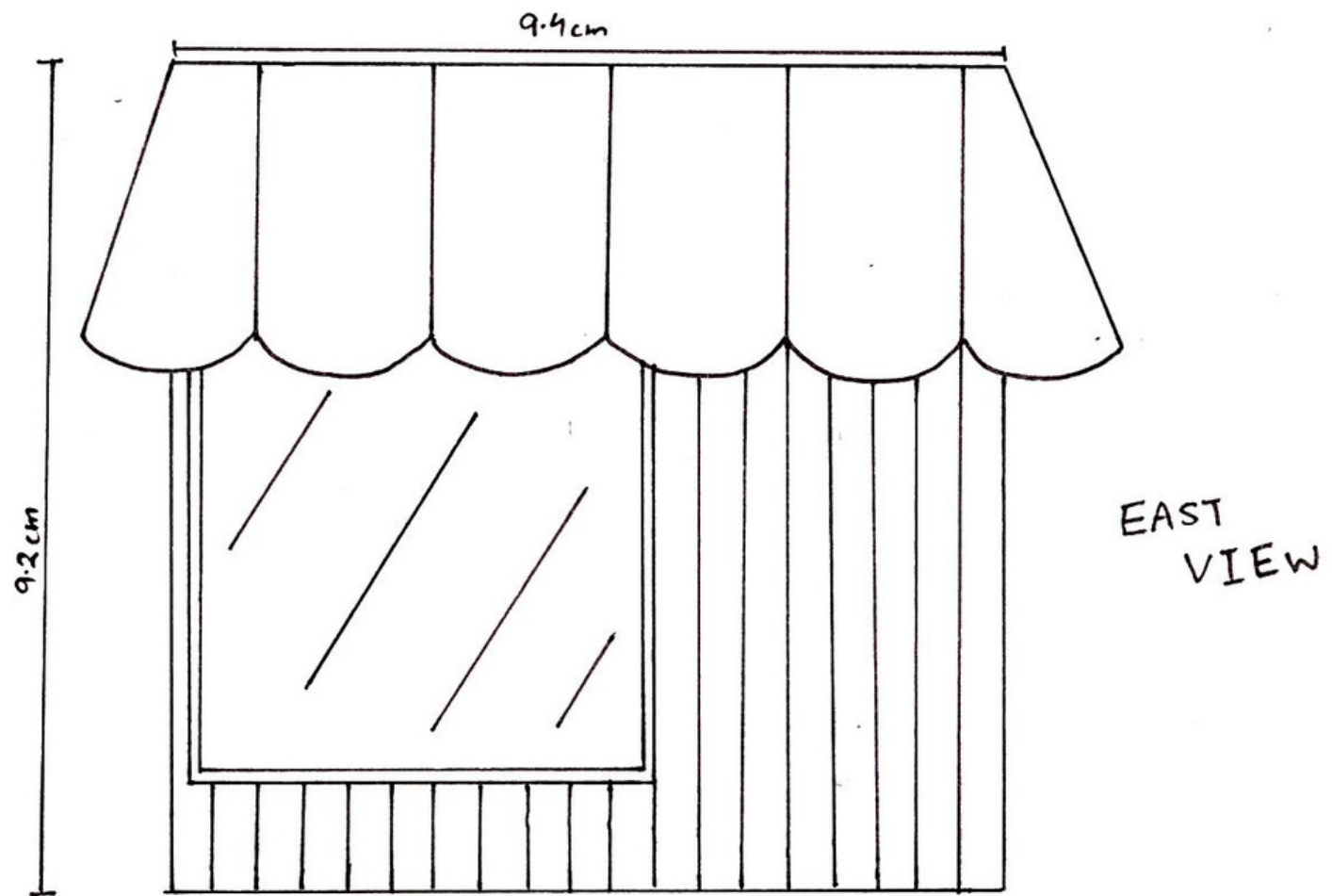
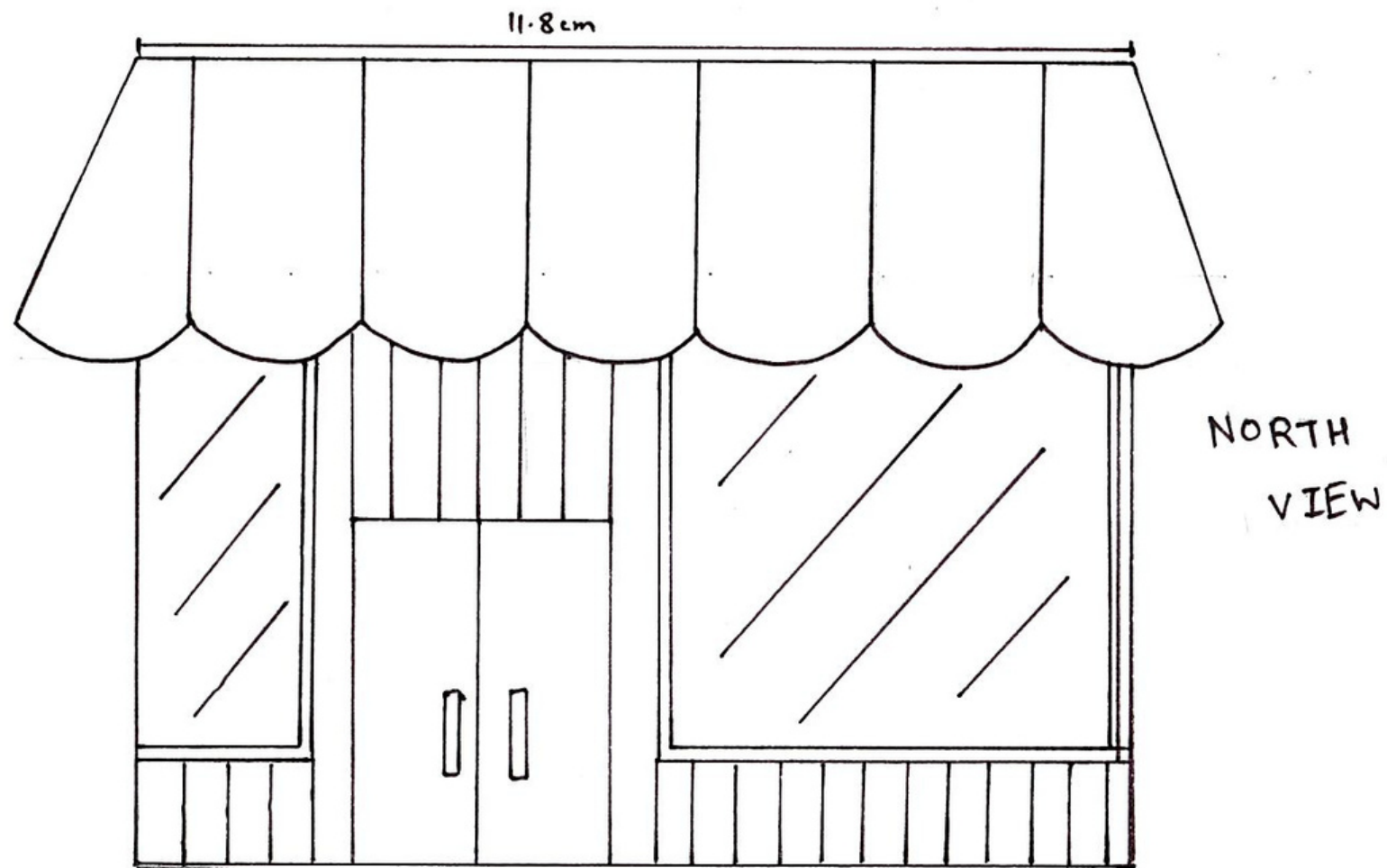


Northwest View



Northeast View

Elevations Drawing



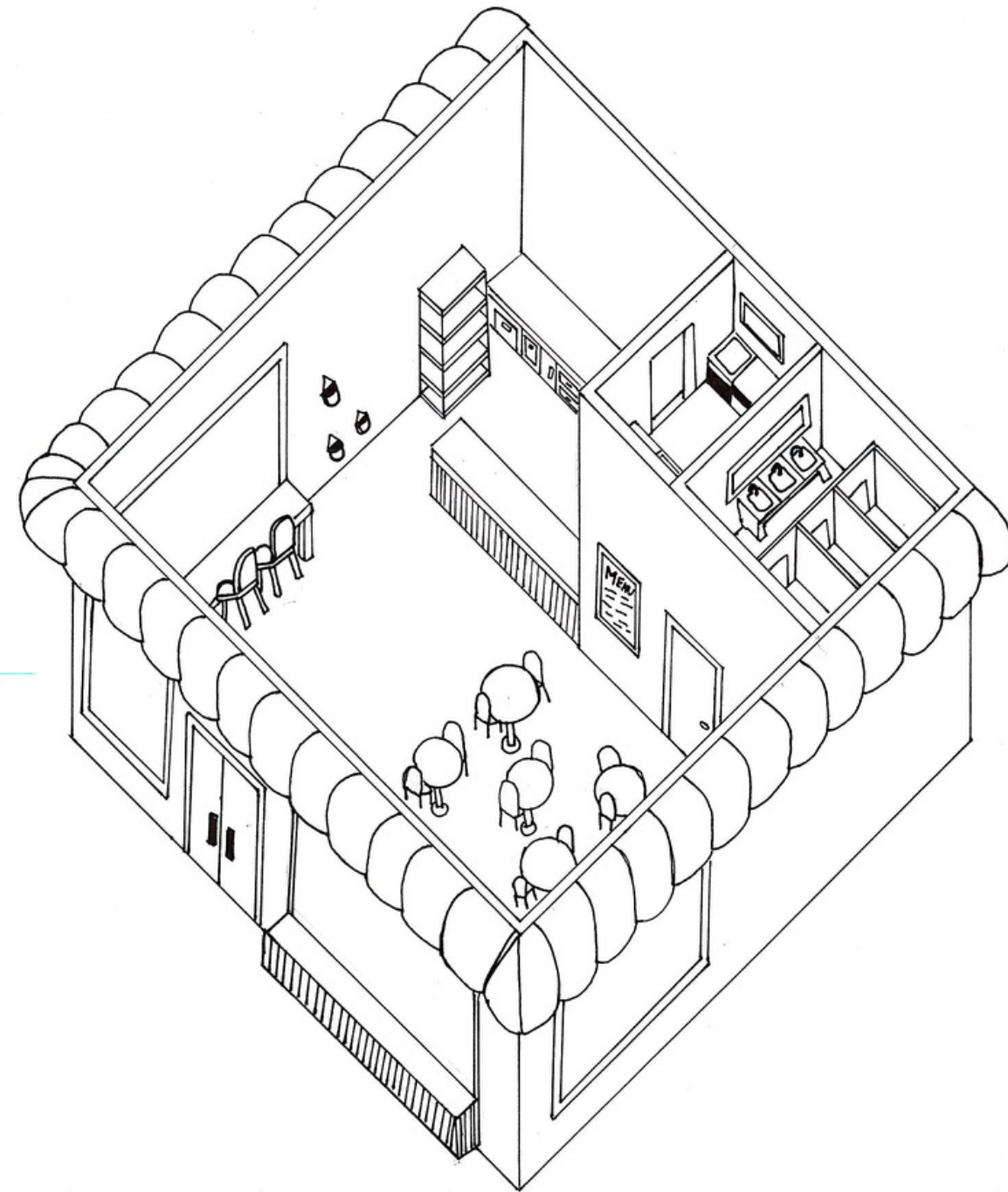
POP UP SHOP SHIPPING CONTAINER

NORTH AND EAST ELEVATIONS

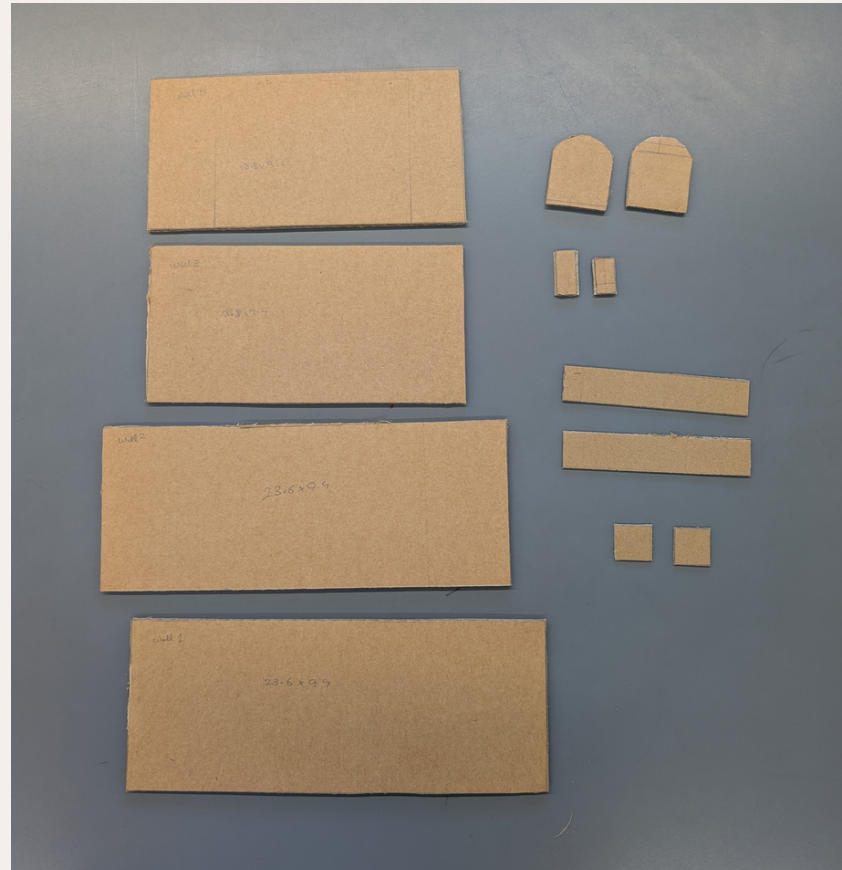
NAME: Wilksen's CAFE

SCALE: 1cm=100m

Planometric Drawing



Prototype of Café



1. I measured the cardboard using a ruler and cut the individual pieces for the prototype.

Materials used:

- Cardboard
- Paper, textured paper and coloured paper
- Glue gun, glue stick, Elfie glue
- Ruler, pencil, scissors, knife



2. Then assembled all the different parts together using different gluing materials mainly glue gun.

Final Prototype of Café



3. I printed coloured paper with texture to make the wall of the shipping container café and glued them to the structure.
4. Then I used a patterned paper to create the awning for the roof and glued the door and windows to the prototype.
5. I also created the outdoor plant and the signboard to present the café more accurately.

Thank You

