



WEB GRAPHICS II

JOHANNA JARVIS

REDESIGN

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DOUTOR?
&
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PROJECT OBJECTIVES



WHAT IS DOUTOR COFFEE?

MISSION



DOUTOR COFFEE AIMS TO SERVE FRESH, HIGH-QUALITY COFFEE AND SIMPLE FOOD IN A WELCOMING, EVERYDAY SPACE.

THEIR CLEAN, MINIMAL DESIGN REFLECTS JAPANESE VALUES OF EFFICIENCY AND CALM, CATERING TO BOTH COMMUTERS AND CASUAL VISITORS.

HISTORY



DOUTOR WAS FOUNDED IN 1980 IN HARAJUKU, TOKYO, TAKING ITS NAME FROM A STREET IN BRAZIL WHERE THE FOUNDER TRAINED IN COFFEE ROASTING.

ITS STYLE BLENDS THE CASUAL, ON-THE-GO CAFÉ CULTURE OF 1960S FRANCE WITH THE EVOLVING TRADITION OF JAPANESE TEAHOUSES, OFFERING A SPACE THAT FEELS BOTH MODERN AND FAMILIAR.

LOCATIONS

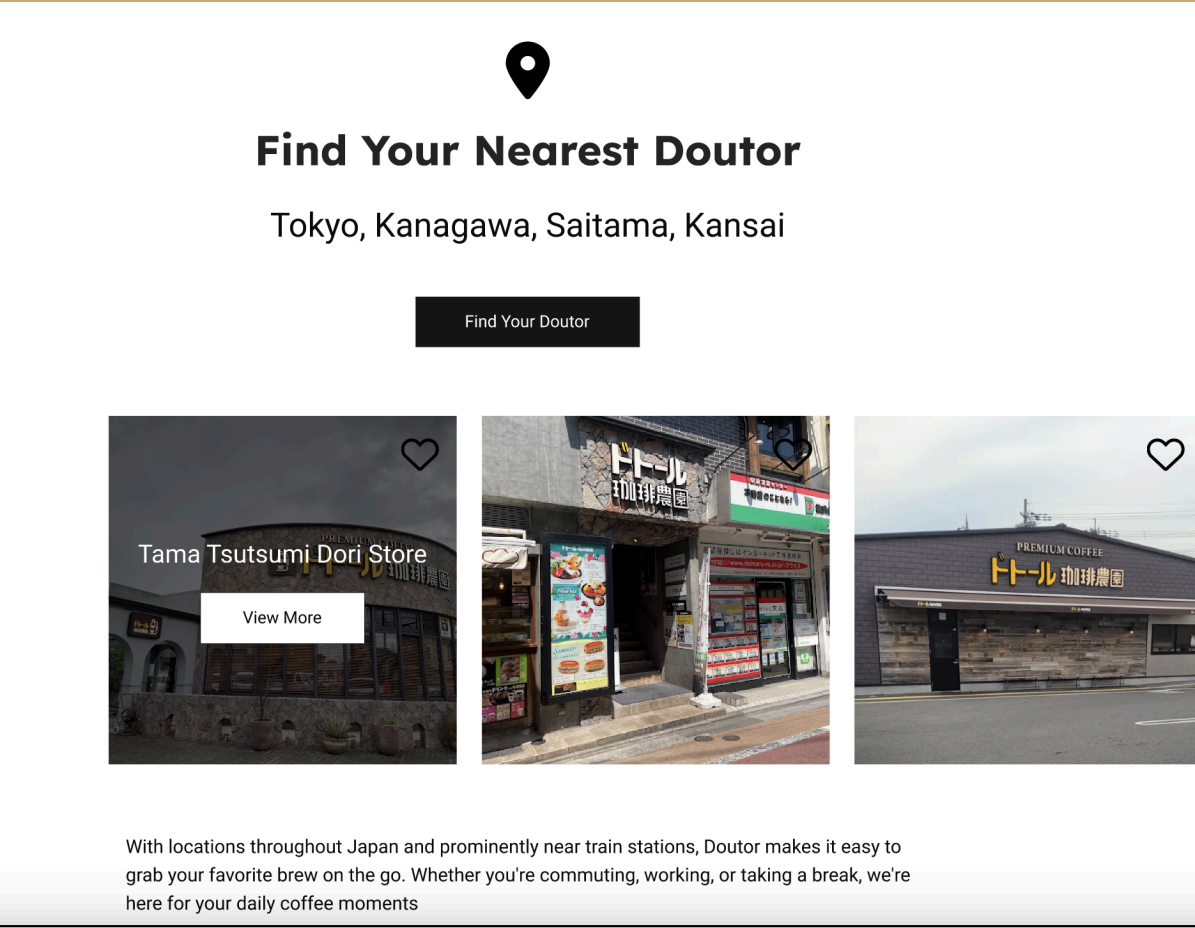
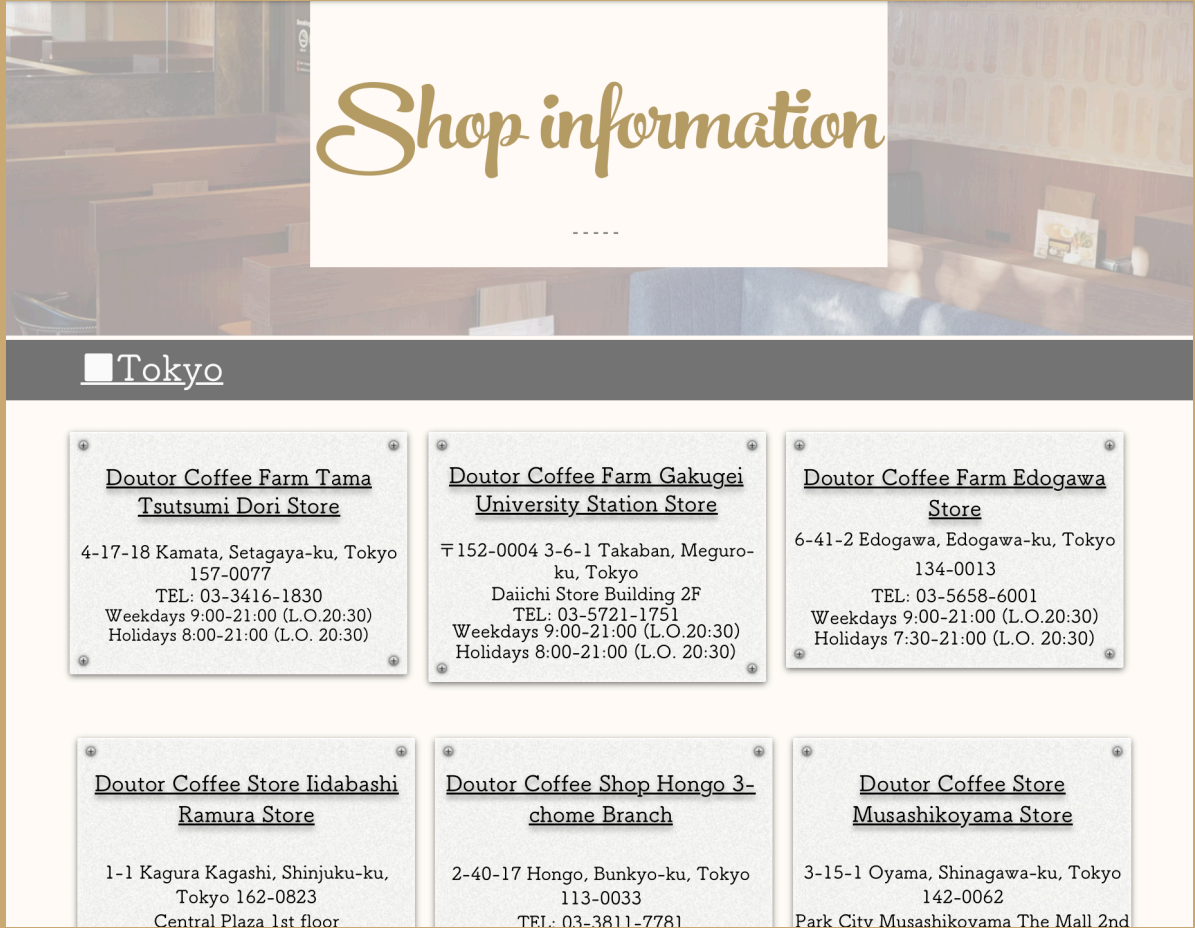


DOUTOR BEGAN EXPANDING INTERNATIONALLY IN RECENT YEARS, OPENING LOCATIONS IN COUNTRIES LIKE TAIWAN AND INDONESIA.

WHILE STILL ROOTED IN ITS JAPANESE IDENTITY, THIS MARKS THE BRAND'S GROWING PRESENCE IN THE WIDER ASIAN COFFEE MARKET.

PROJECT OUTLINE

PROJECT OUTLINE



ISSUES

- DOUTOR COFFEE'S MAIN ISSUES:**
- A LACK OF BRAND IDENTITY IN THEIR WEBSITE DESIGN
 - ACCESSIBILITY ISSUES WITH
 - LANGUAGE TRANSLATIONS
 - LOADING TIMES (SPECIFICALLY MOBILE)
 - READABILITY
 - PRODUCT CONTENT WARNINGS
 - FEATURES TO HELP FLOW OR SPECIFIC USERS (EX. TOURISTS, APPLICANTS)

GOALS

- USING SCRIPT VARIABLES, DEVELOP A FUNCTIONAL LANGUAGE VARIABLE MODE
- PROTOTYPE TO INSTANTS (NO LAG IN PAGE TRANSITIONS)
- INTRODUCE HARSH CONTRASTS AND HIERARCHY
- CATER TO USER PERSONAS THROUGH ADDITIONAL FEATURES (EX. FAVORITING LOCATIONS FOR TOURIST PLANNING)

WEEKS

6-7

SKETCH/LOFIS

SKETCH OUT IDEAS,
GENERATE PROMPTS WITH
CHATGPT/RELUME,
EDIT LAYOUTS TO
SKETCHES, CREATE FILLER
CONTENT

8-9

HIFI/ PROTOTYPING

START PROCESS OF
VARIABLES, COLOR TOKENS,
AND GENERATED IMAGES
FOR HI-FI

10

TIDY UP DESIGNS

CONVERT COMPONENTS TO
RESPONSIVE DESIGN,
REVIEW/FIX ERRORS, FILL
IN VARIABLE GAPS, USER-
TEST FOR FEEDBACK

11

FINISH UP

FINISH VARIABLES, LAST-
MINUTE FIXES FROM
FEEDBACK

**RESEARCH,
STRATEGY,
PROCESS**



USER PERSONAS



HANA SAITO, THE AESTHETIC EXPLORER

- TECHNOLOGY PROFICIENCY: HIGH; PROFICIENT WITH DESIGN TOOLS, SOCIAL MEDIA PLATFORMS, AND ONLINE BROWSING.

PAIN POINTS:

- DIFFICULTY FINDING COMPREHENSIVE, UP-TO-DATE INFORMATION ON COFFEE SHOP ATMOSPHERES.
- WEBSITES WITH OVERLY CLUTTERED DESIGNS MAKE IT HARD TO IDENTIFY IF THE AMBIANCE MATCHES HER PREFERENCES.

BEHAVIOR:

- PREFERS WEBSITES WITH CLEAN, MINIMALIST DESIGNS AND HIGH-QUALITY VISUALS.
- USES DESKTOP AND MOBILE EQUALLY TO RESEARCH LOCATIONS AND READ REVIEWS.



JAKE THOMPSON, THE AMERICAN TOURIST

- TECHNOLOGY PROFICIENCY: VERY HIGH; FREQUENTLY USES TRAVEL APPS, BOOKING PLATFORMS, AND REVIEW SITES.

PAIN POINTS:

- LANGUAGE BARRIERS WHEN NAVIGATING JAPANESE WEBSITES OR COFFEE SHOP MENUS.
- STRUGGLES TO IDENTIFY WHICH COFFEE SHOPS ARE TOURIST-FRIENDLY VERSUS OVERLY COMMERCIALIZED.

BEHAVIOR:

- OFTEN SEARCHES FOR "HIDDEN GEMS" ON YOUTUBE OR TRAVEL BLOGS BEFORE ARRIVING.
- USES MOBILE DEVICES EXTENSIVELY WHILE NAVIGATING ABROAD.

RESEARCH FINDINGS

could you source the accessibility sources you used and check if what you typed includes contrast accessibility for reading in color?

1 Text Contrast

- The site follows the minimum 4.5:1 contrast ratio for body text and 7:1 for headings, ensuring readability against backgrounds.
- Dark text on a light background (black/gray on white) is used to maintain high legibility in both Japanese and English.
- The CTA buttons have a high-contrast background

2 Interactive Elements

- Buttons and links maintain at least a 3:1 contrast ratio against surrounding non-text elements for distinguishability.
- On hover/focus, a 10% opacity increase or underline effect provides visual cues without relying solely on color.
- Search bar backgrounds and dropdown menus are lightly shaded to differentiate from the white background while maintaining contrast for text inside them.

3 Bilingual Typography & Color Adaptation

- Since Japanese characters can appear denser, spacing is adjusted (1.6 line height for body text) to prevent visual clutter.
- Color contrast remains consistent across both languages, avoiding contrast loss when switching between English and kanji-heavy text.

Web Content Accessibility Guidelines

WebAim's Contrast Checker



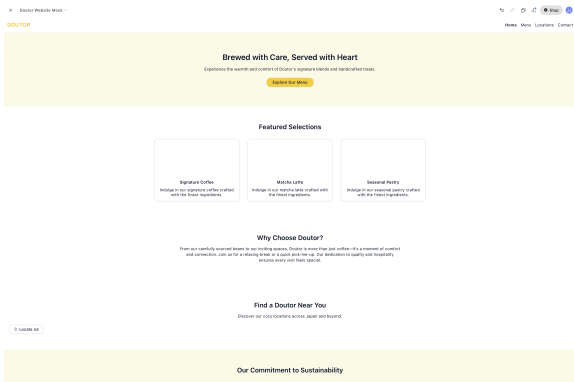
Problem/s

- Trouble brainstorming how to apply variable mode of text sizing/weights to language script variables

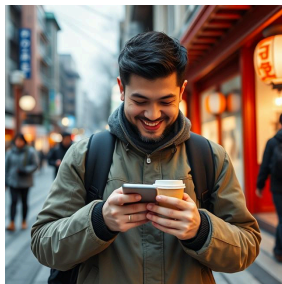
AI Generation (Images)

1 Homepage Mock Up:

- Hero Section
- Featured Specials/Promotions
 - Menu Preview
 - About Us/Our Story
- Customer Reviews/Testimonials
 - Locations
- Social Media Feed/Newsletter Sign Up (if applicable)



DeepAi Portraits:



2 Main Menu Mock Up:

- Hero Section
- Quick Filter
- Feature/Seasonal Items
- About Us/Our Story
- Menu Listings (Product Cards)

3 About Us Mock Up:

- Hero Section
- *Mixed in About Us information
- FAQ/Help

4 Ad Mock Up:

- Deal Mock Ups



Problem/s

- Repeatedly asked for refinements for Relume prompts (specifics in style, layout padding, and more image incorporation)

AI Generation (Text)

1 Most Text Used from ChatGPT

- Due to lack of cultural/contextual awareness translation generators have, Professor Yonaga helped with clearer translations

(Ex. “The best customers”: 最高のお客様 お客様 due to honorifics in the Japanese language not needing “the best” for an already honorific version of customer.)

3 Recommendations

- Japanese Review Brand Recommendations (Rakuten Travel and Jyaran for travel reviews, Retty restaurant review site)
- “Good Pairs” Recommendations with Coffee au Lait
 - Product Information Generation
 - Common Allergy Generation
- Image Recommendations (ex. Feedback Photo)

Café au Lait ☺

Description: A smooth and creamy blend of rich espresso and steamed milk, offering a perfect balance of bold coffee flavor and velvety texture.

Dietary Information:

- Contains: Dairy (Milk) & Caffeine
- Does not contain: Nuts, Gluten, Eggs
- Allergy Warning: May be prepared in an environment that processes nuts and soy.

Brewing & Strength:

- Roast: Medium
- Bitterness: ★★☆☆☆ (Balanced)
- Strength: ★★★★★ (Rich and smooth)

Best Paired With: Flan, butter toast, or a light pastry for a classic café experience.

- Decaf Coffee – ¥280–¥350 (S) / ¥340–¥400 (M) / ¥390–¥450 (L)
- Café au Lait – ¥320–¥380 (S) / ¥370–¥430 (M) / ¥420–¥480 (L)
- Latte – ¥350–¥420 (S) / ¥400–¥470 (M) / ¥450–¥520 (L)

DESIGN PROCESS

INITIAL IDEAS/WIREFRAMES

The screenshot shows the DOUTOR website's menu page. The header has a navigation bar with links: Home, Menu, Locations, and Contact. Below the header is a large yellow banner with the text "Our Menu" and "Carefully crafted, freshly brewed – explore our selection of drinks and treats." The menu is organized into six categories: Coffee, Tea, Food, Desserts, Seasonal, and Drinks. The "Coffee" category is selected, showing three coffee items. Each item has a placeholder image, a title (e.g., "Coffee Item 1"), a description ("A delicious coffee option to brighten your day."), a price (\$4.50), and an "Add" button.

The 'Customer Testimonials' section features a large heading 'Customer Testimonials' in a bold, black, sans-serif font. Below the heading is a sub-headline 'Our customers love our drinks and pastries!' in a smaller, regular font. The section contains two testimonials, each with a five-star rating, a quote, and a customer profile. The first testimonial is from Jane Doe, a 'Coffee Enthusiast', who says 'The best coffee I've ever had! Truly exceptional service.' The second testimonial is from John Smith, a 'Local Blogger', who says 'Every visit feels like a warm hug! Highly recommend!'. Each testimonial is separated from the others by a vertical line. The customer profiles include a circular profile picture placeholder with a camera icon, the customer's name, and their title. The Webflow logo is positioned to the right of each testimonial.

濃厚チーズケーキ  ¥500 ディックアフトでできます。	クラシカルたまごプリン  ¥500 ディックアフトでできます。	ミルクレープ  ¥550 ディックアフトでできます。
 Nuts	 Berries	 Milk

A promotional banner for Double Coffee. The banner has a light green background. On the left, there is a large heading 'Discover Our Exquisite Range of Specialty Coffees' in a dark grey font. To the right of this heading, there is a paragraph of text: 'At Double Coffee, we pride ourselves on sourcing the finest coffee beans from around the world. Our specialty coffees are crafted to perfection, ensuring a rich and satisfying experience in every cup. Whether you prefer a bold espresso or a smooth latte, we have something to delight every palate.' Below the heading and text, there are three columns. Each column contains a large, light grey rectangular placeholder for an image. Each placeholder has a small icon in the center, consisting of a dark grey square with a white mountain range silhouette. Below each placeholder, there is a heading and a paragraph of text. The first column's heading is 'Experience the Art of Coffee Brewing' and its text is 'Join us in celebrating the journey of coffee from bean to cup.' The second column's heading is 'Savor the Unique Flavors of Our Blends' and its text is 'Each blend is meticulously crafted to highlight distinct flavor profiles.' The third column's heading is 'Join Our Coffee Community Today' and its text is 'Connect with fellow coffee enthusiasts and share your passion.' At the bottom of each column, there is a link with a right-pointing arrow: 'Explore >', 'Taste >', and 'Join >' respectively.

FINAL SOLUTIONS

- ADDING A FUNCTIONAL DROPDOWN MENU FOR TRANSLATIONS
- ADDING A DARK MODE WITH HARSH CONTRASTS
- COMBINING RELUME’S LAYOUTS TO BEST MATCH CHATGPT’S LAYOUT SUGGESTIONS
- ADDING CREATIVE ADDITIONS FOR BRAND IDENTITY AND DESIGN

HIGHLIGHTED COMPONENTS

Customer Reviews

Hear what our customers have to say!

★★★★☆

"The atmosphere at Doutor is unmatched!"



John Suzuki
Manager, Coffee Shop



★★★★☆

"Doutor's coffee is the best I've ever tasted!"



Alice Tanaka
Barista, Local Cafe

Rakuten Travel

★★★★★

"Always a delightful experience at Doutor!"



Emily Yamada
Customer, Regular



Team Reviews

Meet the passionate individuals behind Doutor.



★★★★★

"Great Work Environment!"

"Doutor has a friendly atmosphere, well-structured training, and a fast-paced but enjoyable workflow."



Kenji Yamamoto
Head Manager



★★★★★

"A Busy, but Rewarding Job!"

"Working here can get hectic during peak hours, but the teamwork and coffee perks make it worth it."



Aiko Suzuki
New Recruit



★★★★★

"Perfect for Coffee Enthusiasts."

"I loved learning about coffee, interacting with customers, and working in a clean, organized setting."



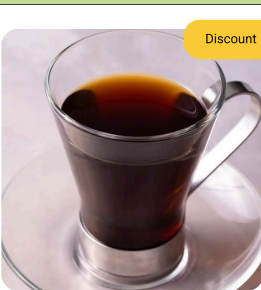
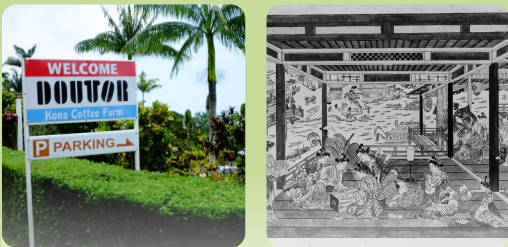
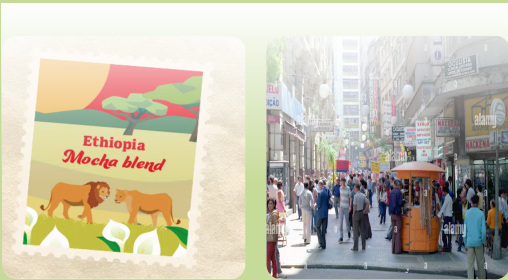
Yuki Tanaka
Head Barista

Only the best coffee for the best customers!

Doutor Coffee Shop has been pursuing "delicious coffee" for over 40 years since its founding. From raw beans to roasting and blending techniques, the challenge continues. We have embodied a part of our passion for coffee. We welcome our customers with our high-quality blends made using only carefully selected beans.

Our Story

Our Specialty Coffee

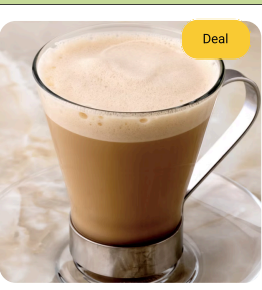


Discount

Decaffeinated Coffee

Rich and refreshing taste of 100% Colombian beans

View Item



Deal

Cafe au Lait/Coffee with Milk

A smooth and creamy blend of rich espresso...

View Item



Latte

A gentle latte with bitter bitter foamy milk.

View Item



Cafe au Lait/Coffee with Milk

A smooth and creamy blend of rich espresso and steamed milk, offering a perfect balance of bold coffee flavor and velvety texture.

Small— ¥320

Medium— ¥370

Large— ¥420

Roast Level: Medium

Strength

Bitterness

Contains: Dairy (Milk)

Allergy Warning: May be processed in an environment that processes nuts and soy.

DESIGN SUCCESS (USER-TESTED)

- IMPROVED USER-FLOW (SECTIONS FOR NAVIGATION)
- OVERALL ACCESSIBILITY (DARK MODE EASIER ON THE EYES DUE TO WHITE SPACE)
- ADHERES TO JAPANESE FORMATTING AND LAYOUT/WORD USAGE



CONTENT CHANGES

- HOME PAGE INCLUDES MORE SECTIONS FOR THE VIEWER TO PAUSE, AND READ
- LAYOUT DIFFERENCES FOR UNIQUENESS & VISUAL DISTINCTION
- ADDED MOTION FOR DYNAMICS, TO ADD APPEAL
- ADDED INTERACTIONS
 - MENU PREVIEW
 - LOCATION FAVORITING



INFORMATION ARCHITECTURE

- DEVELOPED & ESTABLISHED TYPOGRAPHY HIERARCHY SYSTEM
- LAYOUT BASED ON CHATGPT'S PROMPT OF A TYPICAL COFFEE USER'S GO-TO FLOW FOR HOME PAGES (DESKTOP VS. MOBILE)
 - VIEWING THE MENU
 - LOOKING FOR LOCATION
 - TRANSLATION





RESPONSIVE PROCESS



RESPONSIVE IMPLEMENTATION

01 **ARRANGED SETUP**

- **BREAKPOINTS**

(DESKTOP XL: 1440, DESKTOP: 1280, TABLET: 768, MOBILE: 390)

- **GRID SET-UP**

(MARGINS, GUTTERS, COLUMNS)

02 **CREATED COMPONENTS**

- **STARTED BUILDING COMPONENTS FOR SECTIONS OF THE PAGES**

THIS WAS THROUGH THE PROCESS OF SMALLER COMPONENTS (DESIGN ATOMS) BEING PLACED IN AUTO-LAYOUT, THEN PLACED ONTO THE PAGE FRAME.

03 **ADDITIONAL SETUP VARIABLES**

- **SET UP ADDITIONAL VARIABLES (CONSIDERATION)**

SET UP ADDITIONAL VARIABLES SUCH AS SECTION PADDING (HORIZONTAL & VERTICAL), ALONG WITH INCORPORATING FONT SPACING FOR HIERARCHAL SEPARATION (EX. HEADER-SUBHEADER).

04 **RESPONSIVE ADAPTATION**

- **ADJUSTMENTS FOR RESPONSIVENESS**

ADJUSTED MINIMUM WIDTHS, FILLS, AND SCALING IMAGES FOR ADAPTABILITY. THESE WOULD SOMETIMES NEED THE ADDITION OF AUTO-LAYOUT WRAP OR A MAXIMUM WIDTH ACCORDING TO DESIRED LAYOUT.

RESPONSIVE APPROACH EXPLANATION

AFTER REBUILDING THE RELUME COMPONENTS TO MY FAMILIAR CONTAINER BUILDING, I INDIVIDUALLY ADJUSTED EACH CONTAINER’S ELEMENTS TO BECOME RESPONSIVE TO THEIR BREAKPOINTS/PADDING ON DIFFERENT DEVICES.

- SIDE BY SIDE COMPARISONS TO PREVIEW POTENTIAL ERROR
- IF I NEED TO REBUILD, I AM FAMILIAR WITH MY PROCESS

FINAL DESIGN



UI ENHANCEMENTS

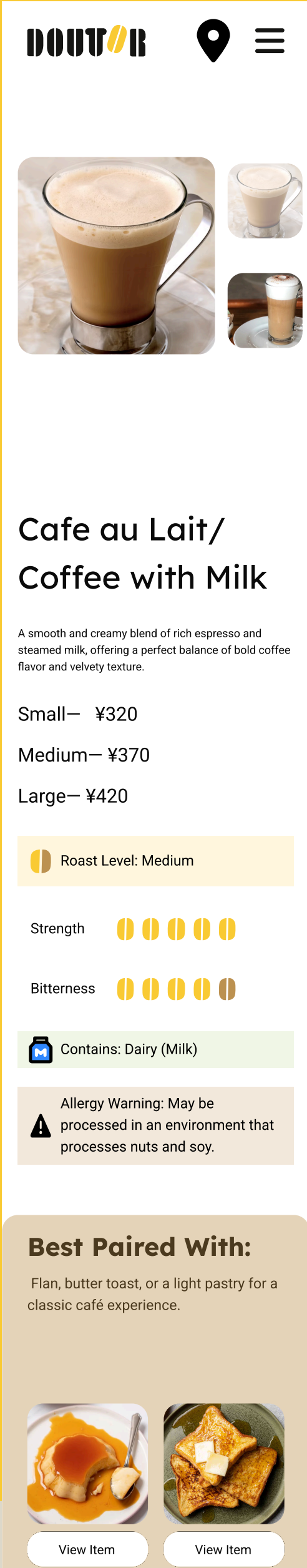
- ADDED LIKING FEATURE
- PREVIEW SCROLLS
- LANGUAGE DROPDOWN
- MENU DROPDOWN
- LIGHT/DARK MODE TOGGLE

NAVIGATION IMPROVEMENTS

- MUCH MORE BUTTONS THROUGHOUT THE PAGE TO LEAD TO MENU
- MULTI-PLACED LOCATIONS
- OUTSIDE LINKS TO ACCESS INFORMATION THEY MAY NOT PROVIDE

ACCESSIBILITY FEATURES

- HIGH CONTRAST RATIO
- VISUAL HIERARCHY IN TYPOGRAPHY AND INFORMATION
- VISUAL DISTINCTIONS OF HOVER/ SELECT
- CONTENT WARNINGS
- QUICK LANGUAGE CHANGE ACCESS



• LOCATION SCROLL & LIKE

Find Your Nearest Doutor

Tokyo, Kanagawa, Saitama, Kansai

Find Your Doutor



With locations throughout Japan and prominently near train stations, Doutor makes it easy to grab your favorite brew on the go. Whether you're commuting, working, or taking a break, we're here for your daily coffee moments

• TEST OUT MODES/ENGLISH - JAPANESE

WITH NEXT SLIDES >





Explore our curated collection of coffee From freshly brewed coffee to delightful pastries and hearty sandwiches, our menu offers something for every craving, crafted with quality ingredients and care.moments.

Coffee



Expertly brewed from premium beans, our coffee selections deliver rich aroma and bold flavor in every cup.

A photograph showing a tall glass of iced tea with a lemon slice and a jar of iced tea with fruit. The glass contains ice cubes, a slice of lemon, and some fruit. The jar contains ice cubes, a slice of lemon, and some fruit. The background is a light-colored surface.

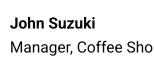
Satisfying yet light
savory sandwich
comforting Ja

Doutor Coffee Shop has been pursuing "delicious coffee" for over 40 years since its founding. From raw beans to roasting and blending techniques, the challenge continues. We have embodied a part of our passion for coffee. We welcome our customers with our high-quality blends made using only carefully selected beans.

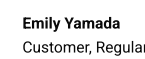
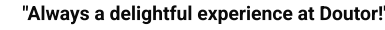
Our Specialty Coffee

Hear what our customers have to say!

"The atmosphere at Doutor is unmatched!"

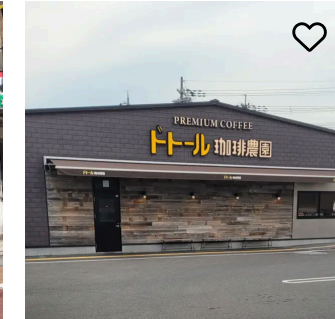


Rakuten Travel



Tokyo, Kanagawa, Saitama, Kansai

Find Your Doutor



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About Us

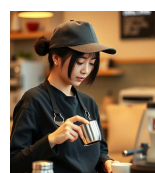
About Us

[Our Menu](#)

Find Your Dealer

Find Your Dealer

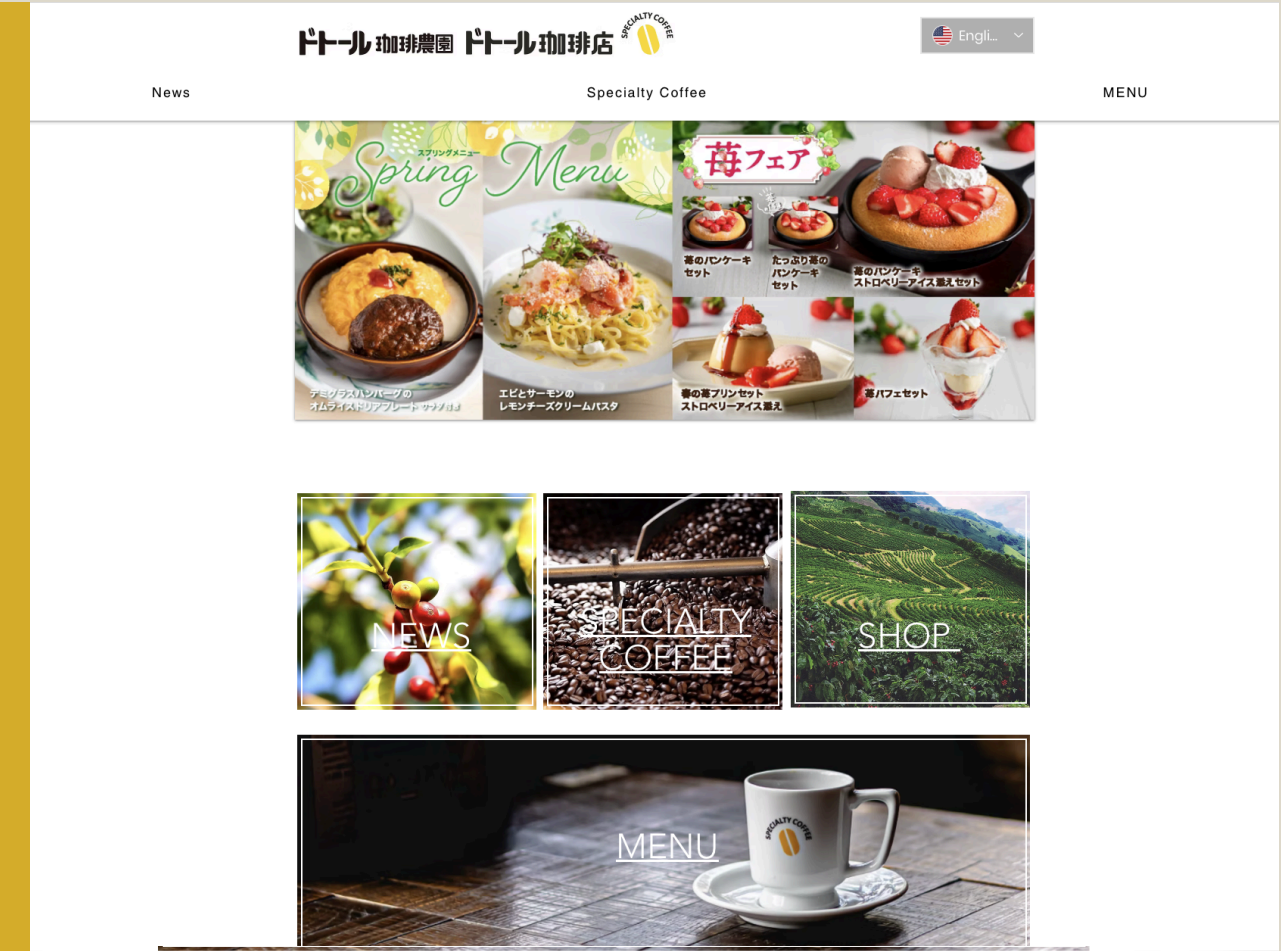
Specialty C



We're Hiring

Join our Team at your nearest Doutor Coffee

Join Us



Continuing to pursue “delicious coffee”,
Doutor Coffee Shop has been around for over 40 years.
The challenge continues, from the raw beans to the roasting and blending techniques.
We have given form to a part of our passion for coffee.
We offer high-class blends using only specialty beans,
We welcome our customers.

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Contact us



STAFF 募集

STAFF 募集
こちらから応募できます！



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Discover the Essence of Our Coffee

Savor the rich flavors crafted from the finest beans. Each cup tells a story of dedication and passion.



Our Journey

Inspired by Brazilian coffee culture and Parisian cafés of the 1960s, Doutor blends global flavors with local warmth.

Our Coffee Farm

Discover how our beans are carefully cultivated at our Hawaiian farm, ensuring quality from seed to cup.

Our Locations

Grab a fresh cup at Doutor's convenient locations, just steps from train stations across Japan.

Join Our Team!

Become part of the Doutor family—join our team and brew smiles every day.

The Journey of Doutor Coffee Through Time



"Doutor Coffee- Everything You Need To Know"

An article by Japanese Coffee Co. written about our kissaten.

[Read Now](#)



Our Beginnings

Doutor was founded in 1980, bringing quality coffee to Japan's bustling urban landscape.



Our Expanding Reach

By 1995, Doutor had opened over 100 locations, establishing itself as a coffee leader.



Innovative Offerings

In 2005, Doutor introduced a range of specialty drinks, catering to diverse customer preferences.



Global Presence

Today, Doutor continues to grow, with locations across Asia, bringing Japanese coffee culture worldwide.

Team Reviews

Meet the passionate individuals behind Doutor.



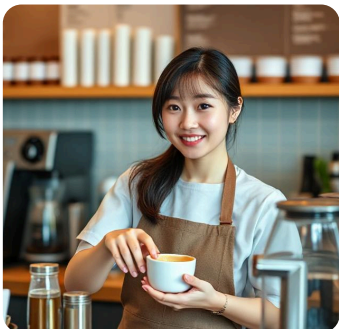
★★★★★

"Great Work Environment!"

"Doutor has a friendly atmosphere, well-structured training, and a fast-paced but enjoyable workflow."



Keni Yamamoto
Head Manager



★★★★★

"A Busy, but Rewarding Job!"

"Working here can get hectic during peak hours, but the teamwork and coffee perks make it worth it."



Aiko Suzuki
New Recruit



★★★★★

"Perfect for Coffee Enthusiasts."

"I loved learning about coffee, interacting with customers, and working in a clean, organized setting."



Yuki Tanaka
Head Barista



We're Hiring!

Join our passionate team and make a difference!

[Join Us](#)



Leave Some Feedback

We'd love to hear from you—questions, thoughts, or feedback are always welcome!

[View FAQ](#)

[Contact Us \(Doutor\)](#)

[Contact Us \(Corporation\)](#)



Quick Links

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[Our Menu](#)

[Find Your Doutor](#)

[Specialty Coffee](#)

[Contact Us](#)



We're Hiring

Join our Team at your nearest Doutor Coffee!

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STAFF 募集

こちらから応募できます！

コーヒーにご興味のある方
未経験の方も
歓迎いたします！



THANK YOU

— JOHANNA JARVIS
@JDESJGNS