



GDT 312

Final Storyboard

: (NOOR FARHANI BT NOOR HIZAM)

: (CAT SIGNATURE CAFE)

A close-up photograph of several round, rustic bread rolls, likely ciabotta or similar, dusted with flour. They are arranged on a metal perforated tray. The lighting is soft and focused, highlighting the texture of the bread against a dark background.

Product Review

Cat signature café background :

Opened in January 2017, Cat Signature Café & Studio (though it is officially spelt Cat Signature) is a haven for all feline lovers! On the menu, patrons can find a wide variety of popular local food such as tasty Fried Rice and savory Beef Thai Noodle. Other popular dishes such as their aromatic and spicy Tom Yum soup or Sweet and Sour Fish are also available. For dessert, ice cream and cakes are served here come with different flavor such as Red Velvet cake, moist Chocolate Cake as well as ice cream flavours such as their signature Coconut Ice Cream. Cold drinks here such as their delicious shakes are served in a specially designed tumblers that are only available here at Cat Signature Cafe & Studio. On the 1st floor, customers are welcome to play and enjoy the feline company provided by the resident cats of the studio. Beautiful cats from several breeds such as the Maine Coon and Bengal can be found prowling the premises here, ready to play and purr in a cozy and comfortable environment! A great place for a family lunch with kids. Cat Signature Cafe & Studio has a ground floor interior that features a simple and spacious area bathed in warm light and shelves littered with various adorable feline knick knacks and books. At the counter, patrons will be able to order their hot meals and beverages of choice. Patrons will be able to choose from indoor and outdoor seating.

Location

Cat Signature Cafe & Studio can be easily seen from the main road, with parking lots readily available right in front of the shop.

A close-up photograph of several round, rustic bread rolls, likely ciabotta or similar, dusted with flour. They are arranged on a metal cooling rack. The lighting is soft and focused on the bread, with a dark, blurred background. The overall mood is warm and artisanal.

Idea of Storyboard

STEPS CREATING USP

1st draft

Step 1: Describe your target audience

- its busy people who love cats but don't have time to have one but also went to the cafe to relax

-More target audience : pet-loving children, family

Step 2: Explain the problem you solve

- Have beautiful cats from several breeds such as Maine coon and Bengal to play with while relaxing

-Have a cosy and comfortable environment for the cafe even its full of cats.

-The business concept of "cat cafe" itself can make people to come and enjoy their lunch with the company of cat.

Step 3: List the biggest distinctive benefits

- interior of the cafe that features a simple and spacious area bathed in warm light

- shelves littered with various adorable knick knacks and books inside the cafe

-On the wall, specially designed shelves allow cats to explore and climb so people who came can enjoy seeing the view inside of cafe.

- Even the cat cafe concept is hipster enough, the food still remains from the local such as tomyam and many more

- The cat cafe is not crowded so that people can come to have a lunch while resting and take a peace after busy working.

Step 4: Define your promise

- satisfaction guaranteed

- halal and friendly cafe with full of cats

- the atmosphere here is really different from others competitors

- 100% clean environment and save for the cafe that full of cats

- superb services

Step 5: Combine and Rework

- The cafe is a stress free cafe where people can taste local foods and drinks while playing and enjoy with the company of cats.

-The cafe gives us new solutions for those who loves to eating with company of cats and make it feels like homes.

- The cafe which is a little bit hipster also with cool ambience, safe, and full of cats.

Step 6: Cut it down

Final USP

- A unique cafe that allows people to come and enjoy the local foods while playing with cats, and relaxing with this cute cat concept.

- Cat Signature cafe is a stress and lovely free space where people can come to have a drinks and foods with the company of cats.

- Cat signature is a theme cafe whose attraction is cats that can be watched and played with while enjoy their best meals.

FINAL USP

Finally, the usp of Cat Signature cafe is unique halal cafe with the theme cafe whose attraction is cat that allows people to come and enjoy the local foods. People also can watch and playing with cats while enjoy their best meals. Thus, they can come relaxing and rest with this cute and hipster cat concept of the cafe after busy working with family, or friends.

TAGLINE IDEAS

1. Eat. Drink. Cats
2. First we eat then we do meow things
3. Local foods and cats make everything fine
4. Every food you eat, cats will watching you.
5. Good days start with food and cats.
6. Classic foods and cats is never wasted.
7. We serve food, right meow...
8. Better food is with cats
9. Make yourself more useful, have a meow break.
10. We love foods and cats. Do you?
11. Our food taste so good, cats prove it !
12. There's no place like Cat Signature
13. Satisfy our meow food attack
14. Eat. Relax. Cats.
15. Every meals is a meow meals
16. No one ever regrets our meow perfect meals.
17. Great foods with cat vibes.
18. Meow taste in local foods.
19. Food + Cats
20. For cat lovers with food addict.
21. Classic food with fancy cats.
22. Meow spot with local foods
23. Burp and meow

FINAL TAGLINE : Burp and meow.