



Claws of Coffee is a small family business founded in 2014 in Stockholm. We offer coffee and other hot beverages, lighter snacks and a variety of cakes and pastries. But our main focus is to give our visitors a chance to meet our lovely cats. We cooperate with animal shelters and that's where our cats come from. Come and visit us if you are a cat lover and appreciate a cosy atmosphere in a lovely company, and maybe you won't be able to leave alone. Our rules for adaptation is based on the same rules that shelters have. To ensure that our cats are taken care of properly, there is an additional charge for visitors to the café and also a set of rules that you have to follow.

Our target audience is mainly women between 24-45 years, who of course love cats and coffee. We and our visitors value peaceful and calm surroundings and we see cats as a symbol of those qualities. We love cats and strive to making their lives better.

Our services are as follows:

- *serving drinks and food;
- *giving visitors a chance to socialize with the cats in a safe and peaceful environment;
- *giving visitors a chance to contribute to cats welfare;
- *adopt the cats;

UX and UI: We have chosen to go with natural colours to give the users a feeling of a down to earth place, cosiness and safety. We chose white, brown and orange colours to give a feeling of comfort, natural ease and intimacy. Those colours are easily associated with coffee and hot beverages which is also in line with our vision. We have a cat as a logo because we want to be very straight forward with our main idea and that the cats is our main reason to visit us. The shape of the cat on our logo reminds of the shape of a coffee cup. We have several pages included for easier navigation: Home, About us, Adoption, Menu and Contact.

For the typography, we have chosen a font that is called "poppins" That is a very clean font and go very well for our theme for the website. It will bring out our ideas into serious but calm texts throughout the website and keep the focus on what we will convey and using many images with both cats and coffee to create a clear picture of our business idea.