

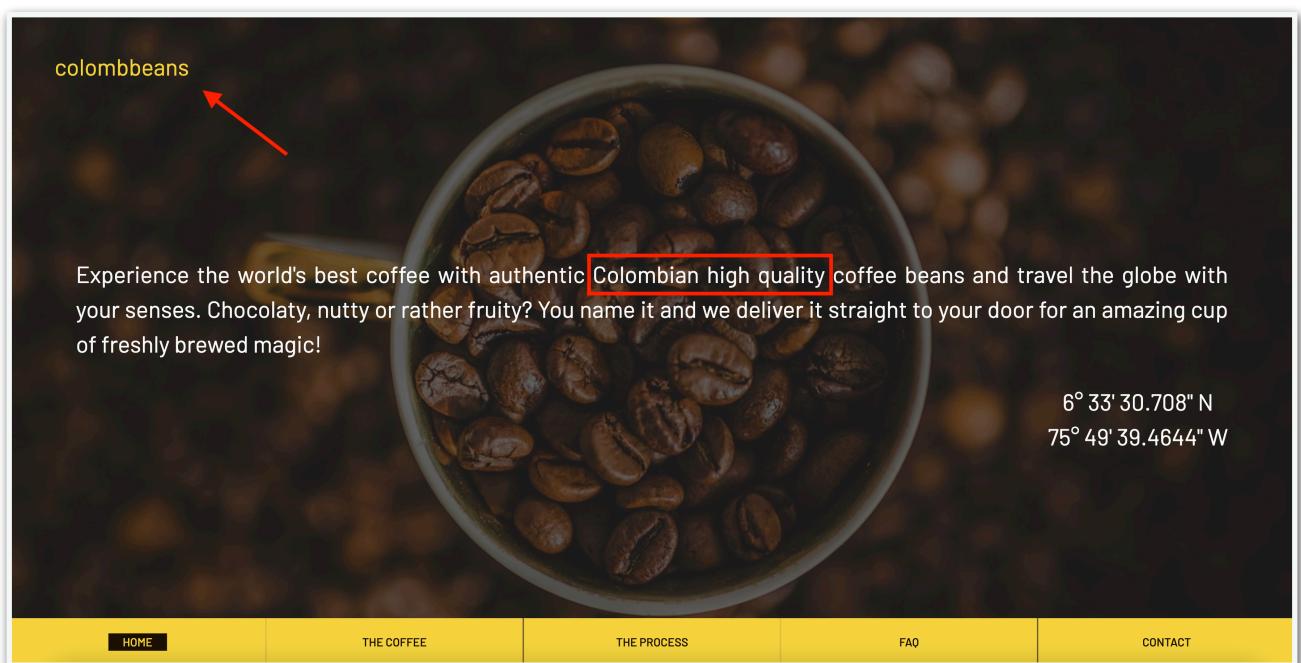
USER STORIES VS WEBSITE SCREENSHOTS

User Story 1

- As a user I want to find coffee suppliers, so that I can stock up my coffee shop.
- The website is optimized for SEO search through meta keywords that help users land on my page.

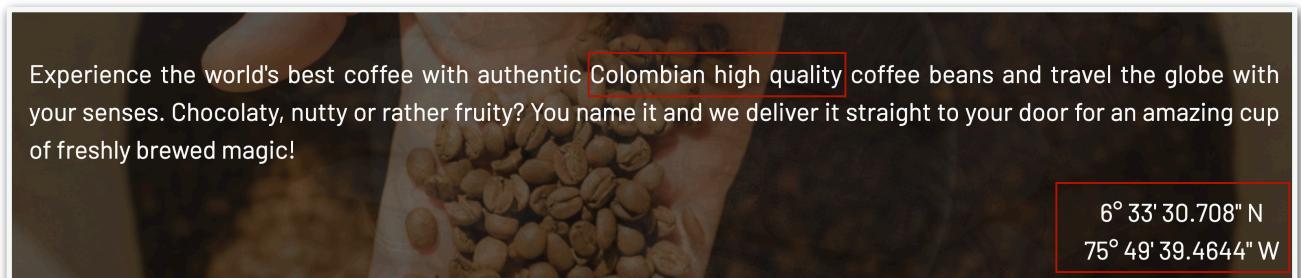
```
<!--Meta data-->
<meta charset="UTF-8">
<meta name="description" content="Colombbeans is an authentic Colombian coffee producer that supplies clients with high quality Arabica coffee beans">
<meta name="keywords" content="coffee, colombia, coffee beans, farm to cup, fairtrade coffee, ground coffee, roasted beans, sustainable coffee">
<meta name="author" content="Mihaela Vacarus">
```

- The title of the website is a descriptive wordplay (Colombia and beans), which presents users with a clear expectation of the product.



User Story 2

- As a user I want to know where the coffee comes from and what makes it so special, so that I can build prestige/popularity on the quality of the product.
- The banner type header on the landing page informs users that the coffee is high quality and produced in Colombia.



- In the second section (the coffee), the key characteristics of the beans are enumerated: Arabica beans ranking as the most superior from all varieties, rich and unique flavors (underlying tones of nutty, chocolaty or fruity aromas).

THE COFFEE

 With a perfect terrain and climate, located within the Coffee Axis ("Eje Cafetero"), Colombbeans coffee is purely made from the highest quality Arabica beans.

 Arabica coffee, ranking as the most superior from all bean varieties, is characterized by a milder, less caffeinated (about half the regular amount) and lighter taste.

 The differences in soil of the three main regions yield very rich and unique flavors that make for the most amazing cup of coffee.

 Click on each image down below  to discover the underlying notes we have for you: **chocolaty, nutty and fruity**.


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- In the third section (the process), it is described how the beans are carefully hand-picked in a traditional way that allows only for the finest quality.

THE PROCESS

 In the first step of the process, only the highest quality seeds are selected to be planted. For these, it could take anywhere between four and six months to start flowering. Arabica coffee flowers are white, small and highly fragrant, similar to jasmines.

 Once the flowers start opening, these only last a few days, resulting in berries that will begin to ripen from a yellow to a red glossy red, for this also called cherries. That's when they are ready to be harvested in a curated hand-picking process that carefully selects the finest beans.



 Depulping, also called the wet process, starts right after. In this step of the making process, the coffee seeds are mechanically separated from the outer layer of flesh. The beans are then left to ferment and are later washed before being spread out in the sun to dry. This would remove the moisture and result in parchment coffee.

 Next on in the process, milling the beans will get them ready to be marketed as green coffee. At this last step, the last layer of shell, the entire dried husk, around the cherries is removed.

 Finally, the milled beans, also known as green coffee are sorted by quality and size to later be packed in bags and exported. Naturally, as it has to be, roasting happens in the importing countries, as the freshly roasted beans must be made available to the customers in the shortest of times, for the aroma to be enjoyed at its peak.


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- In the fourth section (FAQ), the first and fourth questions describe coffee characteristics that directly explain why Colombbeans is so special and how important fair trade is.

FREQUENTLY ASKED QUESTIONS

What makes Colombbeans a high quality coffee?

Our coffee beans grow in the perfect geographical and weather conditions: between 1,200 and 1,800 m above sea level and with the right amount of rainfall. As a result, Colombbeans have a softer taste and a richer aroma with fruity and nutty tones for the perfect cup.

Has the coffee been produced sustainably?

Fair trade has always been a priority for our business and we are FLO certified. We strongly believe in fighting for environmental sustainability and we stand by it.

User Story 3

- As a user I want to know how the coffee is produced, so that I know if the product is suitable for my needs and what my customers want.
- In the second section, on the back of the images, it is specified which flavors suit the different types of roasts best, so the user can decide based on their specific needs/demand.

The image shows a mobile application interface. At the top, there is a yellow header bar with the text "colombbeans" on the left and a menu icon (three horizontal lines) on the right. Below the header, the text "you: **chocolaty, nutty and fruity.**" is displayed. The main content area features three sections, each with a red-bordered title box:

- CHOCOLATY**
Who doesn't love chocolate? We know you do and we bring it to you in the best possible way: in your morning coffee. Subtle, yet flavorful, this variety is best for lighter roasts.
- NUTTY**
Best for a medium roast, this variety will entice you with hazelnutty, less acidic and sweeter hints. This variety will stroke your taste buds unfolding in the fondest experience.
- FRUITY**
Strawberry notes will add that uniqueness to your coffee. Best for a light roast, this variety offers a smooth and rich taste that you'll love for any moment of the day.

- In the third section, the entire coffee production process is described, so the user can decide if they are interested in a more traditionally produced coffee, depending on their needs/demand.

THE PROCESS

 In the first step of the process, only the highest quality seeds are selected to be planted. For these, it could take anywhere between four and six months to start flowering. Arabica coffee flowers are white, small and highly fragrant, similar to jasmines.

 Once the flowers start opening, these only last a few days, resulting in berries that will begin to ripen from a yellow to a red glossy red, for this also called cherries. That's when they are ready to be harvested in a curated hand-picking process that carefully selects the finest beans.

 Depulping, also called the wet process, starts right after. In this step of the making process, the coffee seeds are mechanically separated from the outer layer of flesh. The beans are then left to ferment and are later washed before being spread out in the sun to dry. This would remove the moisture and result in parchment coffee.

 Next on in the process, milling the beans will get them ready to be marketed as green coffee. At this last step, the last layer of shell, the entire dried husk, around the cherries is removed.

 Finally, the milled beans, also known as green coffee are sorted by quality and size to later be packed in bags and exported. Naturally, as it has to be, roasting happens in the importing countries, as the freshly roasted beans must be made available to the customers in the shortest of times, for the aroma to be enjoyed at its peak.

- In the fourth section, the final statement encourages users to get in touch, so Colombbeans team can better understand their needs and cater to that, becoming an extension of their business.

colombbeans

FREQUENTLY ASKED QUESTIONS

- What makes Colombbeans a high quality coffee? +
- How long until I get my coffee order? +
- How much are the shipping fees? +
- Has the coffee been produced sustainably? +
- What's the minimum order and how could I make a business inquiry? +

We understand everyone's needs are different, and while these are just a few basic things to consider, we encourage you to get in touch down below and let us know how we can become an extension of your business. We are strongly committed to deliver the best coffee you can find out there and help you boost your client base.

User Story 4

- O As a user, I want to know what the minimum order is, so that I can later decide if I need to increase my supply and how that will affect the costs.
- In the fourth section, specifically in the last FAQ box, this is answered. Additionally, users are encouraged to get in touch with Colombbeans for discussing their unique needs on a case by case basis.

FREQUENTLY ASKED QUESTIONS

What makes Colombbeans a high quality coffee? +

How long until I get my coffee order? +

How much are the shipping fees? +

Has the coffee been produced sustainably? +

What's the minimum order and how could I make a business inquiry? ×

We understand your needs and we align with them. Usually, minimum orders, be it for cupping or roasting, start at 1kg bean bags. Get in touch by sending us the filled in form with as much information as you can, so we can provide you with all the relevant details.

We understand everyone's needs are different, and while these are just a few basic things to consider, we encourage you to get in touch down below and let us know how we can become an extension of your business. We are strongly committed to deliver the best coffee you can find out there and help you boost your client base.

HOME

THE COFFEE

THE PROCESS

FAQ

CONTACT

User Story 5

- As a user, I want to know how the coffee is packaged and shipped, so that I am informed on the product standards.
- In the third section, it is explained that the beans are sorted by quality and size to later be packed in bags and exported in the shortest of times, to ensure the fresh aroma.



Finally, the milled beans, also known as green coffee are sorted by quality and size to later be packed in bags and exported. Naturally, as it has to be, roasting happens in the importing countries, as the freshly roasted beans must be made available to the customers in the shortest of times, for the aroma to be enjoyed at its peak.

- In the fourth section, second FAQ, it is specified that regardless of location, delivery times only take up to three days maximum.

FREQUENTLY ASKED QUESTIONS

What makes Colombbeans a high quality coffee? +

How long until I get my coffee order? ×

Colombbeans bags are shipped round the year, right when you need them. Regardless of your location, delivery times will only take up to three days maximum.

User Story 6

- O As a user I want to be able to make an inquiry based on my needs, so that I can maybe start a business relationship.
- The final and fifth section (contact) has a dedicated part with the Colombbeans's contact details (email and phone number), as well as a contact form that allows users to formulate their needs and also complete a location field, so that the inquiry is answered in the most relevant way.

colombbeans
6° 33' 30.708" N
75° 49' 39.4644" W
📍 Antioquia, Colombia
📞 +57 666 555 000
✉️ hola@colombbeans.co

LET'S DO BUSINESS!

NAME
Your name

EMAIL ADDRESS
name@example.com

LOCATION
Country

TELL US MORE ABOUT YOUR NEEDS
Message

Send

HOME THE COFFEE THE PROCESS FAQ CONTACT