

# TWIN FINCH

## ROASTERY

Proposal for Twin Finch Roastery  
Website for Twin Finch Roastery

April 23, 2015

Courtney Kirk

# Project Overview

Twin Finch Roastery is a micro-roastery focused on flavor, offering customers a quality cup of coffee from the comfort of their home. Twin Finch would like to increase production and still remain small batch. Twin Finch needs a website, to increase their customer base. To achieve this goal, Twin Finch will begin selling and shipping their beans to those who cannot or prefer not to travel to their main store.

## Scope and Technical Requirements

links to social media	map of physical location of store
responsive	contact form
link to third party store	feed for twitter and tumblr posts
contact us	subscriptions for e-news
link to coffee review score	how to brew article
able to grow in content	product features for each roast
one page	

# SWOT ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
specialized	smaller label	limited flavors	non-drinkers
quality	partnerships	cost	health
personable	expanding	shipping cost	economy
experience	price	ethics	bad harvest
reviews	conventions	sourcing beans	local roasters
social media	app	package	resources
health benefits	selling to stores	presence	established sites
good beans			

# Audience Profile

The Primary audience for Twin Finch is professionals and coffee conesours alike ages 25–35. This audience has graduated from a university with a bachelors degree. They also partake in reading, writing, and working with books while enjoying a good cup of coffee. This audience has a taste for higher quality products; they drink coffee for the taste instead of the caffeine. The secondary audience for Twin Finch is college students ages 18–24. They purchase the coffee from local shops near campus. Working part-time and going to school, this audience doesn't purchase the coffee nearly enough due to their low income. This audience drinks the coffee for the caffeine, but still likes to indulge in a good cup of coffee once in a while.

# Personas

Riley 26  
New York City



Seattle native, Riley started purchasing beans from Twin Finch while attending U-Dub, majoring in English. When she moved to NYC, to pursue a career as a book editor. With no other way to purchase the beans she enjoys, she has her sister send her beans in the mail.

Jakob 34  
Los Angeles



Born and raised in Los Angeles, Jakob is an UCLA Alumni, and working as a media director. He has considered himself a coffee conesor for the last 10 years. Always open to tasting new blends and flavors. When he overheard his co-workers talking about these beans from Seattle, his interest was peaked. One of his co-workers gave him a sample of Twin Finch's beans, and he couldn't resist. He is now looking for a way to purchase the beans without going through his co-worker.

Sam 21  
Seattle



Sam is a student at Seattle University, majoring in Psychology. She is working part time at a local coffee shop near campus that uses Twin Finch's beans. Low on funds, Sam rarely purchases beans, but enjoys the coffee when she can afford them. She buys beans from Twin Finch also to ship to her sister in New York.

# Page Description Diagram

## HIGH

buy coffee button  
link to third party store  
product features for each roast  
about us section

## MEDIUM

keep and build the community and interact  
link to coffee review  
recognition  
contact us form

## LOW

feel good about buying product  
map of physical location  
link to social media buttons  
feed for twitter and tumblr posts  
subscription for e-news  
how to brew article

# Resources

Twin Finch Roastery document received

Thursday, April 16, 2015

Twin Finch Roastery logo image

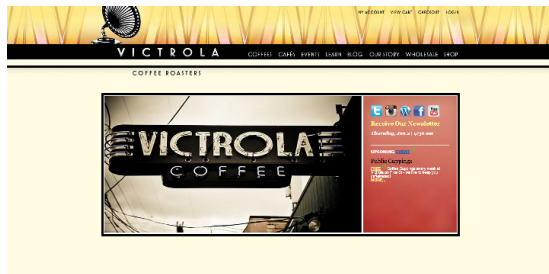
Finch House Blend packaging image



# Competitors

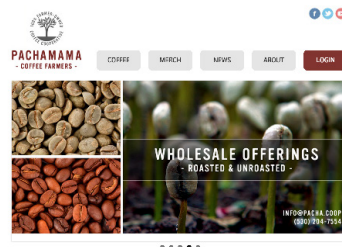
Victrola Coffee Roaster is an artisan coffee roaster and retailer in Seattle Washington.

<http://www.victrolacoffee.com/w>



Pachamama Coffee Cooperative is wholly-owned and controlled by small-scale coffee farmers around the world, based in Sacramento, California. Pachamama distributes freshly roasted coffee web-direct and wholesale to select retailers.

<http://www.pacha.coop/>



Oslo Coffee Roasters is a popular small-batch Probat roaster in New York. They operate as a coffee shop and as roasters.

<http://www.oslocoffee.com/>

