

# TWIN FINCH

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## ROASTERY

TWIN FINCH WEBSITE  
TWIN FINCH PROJECT PROPOSAL  
4/23/2015  
ENRIQUE GARAY



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## TWIN FINCH WEBSITE OVERVIEW

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Twin Finch is a local coffee roaster based in Seattle, Washington. They have 10 years of experience which has led them to develop strong values in quality and focus. Their clients, which have become accustomed to their developed flavors, are usually a younger crowd in their 20s with a profession. They also have an interest in products that have a artismal feel to them. What Twin Finch needs is a website that will push them into an untapped market. This being the people who live outside of Seattle that don't have the time to make the trip to Twin Finch. The site will inform the customers about the blends being sold. While also making sure they leave happy with their online purchases. Social media buttons as well as feed for both Tumblr and Twitter will be present. Twin Finch wants to have a community of customers that interact with both each other as well as them. This will make keeping in touch and updating customers on whats going on much more simple.

## SCOPE/ TECHNICAL REQUIREMENTS

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|------------------------|-----------------------------------|
| • Responsive           | • Map to Physical Location        |
| • Single Page          | • Feed for Tumblr & Twitter       |
| • Images               | • "How to Brew" Article           |
| • Contact Info.        | • Subscription for E-news         |
| • Social Media Buttons | • Product features for each roast |

# TWIN FINCH SWOT ANALYSIS

<b>S</b>	<b>W</b>	<b>O</b>	<b>T</b>
STRENGTH	WEAKNESS	OPPORTUNITIES	THREAT
Quality	No Website	Website	Economy
Reviews	Snooty Vibe	Expanding	Bad Harvest
Specialize	Single Store	Mobile App	Coffee Shops
Experience	Overall Cost	Conventions	Health Negatives
Niche Market	Limited Flavors	Partnerships	Local Competitors
Brick and Mortar	Not Always Ethical	Coffee Blends	Established Websites
Social Media Presence	Little Known Elsewhere	Small Merchandise	Major Coffee Companies

# PAGE DESCRIPTION DIAGRAM

<b>HIGH</b>	<b>MID</b>	<b>LOW</b>
<ul style="list-style-type: none"><li>• About the Products</li><li>• Link to 3rd Party store</li><li>• About Twin Finch</li></ul>	<ul style="list-style-type: none"><li>• About Twin Finch</li><li>• Contact Form</li><li>• Navigation</li></ul>	<ul style="list-style-type: none"><li>• Feed</li><li>• Contact Info.</li><li>• Map to Location</li><li>• Social Media buttons</li><li>• Recognition</li><li>• "How to Brew" Article</li></ul>

# PERSONAS

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## TIM NYGUEN

**Age:** 23

**Ethnicity:** Vietnamese

**Education:** Working toward a Science Masters

### Client Background

Mr. Nyguen is the new primary audience. He is a student at the University of Iowa, who works part-time at a local Book Store. He is married to his wife Brittany. Tim has had a passion for coffee since he was 16 years old, which led him to start his popular blog site "Tim Coffee Boy". He reviews coffee shops and roasters. Recently Tim received a package of Twin Finches' house blend from a friend in Seattle. Tim gave the blend a 4.75/ 5 rating ( which still holds the highest rating) on his blog. He notes that it's a pain to have to use his friend to get the blend and wishes Twin Finch had a site that would let him order all their blends.



## MONITA

**Age:** 26

**Ethnicity:** Caucasian & Spaniard

**Education:** Bachelore Degree in Business and Marketing

### Client Background

Monita is the secondary audience for Twin Finch. She is a young adult with some college experience. Monita also has the time and money to spend buying coffee beans at local roaster shops. She drinks coffee to get the energy she needs for her busy schedule. She is the owner of a small boutique shop in Seattle. Monita is a fan of art and all of its different mediums, especially if its local. She also likes to splurge on clothing, furniture, and things for her two sassy cats Plug and Tyrone.

# PERSONAS

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## WILSON BUCKSAPLENTY

**Age:** 35

**Ethnicity:** Caucasian

**Education:** Library Science Degree

### Client Background

Wilson would fall into more of the tertiary audience. Wilson has been a regular customer to Twin Finch since it opened up. He is extremely loyal to his favorite brands and will not accept a substitute. He also has money to spend. Wilson likes to spend his free time reading books about various topics that engage the mind. He drinks tea, coffee and wine while reading too. He is very social and likes to be a part of any activity that lets him be active in his community.

# RESOURCES

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## CONTENT PROVIDED

- Logo
- House Blend Package
- About Twin Finch

Content provided by client on 4/16/15

## ABOUT THEM

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Twin Finch Roastery is an authentic microroastery; small, dedicated, and highly focused on quality. We have a constantly evolving, hand picked selection of fine coffee origins and delicious blends engineered to help you brew a cafe quality cup at home.

Our coffee is roasted in a hot air, refractory lined roaster with an extraordinary level of control. The significance of relying on a high volume of hot air to roast coffee beans can't be understated. Most small coffee roasters use a single stage burner which offers virtually no control during the roasting process. The refractory significantly reduces hot spots which can damage coffee beans and produces a much more even roasting environment.

Online orders usually ship quickly and arrive within three business days. We only ship the freshest coffee and your satisfaction is guaranteed. Our rotating, featured coffees are roasted on a more limited basis and your order may be held until the next time a batch hits the roaster. We only ship whole bean, but will grind for you instore per request.

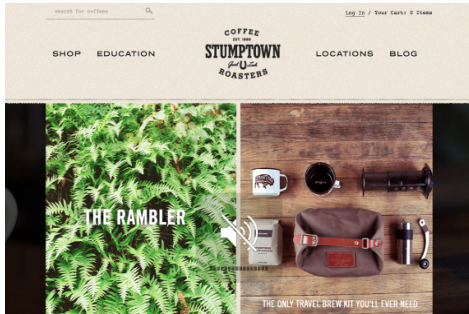


# COMPETITORS

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## STUMPTOWN ROASTERS

Stumptown has strived to always be different than the competitors while making sure the quality of the beans never goes down. Whether it be from quality control in their cupping labs, meticulous roasting profiles and extensive barista education. Stumptown takes pride in keeping a personal relationship with all of their customers and growers. With roasting facilities in four cities, several cafes and wholesale partnerships around the country



## ESPRESSO VIVACE ROSTERIA

Espresso Vivace Rosteria is a established artisan roaster since 1988. Their goal is to produce “una bella tazza”-a beautiful cup. They also specialize in serving only espresso which has earned the owner of the shop owner the nickname of the “Espresso Guru.” The shop has produced a book, Espresso Coffee: Professional Techniques, and two videos, Caffe Latte Art and Techniques of the Barista. They are also seen as a green business due to them planting thousands of trees in Interlaken Park and other areas to offset the carbon dioxide produced in the roasting process.



## VICTROLA COFFEE

Victrola Coffee is another local roaster located in Seattle. Roast Master Perry Hook, who is also the owner, is known to hold public cuppings to showcase his newest or latest roasts. With a mission to search for the perfect SO (single-origin) espresso, by experimenting in the roasting room with Guatemalan beans. They are also known for four signiture blends. Victrola Coffee also lets its customers visit the roastery on Wednesdays to watch Hook and the crew prepare the beans for roasting. Afterwards they are given the option to taste test the brews.

