

Twin Finch Website Project Proposal

Valerie Wissenburg
April 23, 2015



Project Summary

Twin Finch is a roastery only shop based in Seattle and they are looking for a way to expand but still only keep one store: that's where the website comes in. The website Twin Finch wants to create will help them sell directly to their customers all over the nation. The audience for this are people that prefer fresh roasted coffee from a local store rather than franchised old coffee. A younger audience with disposable incomes are the customers they frequently sell to.

Requirements for site

Location map

A contact form

Social media buttons to Twin Finch's page – Facebook, Twitter, and Google+

News feeds and updates

Subscription button

Responsive

One page

SWOT analysis is a chart is that shows the company's strengths, weaknesses, oppurtunites, and threats. It gives a clear view of what can be targeted, fix and an emphasis on things.

	Strengths S	Weaknesses W	Oppurtunities O	Threats T	
	Simple Focused Specialized Quality Minimal Experience History	Small Packaging Only in Seattle Shipping costs Limited roasts No website Just roasting	Expanding More flavors App Selling more than roasted coffee Social media	Bigger online markets Resources Non-coffee drinkers Local stores with sites One store front verse franchised stores	

Personas

Primary

This particular audience was chosen because they customer has a disposable income and loves the coffee for the high quality taste (and of course the caffeine). They are young enough that they'll keep coming back to and buying coffee from them for quite a years. They got started drinking coffee when they had late night homework sessions in college and they've been hooked on the simple blends of Twin Finch.



Ryan Hall

28 years old

Writer and Librarian

\$43,000 yearly

Outskirts of Seattle, towards Edmonds

Ryan has been married to Jess for the past three years and they own 2 spoiled inside dogs. It is his routine to wake up and make coffee for the both of them, get ready and then head off to work. He'll drink his first cup while getting ready, his second on the way to work and casually throughout the day for a refreshing enjoyment.

Personas

Secondary



Julie Reins

38 years old

Musician and photographer for city newspaper

\$35,000 yearly

Out of state: Upper edge of California

Julie is a wife and mother who needs her coffee daily and loves to have local non-franchise roasts with fresh taste. Her favorite is seasonal because she likes to switch it up. She goes out early to get morning pictures with a cup of coffee in her hand, one during the early afternoon and then one before she performs with her folk band.

Personas

Tertiary



Megan Schinpel

22 years old

College Senior: Art therapy major

\$20,000 yearly – waitress and loans

Seattle

Megan lives right by Twin Finch and on her way to school and home, the store is there so that's where she buys her coffee. She realizes that it might be slightly too much for her budget but she likes how fresh it is and loves to drink coffee for her caffeine intake of the day. She works as a waitress 4 nights out of the week and needs some boost. She drinks a cup in the morning and then at 4:30 pm when her shift starts for work.

High Priority:	Mid Priority:	Low Priority:
CTA /Buy now button What Twin Finch is What are they selling Price Blends and Roasts	How it's made Reviews and ratings Contact form	News feed and updates Shipping content Social media Subscription button Contact information and store hours

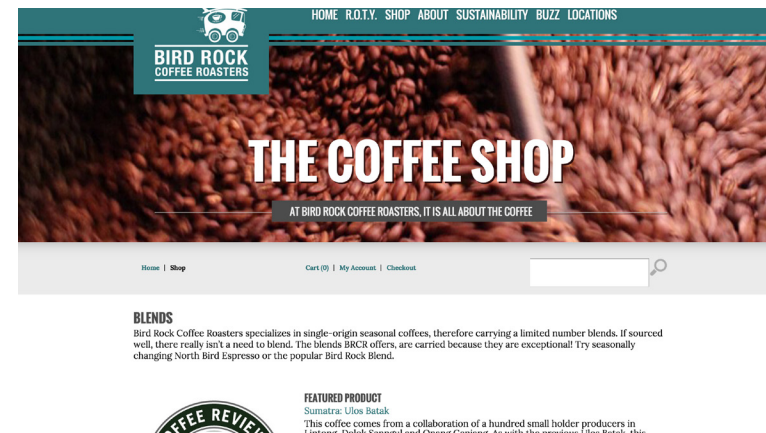
Resources

Logo

Content: Twin Finch information document

Packaging picture

Competitors:



Bird Rock Coffee Roasters:

Bird Rock got a coffee review of 93 for 2015 so their is definite competition for Twin Finch in high quality coffee. They have some of the items you want on the site.

CQ Coffee Roasters:

CQ Coffee Roasters also scored really high for coffee review, 95. They care about the process just as much as Twin Finch. They are focused to give customers the best quality coffee.