

# **Pitchboard**

## **TIMLESS GROUNDS**

### **Short Pitch**

Timeless Grounds is a decade themed coffee shop where every week will bring you back to a different era in time!

### **Long Pitch**

Every week Timeless Grounds cafe transforms to feature a different decade theme for our shop. At our company we hope to create an immersed experience where customers can enjoy our specialty drinks and pastries created fresh and also inspired by that week's theme. The inside of the cafe will be decorated to whatever theme is chosen each week . We encourage costumers to dress to the theme and be prepared for a perfect party playlist for that decade! Timeless Grounds caters to anyone in need of a unique and nostalgic experience from young adults looking for fun hangouts to families enjoying weekend outings, and its only to be found in our cafe!

### **Personas**

- 1.) College Kids who want to experience something unique and trendy.
- 2.) Professionals in the work place looking for a productive environment to work.
- 3.) Retired person looking to take a trip down memory lane.

### **Comparative Sites**

- 1.) Starbucks
- 2.) Foster Coffee Company
- 3.) Strange Matter Coffee

## **Shorthand Flow**

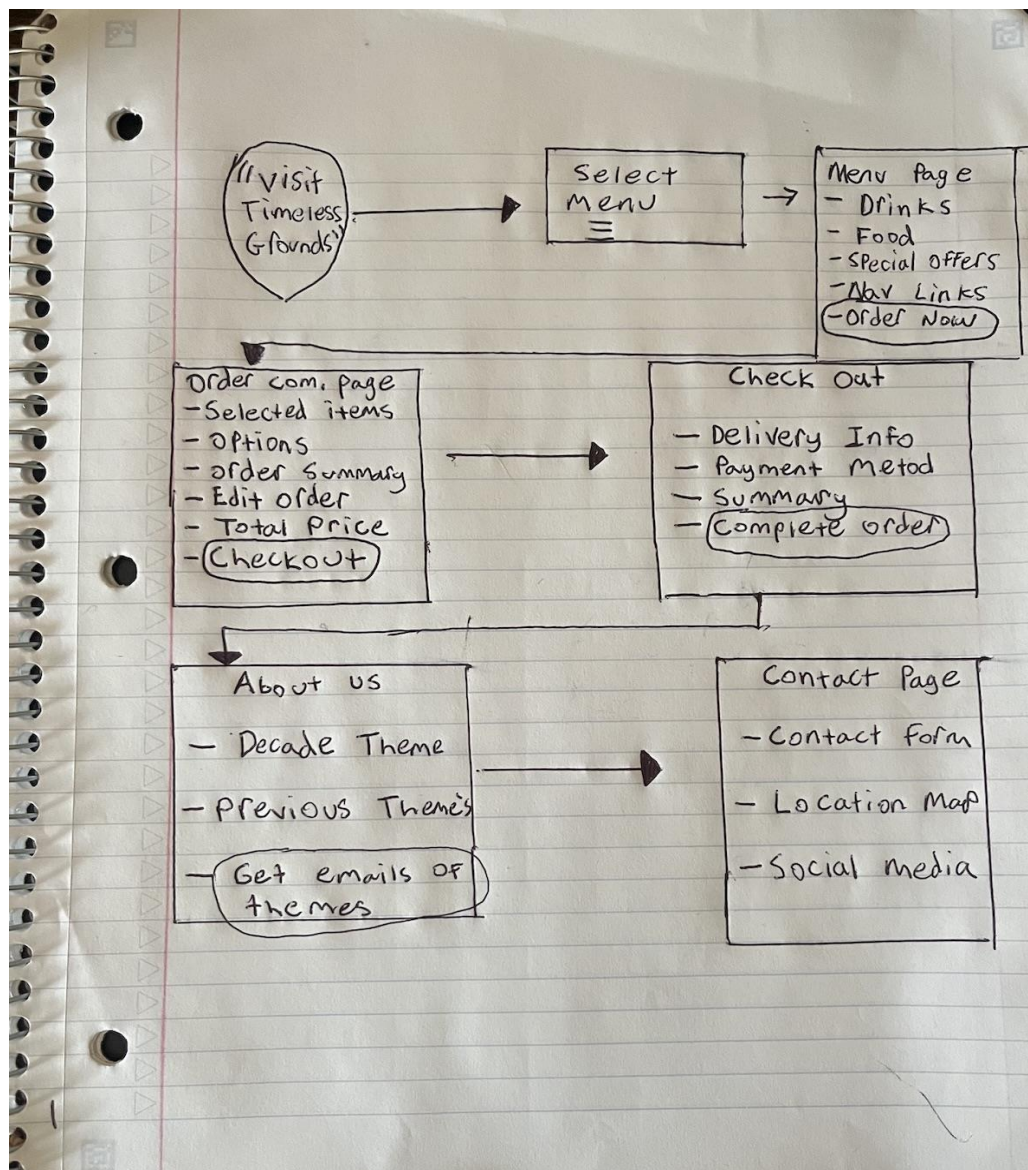
**Home Page:** The user starts on the homepage and sees a featured section showcasing the current decade's theme. They click the "View Menu" button to see more details.

**Menu Page:** The user is directed to the menu, where they see drinks and snacks inspired by this week's decade. They select an item by clicking the "Order Now" button.

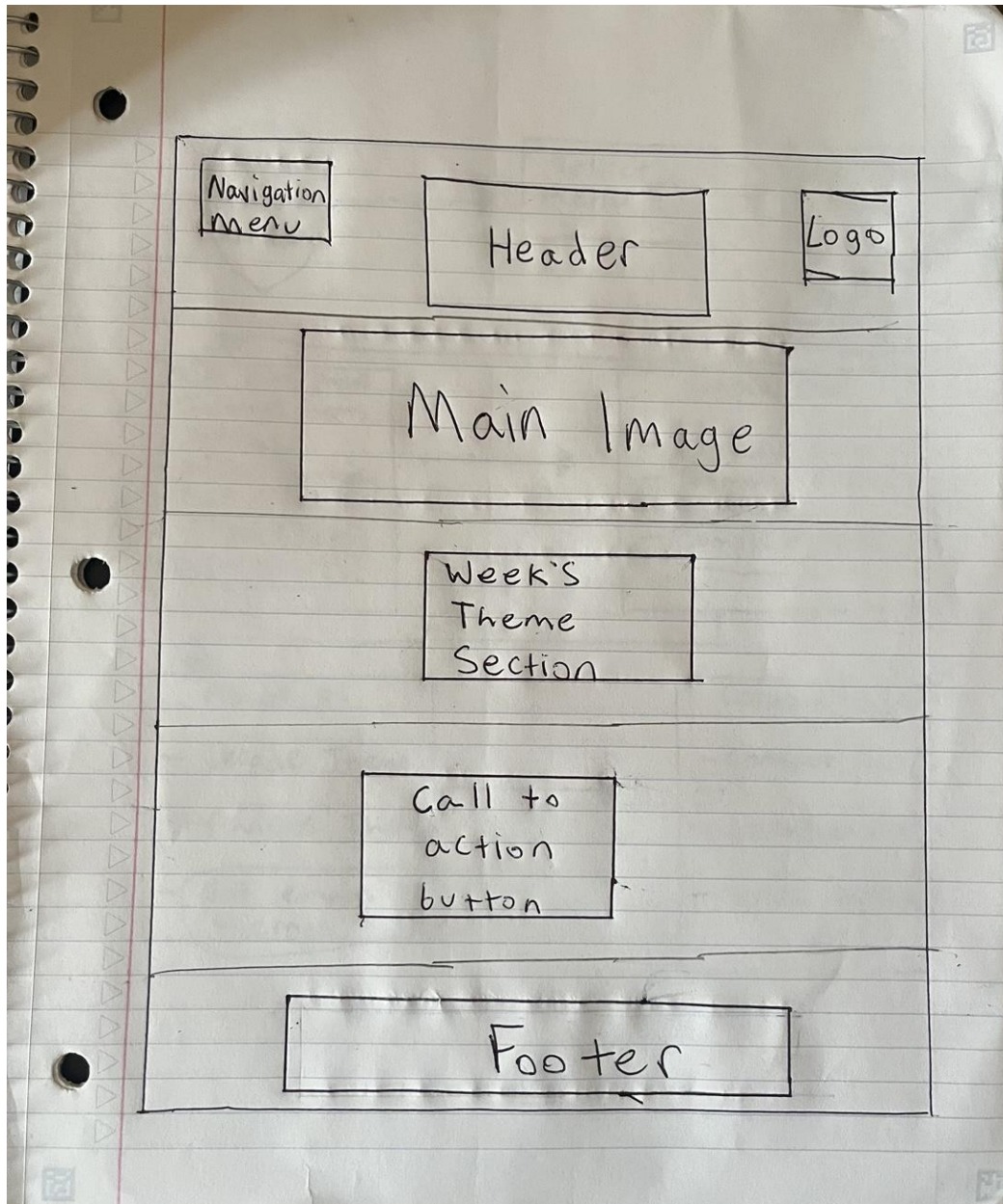
**Order Page:** The user reviews their selected items and clicks "Checkout".

**Checkout Page:** The user fills in delivery information and payment details, then clicks "Complete Order".

**About us Page:** The user can get informed on themes and has the option to receive emails (If selected it brings user to contact page).



## Wire Frame



## Comp

- HOME
- MENU
- ABOUT US
- CONTACT

# Timeless Grounds











Follow us on social media for updates on themes every week!

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Facebook, Twitter, Hours: Mon-Sun: 7 AM - 4 PM 