

TWIN FINCH

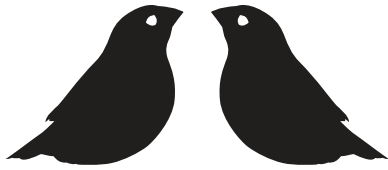
ROASTERY

WEBSITE PROPOSAL

TWIN FINCH WEBSITE DEVELOPMENT

04/23/2015

ALEJANDRO MARTINEZ

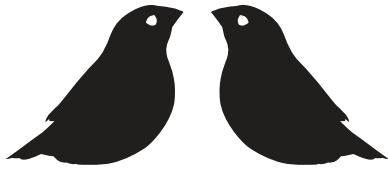


TWIN FINCH

ROASTERY

PROJECT OVERVIEW

TWIN FINCH IS A TEN YEAR OLD COMPANY BASED IN SEATTLE, WASHINGTON. THEY ARE A MICRO ROASTERY THAT VALUES ON CRAFTSMANSHIP AND QUALITY. THEY SELL ROASTED COFFEE BEANS IN FOUR BLENDS AND A SEASONAL BLEND. THEY ARE HEAVILY FOCUSED ON SIMPLICITY AND QUALITY OF THE COFFEE BEAN ROAST. THE BUSINESS IS ALSO VERY ACTIVE IN SOCIAL MEDIA AND WITH THE COMMUNITY. TWIN FINCH IS LOOKING TO EXPAND TO A NEW MARKET AND CREATE A WEB PRESENCE FOR THEMSELVES TO PROMOTE THEIR PRODUCTS TO A WIDER MARKET AREA.



TWIN FINCH

ROASTERY

SCOPE & TECHNICAL REQUIREMENTS

ONE PAGE WEBSITE
RESPONSIVE WEBSITE
NO E-COMMERCE
WANT SERVICE/CONTACT FORM
INCORPORATING A FEED OF ACTIVITY
INCLUDE PHYSICAL LOCATION
SOCIAL MEDIA ICONS
SUBSCRIPTION FOR E-NEWS
PRODUCT FEATURES FOR EACH ROAST
CONTACT FORM

PAGE DISCRIPTION DIAGRAM

PRIMARY CONTENT

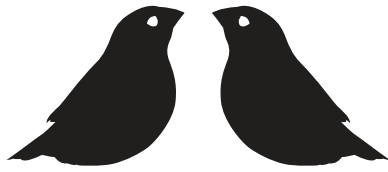
BACKGROUND INFO
PRODUCTS
PRICING
E-COMMERCE

SECONDARY CONTENT

COFFEE REVIEWS
CONTENT
CONTACT FORM

TERTIARY CONTENT

LOCATION
NEWSFEED
ICONS



TWIN FINCH

ROASTERY

S.W.O.T ANALYSIS

STRENGTHS

BRICK + MORTAR LOCATION
SOCIAL MEDIA PRESENCE
SPECIALIZED
HISTORY/TRADITION
EXPERIENCE
REVIEWS
NICHE MARKET
GOOD BEANS
HEALTH BENEFITS
QUALITY
PERSONABLE
LOCATION OF ROASTER (SEATTLE)

WEAKNESSES

LIMITED INTERACTION
LIMITED FLAVORS
SPECIALIZED
LOCAL
SLOW
COST
REVIEWS
SHIPPING COST
SNOOTINESS
NICHE MARKET
GOOD BEANS
NOT ALWAYS ETHICAL
CLIMATE
LOCATION
NO TAGLINE
PACKAGING
LOGO
LITTLE KNOWN ELSEWHERE

OPPORTUNITIES

"SMALL" LABEL
MORE ROASTS
NEW COFFEE BUSINESS
PARTNERSHIPS
EXPANDING
STORE AVAILABILITY
MOBILE APP
WEBSITE
PRICE
TAGLINE
CLOTHING/MORE PRODUCTS
CONVENTIONS
COFFEE OPTIONS/BLENDS

THREATS

MAJOR COFFEE COMPANIES
BAD HARVEST
WAR
LOCAL COFFEE ROASTERS
NON-COFFEE DRINKERS
MARKETS WITH OTHER SITES
ALREADY ESTABLISHED SITES
HEALTH NEGATIVES
LAWS AND REGULATIONS
RESOURCES
TRADE EMBARGOS

LIST OF RESOURCES

LOGO

PHOTOGRAPH OF PRODUCT PACKAGING

CONTENT PROVIDED 4/16/15



Twin Finch Roastery

Twin Finch Roastery is an authentic micro-roastery; 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 in-store per request.

You can buy from us directly at our Seattle storefront located at 457 NW Market Street.

Feature this review:

"This extraordinary coffee almost defies description with its aromatic complexity while retaining a classic clarity of structure." - [Coffee Review](#)

Highlight recognition:

Our house blend was rated a 98 by [coffeereview.com](#)!

Our products:

Sunrise	Light, fruity acidity which complements its fully nutty body and unique spicy tones.	Light	La Chiapas, Mexico	1lb \$17.95
Finch House Blend	Hint of citrus, complemented by flavors of dark chocolate, peanut and light pepper notes.	Medium	Cajamarca & Moyobamba Regions, Peru	1lb \$17.95
Evening Oak	Our featured roast of the season.	Medium-Dark	Eastern Java, Indonesia	1lb \$19.95



KEVIN

PRIMARY AUDIENCE

AGE: 27

LOCATION: SEATTLE, WA

EDUCATION: COLLEGE, BUSINESS DEGREE

INCOME: ~45K PER YEAR

OCCUPATION: BANK ACCOUNTANT

KEVIN HE HAS A GOOD SENSE OF TASTE AND SMELL. HE LOVES TO COOK AT HOME AND LOVES TO PLAY ACTIVITIES LIKE MENTAL GAMES SUCH AS CHESS. HE HAS A AVERAGE OF FOUR CUPS A DAY OF COFFEE. HE ENJOYS CONVERSATION WITH COWORKERS. HE BRINGS IN HIS OWN COFFEE BREWER AND COFFEE BEANS BOUGHT FROM SPECIALTY STORE THAT SELLS COFFEE. KEVIN LIKES TO GO CONVENTIONS ABOUT COFFEE AND OTHER RELATED THINGS. HE ALSO SPENDS HIS TIME WATCHING NETFLIX ON HIS SPARE TIME DURING THE WEEKDAYS. HE WANTS TO GET THE BEST COFFEE BEAN THAT WOULD TRANSLATE TO THE BEST CUP OF COFFEE. DURING THE WEEKENDS HE BLOGS ABOUT ALL THE COFFEE BRANDS AND BEANS HE HAS TASTED AND BOUGHT.

SECONDARY AUDIENCE

AGE: 35

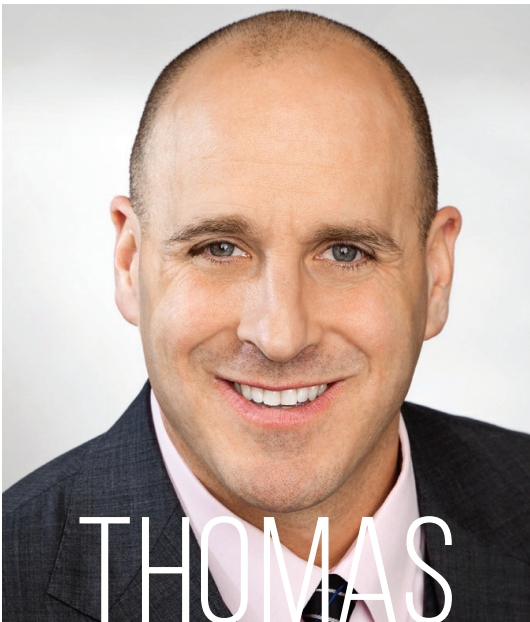
LOCATION: SALT LAKE CITY, OH

EDUCATION: COLLEGE DEGREE

INCOME: ~30K PER YEAR

OCCUPATION: PSYCHIATRIC COUNCILOR

TOM IS A SENSIBLE MAN WHO LIVES A MARRIED LIFE WITH TWO KIDS. AT WORK HE IS A BUSY MAN THAT NEEDS TO BE ATTENTIVE TO HIS CLIENT BUT HE WORKS LONG HOURS. HIS NORMAL DAY ROUTINE IS TO DRINK A CUP OF A COFFEE IN THE MORNING AND THEN ANOTHER BEFORE LUNCH TIME. AFTER HE COMES FROM WORK, TOM LIKES TO TURN ON THE TV AND WATCH THE NEWS. HIS TWO KIDS ARE YOUNG TEENAGERS WHO ARE STILL DISCOVERING WHO THEY ARE. THEY ARE CHAOTIC AND LOUD BUT TOM IS A GOOD FATHER AND KNOWS HOW TO DISCIPLINE HIS TWO YOUNG BOYS. TOM IS THE TYPE OF PERSON WHO IS VERY THOUGHTFUL AND PENSIVE WHEN HE SPENDS TIME ALONE.



THOMAS

TERTIARY AUDIENCE

AGE: 25

LOCATION: LINCOLN, NE

EDUCATION: COLLEGE

INCOME: ~27K PER YEAR

OCCUPATION: GRAPHIC DESIGN

SKYLER IS A HARD WORKER ON HER PROJECTS FOR HER CLIENTS. SHE NEEDS COFFEE TO KEEP HER ON TRACK AND FOCUSED WHEN WORKING. SHE IS SINGLE AND LIVES WITH A ROOMMATE IN A APARTMENT IN A GOOD NEIGHBORHOOD. SHE IS A EARLY RISER AND SHE ENJOYS TO COOK. SHE ENJOYS FLAVOR THAT IS COMBINED FROM DIFFERENT INGREDIENTS. SHE BREWS HER CUP OF COFFEE AND DRINKS IT FOR BREAKFAST MEAL. DURING THE DAY THE CUP OF COFFEE KEEPS HER IN FOCUS THROUGHOUT THE DAY. SHE CONNECTS WITH HER PEOPLE THROUGH FACEBOOK, INSTAGRAM, AND TWITTER. HER FRIENDS AND ACQUAINTANCE THAT LIVE IN SEATTLE HAVE RECOMMENDED HER TO TRY MAKING HER OWN BREW AND BUYING FROM BUSINESS THAT SPECIALIZE IN ROASTING COFFEE. SHE LIKES TO EXPLORE DIFFERENT THINGS AND SHE IS OPEN TO TRY DIFFERENT ROASTS OF COFFEE FROM LIGHT TO THE DARKEST OF ROASTS THERE IS.



SKYLER

FRUITA BLANCH

CONSERVEM LA
TRADICIÓ

CONFITURA
ALMIVAR
SUC
ALTRES

100%

NATURAL

Juan Blanch Grau
T. 669 456 323
E. info@fruitablanch.com
De marca de segells

Català
Castellano



**Gust de fruita, només
fruita i res més que fruita**

Les cremes de Fruita Blanch són monovarietals, perquè d'aquesta manera el consumidor pugui assaborir la seva característica principal: la intensitat del sabor únic de cada fruita.

Els únics afegits de les nostres cremes són l'aigua -que serveix per a rebaixar les fruites massa denses- i el sucre, en una proporció molt baixa.

La fruita es renta i es pela a mà, es bull, es tritura i, si cal, es rebaixa amb aigua per donar-li una textura més suau i lleugera. Posteriorment hi afegim sucre, per aconseguir la dolçor desitjada, però en un percentatge que mai no supera el 20%.

Per això les nostres cremes

Pera blanquilla
Préssec groc
Poma fuji
Tomàquet

WORDS
PROJECTS
NEWS&BLOG
SHOP



SOME WORDS

ABOUT ME & MY STUDIO

*Несколько слов обо мне
и о моей студии*

Studio

QusQus is a graphic design studio founded by Dima Kuzmichev. We love magazines and books, presentation booklets and annual reports, typography and high-quality paper. We develop trademarks design and visual identity.

The studio works for a wide range of clients from various areas, regardless of their scale. Our works achieve success

Студия

QusQus — это студия графического дизайна, основанная Димой Кузьмичевым. Мы любим журналы и книги, презентационные буклеты и годовые отчеты, типографику и хорошую бумагу. Занимаемся разработкой торговых марок и систем визуальной идентификации.

Студия работает для широкого круга клиентов из



A ONE-DAY, RESPONSIVE WEB DESIGN

WORKSHOP

