

# TWIN FINCH

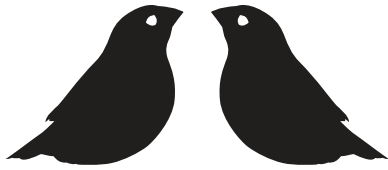
## ROASTERY

WEBSITE PROPOSAL

TWIN FINCH WEBSITE DEVELOPMENT

04/23/2015

ALEJANDRO MARTINEZ



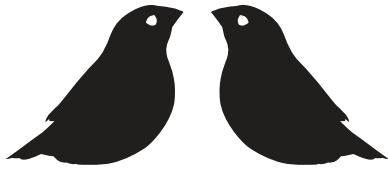
# TWIN FINCH

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## 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

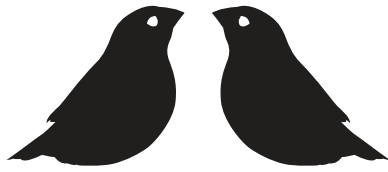
BACKGROUND INFO  
PRODUCTS  
PRICING  
E-COMMERCE

#### 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

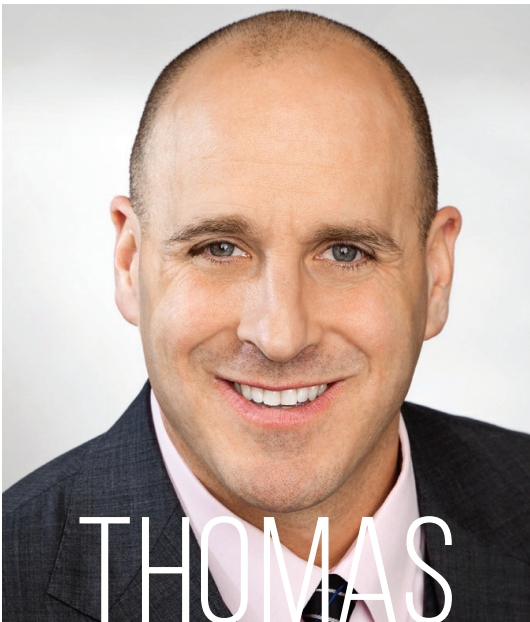
LOCATION: SALT LAKE CITY, OH

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