

Jitter Cup

Homemade Coffee

Background

- **Informal** – *Someone could use this website for learning common techniques or more advance ways to brew coffee i.e. “how to make caffe mocha”.*
- **Experimental** – *This tutorial is useful for someone who wants to learn how to make homemade coffee, and suggested appliances for brewers.*

Design objectives & strategy

- *The goal of the Jitter Cup is to...*
- *....learn simple ways to brew coffee from home...*
- *...keep website's content simple and clean for visitors.*

Site audience

- *Jitter Cup will help people who... want to learn the basic or more advance methods for brewing coffee.*
- *Visitors... are newcomers or someone who wants a refresher on many ways to brew coffee.*

Competitors

The screenshot shows the NCA website's navigation bar with links to About NCA, Newsroom, Partner with NCA, Blog, Career Center, Member Login, Cart, Join NCA, and a search bar. Below the header is a green banner with the NCA logo and five categories: MEMBERS, ABOUT COFFEE, CAFFEINE & HEALTH, SUSTAINABILITY, and INDUSTRY RESOURCES. The main content area features a large image of a Chemex brewer on a kitchen counter, with the title "How to Brew Coffee" and a sub-section "The NCA Guide to Brewing Essentials". A sidebar on the right lists various coffee-related topics like "WHAT IS COFFEE?", "HISTORY OF COFFEE", and "COFFEE ROAST GUIDE".

This screenshot continues from the previous one, showing the "How to Brew Coffee" guide. It includes a section titled "The Equipment" with tips on brewing essentials. Below this is a small image of a mason jar labeled "15% of coffee drinkers tried cold brew in".

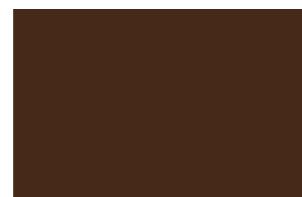
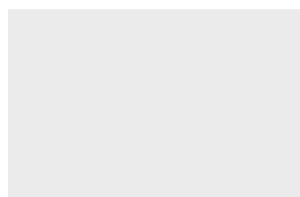
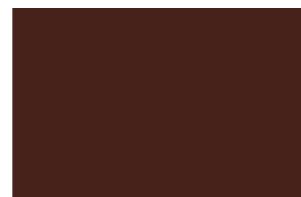
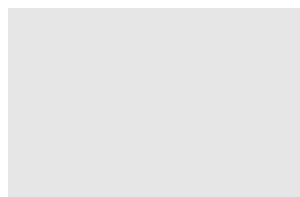
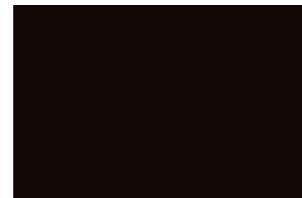
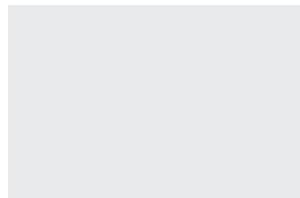
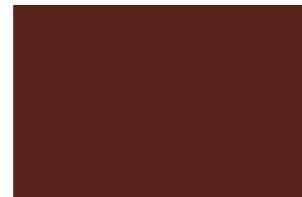
The screenshot shows the CoffeeAM website's homepage with a search bar and navigation links for Gourmet Coffee, Gourmet Tea, Flavorings & Mixes, Gift Sets, Accessories, Wholesale, What's Trending, and Blog. The main content area features a section titled "Brewing Coffee" with a sub-section "Common Coffee Brewing Methods". It includes a list of brewing methods and a detailed description of the French Press method. At the bottom, there is a "The Method:" section with a numbered list of steps for brewing coffee.

The screenshot shows the CoffeeBrewingMethods.com website's homepage with a navigation bar for Coffee Brewing Methods, Espresso Machine Reviews, Single Cup Coffee Makers, Contact, Home, and a user icon. The main content area features a large red title "Coffee Brewing Methods" and a sub-section "Coffee Brewing Methods – Let's Get Started".

This screenshot continues from the previous one, showing the "Coffee Brewing Methods" page. It includes a large image of an espresso machine dispensing coffee into cups. Below the image is a text block stating that the site aims to help visitors understand various brewing methods and guide them in choosing the right equipment. To the right is a "Recent Posts" sidebar with links to articles like "What The Heck Is A Bone Dry Cappuccino?", "Breville BES890XL Oracle - Espresso Machine Review", and "Kopi Luwak Is The Most Expensive Coffee Worth The Price?".

The screenshot shows the I Need Coffee website's homepage with a search bar and navigation links for COFFEE BREWING GUIDE, ABOUT, and SUPPORT THIS SITE. The main content area features a section titled "I NEED COFFEE" and "Coffee Brewing Guide". It includes a list of common coffee brewing methods and a "SEARCH" bar at the bottom. To the right is a sidebar for "ESSENTIAL COFFEE GEAR (AMAZON)" featuring images of various coffee makers and a link to Amazon USA or UK.

Colors and textures



Keywords

Site should be

- *Easy*
- *Fun*
- *Clean*

Site shouldn't be

- *Formal*
- *Messy*
- *Too fancy*

Content for the site

The site should include content like...

- *Illustrations or photos*
- *Sample tutorial*
- *Where to buy*