

Jitter Cup

Homemade Coffee

Background

Informal

Someone could use this website to learn common techniques and/or advance ways to brew coffee i.e. “how to make cafe mocha”

Experimental

This tutorial is useful for someone who wants to learn how to brew coffee with ease, types of brewing methods, and where to purchase coffee kits

Design objectives & strategy

The goal of the Jitter Cup is to...

- learn simple and quick ways to brew coffee from home
- Keep web 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

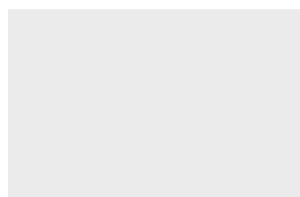
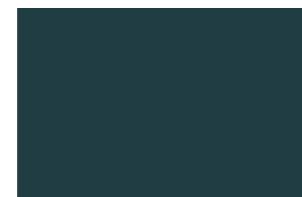
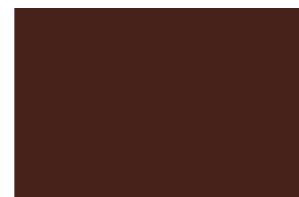
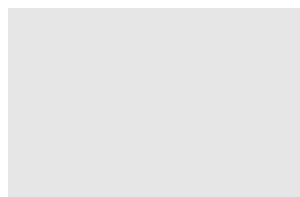
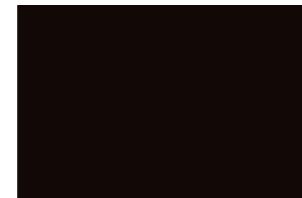
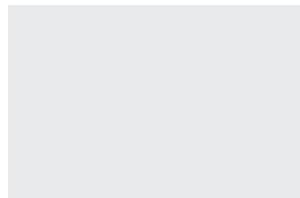
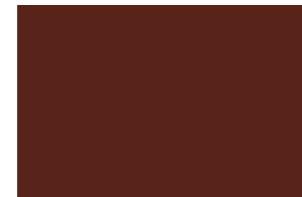
The screenshot shows the NCA website's navigation bar with links to About NCA, Newsroom, Partner with NCA, Blog, Career Center, Member Login, Cart, Join NCA, and a search bar. Below the header is a green banner with the NCA logo. The main content area features a large image of a Chemex coffee maker on a kitchen counter. To the left is a sidebar with sections like 'ALL ABOUT COFFEE' (What is Coffee?, History of Coffee, 10 Steps from Seed to Cup, How to Store Coffee, How to Brew Coffee, Coffee Roast Guide, Coffee Around the World, Coffee, Caffeine, and Health, Additional Resources), 'RELATED NCA GUIDES' (link to a small image of a coffee mug), and 'How to Brew Coffee' (The NCA Guide to Brewing Essentials). The text in the main content area discusses brewing essentials and equipment.

The screenshot shows the Coffee-Brewing-Methods.com website's home page. The header includes links to Coffee Brewing Methods, Espresso Machine Reviews, Single Cup Coffee Makers, Contact, Home, and a search icon. The main title is 'Coffee Brewing Methods – Let's Get Started'. Below it is a large image of an espresso machine dispensing coffee into cups. The text explains the site's purpose: helping visitors understand various brewing methods, choose equipment, and make sound decisions about their morning cup of joe. A sidebar on the right lists recent posts: '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?'. At the bottom, there's a section for 'I NEED COFFEE' with a 'Coffee Brewing Guide' and a 'Search' bar.

The screenshot shows the CoffeeAM website's home page. The header includes links to Live Help, Contact, About, My Account, a search bar, and a View Cart button. The main title is 'Brewing Coffee'. Below it is a sidebar with sections like 'Common Coffee Brewing Methods', 'French Press', 'Choosing a fresh-roasted gourmet coffee is only half the battle when making a superior cup. The brewing method you use can be just as important. Coffee experts around the world agree that the best way to brew coffee is to use a French Press. Unfortunately, most people are too intimidated to try this method. This shouldn't worry you, however, because I am about to let you in on the simple secrets behind a great cup of French Press coffee!', 'The Method:', and a numbered list of steps for brewing French press coffee. The footer includes social media icons for Facebook, Pinterest, Twitter, LinkedIn, Google+, and Email.

The screenshot shows the 'I NEED COFFEE' section of the Coffee-Brewing-Methods.com website. It features a 'COFFEE BREWING GUIDE' with a list of brewing methods: AeroPress, AeroPress Inverted, Bonavita Dripper, Chemex, Clever Coffee Dripper, Coffee Sock, Cold Brew Coffee, Cold Brew Coffee in a French Press, Cold Brew Dripper, Espresso Tamping, Eva Solo (Cafe Solo), French Press, Hario Pour Over, Iced Coffee with a Clever Coffee Dripper, Kalita Wave, Moka (Stovetop Espresso) and traditional method with sugar, Pour Over (Java Maestro), Pour Over (New Brewer), Primula Cold Brew Coffee and Travel Bottle, Swedish Egg Coffee, Toddy Coffee Maker, and Turkish Coffee. There are also sections for 'COFFEE BREWING GUIDE', 'ABOUT', 'SUPPORT THIS SITE', 'SOCIAL MEDIA' (Facebook, Google+, Pinterest, RSS, Twitter), 'ESSENTIAL COFFEE GEAR (AMAZON)' (with images of various coffee makers), and a 'SEARCH' bar. The footer includes a 'NEWSLETTER' sign-up form with fields for 'Email address' and 'SIGN UP'.

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