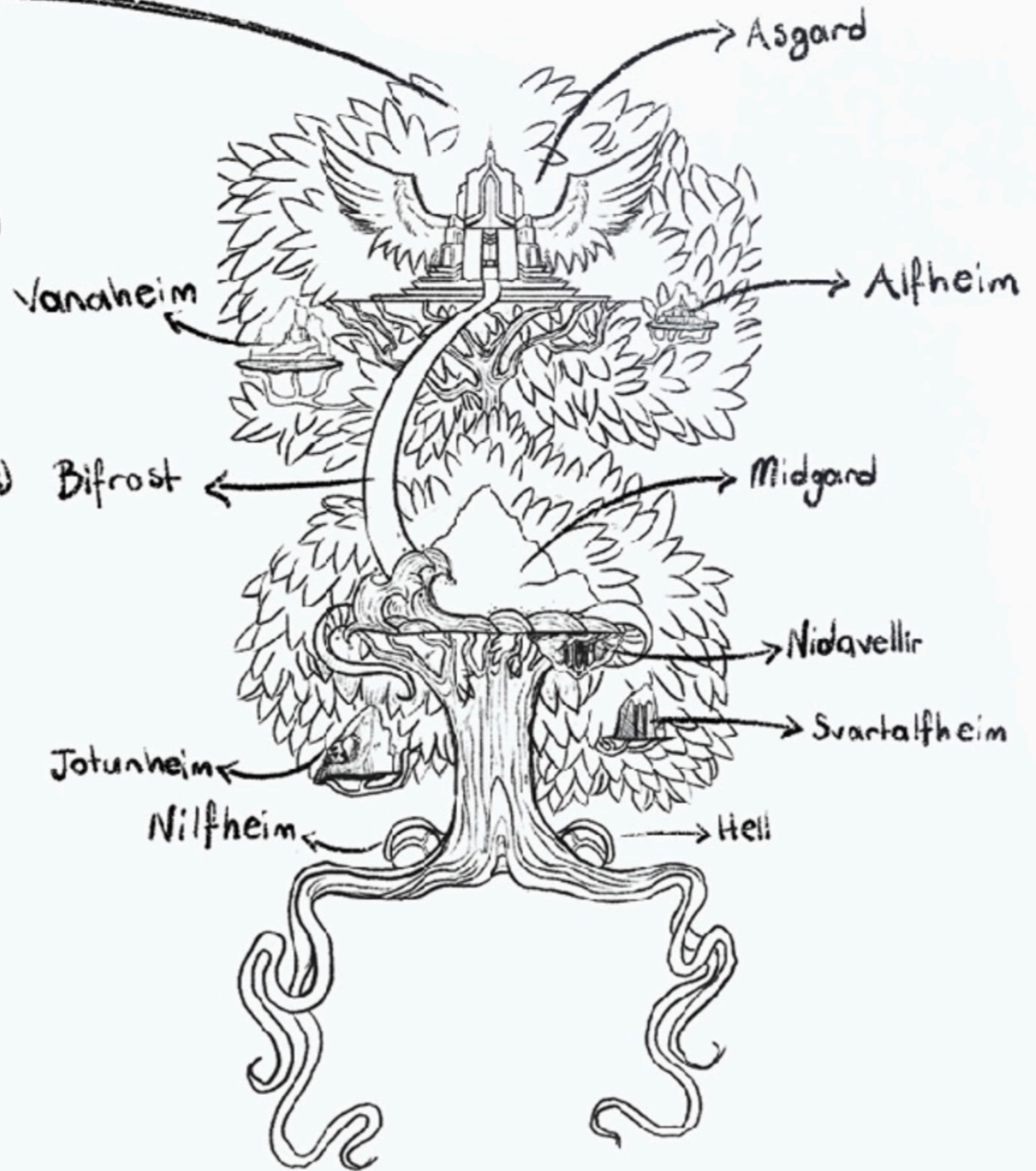Yggdrasil Tree ← → Asgard
↳ Norse universe

1. Level
↳
Asgard (realm of warrior gods)
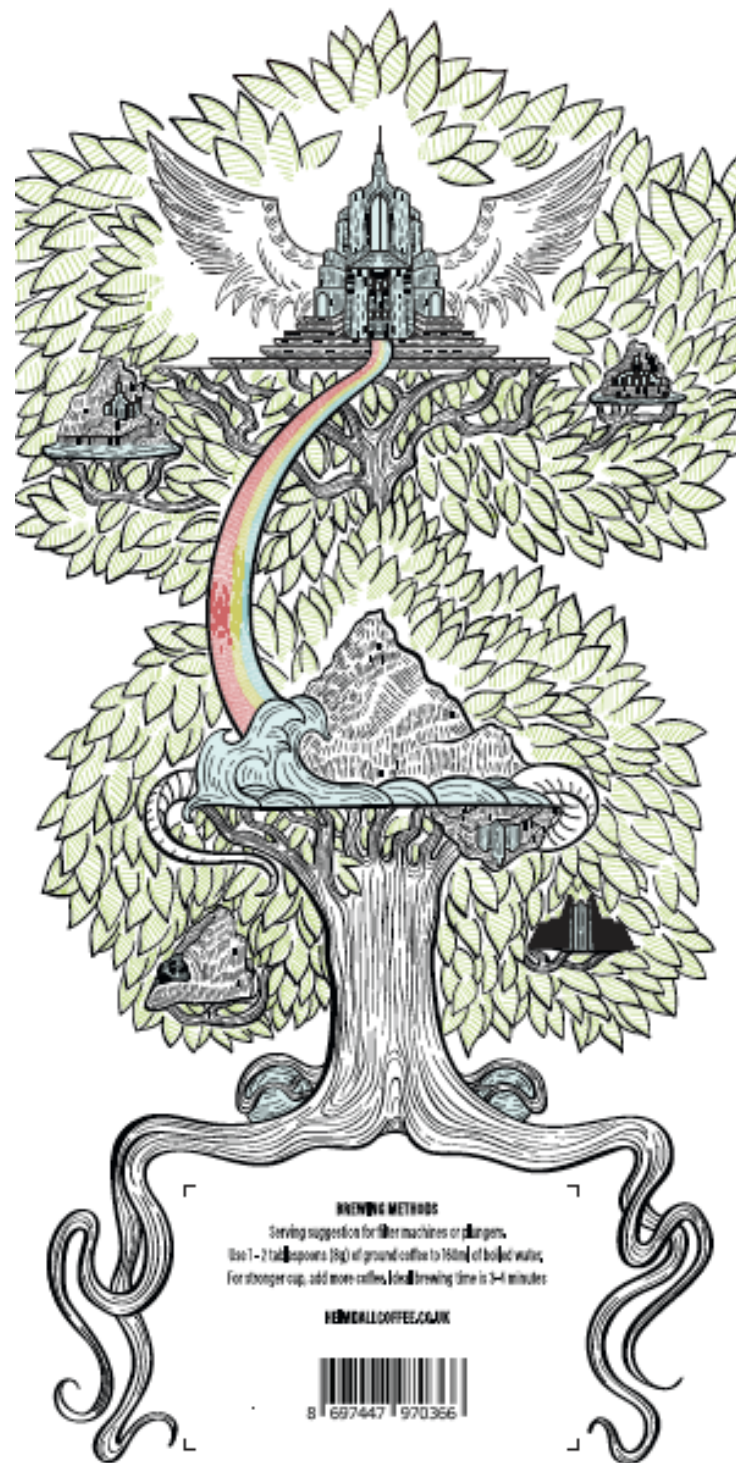Vanaheim (realm of the Vanir)
Alfheim (realm of the elves)

2. level
↳ Midgard (Earth)
Nidavellir (The land of dwarves)
Jotunheim (Land of giants)
Svartalfheim (Land of dark elves)

3. Level
↳ Nilfheim
Hell (Land of the dead)

Vanaheim ←
Bifrost ←
Jotunheim ←
Nilfheim ←

→ Alfheim
→ Midgard
→ Nidavellir
→ Svartalfheim
→ Hell

BREWING METHODS

Serving suggestion for filter machines or plungers.

Use 1 – 2 tablespoons (8g) of ground coffee to 160ml of boiled water.

For stronger cup, add more coffee. Ideal brewing time is 3–4 minutes.

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Yggdrasil Tree - Heimdall Coffee Company Website Request Document

General Concept:

The corporate identity of Heimdall Coffee Company is centered around the Yggdrasil tree. This tree hosts nine realms from Norse mythology, and each realm represents one of our coffee series. We aim to create an interactive page on our website that focuses on this tree. Visitors will explore the coffee series through the Yggdrasil tree, where they can view tasting notes and the available coffees for each series. This page will introduce customers to new coffees and encourage them to subscribe to the coffee series.

Page Structure and Design Guidelines:

1.   Yggdrasil Tree:
•The Yggdrasil tree should be a central and fixed visual on the page.
•There will be 9 realms on the tree's branches, each representing one of our coffee series.
•In the desktop version, the tree remains static while hovering over or clicking on a realm will open small pop-up windows displaying quick tasting notes for that coffee series.
•Mobile-friendly design: On mobile, the tree should remain fixed as the user scrolls down, and each realm should slide into view one by one. Tapping on a realm will reveal tasting notes. The realms should open and close easily for a smooth and aesthetic experience on small screens.

2.   Presentation of the Realms:
•Each realm will have a small pop-up window displaying the series' tasting notes, color coding, and the currently available coffees.
•Each realm has a unique color code, which will be consistently used on both our coffee packaging labels and on the website in the pop-up windows.
•Users should be able to purchase coffee directly from this window. A "Quick Buy" button will allow users to add coffee to their cart without leaving the page.
•For more detailed information, there will be a "Discover More" button that leads to a full page dedicated to that coffee series.

3.   Seasonal Coffee Updates:
•The coffees listed within the Yggdrasil tree will change seasonally. As new coffees are added each season, they will be categorized under the relevant realm.
•There should be visual indicators such as "New" icons to help users quickly identify new coffees.
•Only in-stock coffees should be displayed in the pop-up windows directing to the shop.

4.   Subscription System:
•Rather than subscribing to a single product, users will be able to subscribe to a coffee series. Subscribers will receive fresh, seasonal coffees from their chosen series as they are available.
• This subscription option should be clearly visible in each realm's information pop-up and designed to be user-friendly.

5.   Guided Coffee Selection:
•To help visitors choose the right coffee for their taste, a short coffee preference quiz or selection guide can be added. This guide will suggest the most suitable coffee series based on the user's flavor preferences.
•For instance, a "Which realm suits your coffee taste?" quiz can be a fun way to engage users and guide them towards their ideal coffee series.

6.   Brand and Aesthetic Consistency:
•The color of each realm, along with its tasting notes, should match the overall branding both on the website and the coffee packaging. The unique colors for each series should be visible in pop-up windows, buttons, and product labels.
•The Yggdrasil page and the brand color palette must maintain a harmonious and visually appealing aesthetic, focusing on simplicity and impact.

Technical Specifications:

•   Mobile and Desktop Compatibility: The Yggdrasil page must work smoothly across both platforms. On mobile devices, the tree should remain fixed while the realms slide in for an aesthetically pleasing and easy-to-navigate experience.
•   Fast Loading Times: Given the interactive nature of the page, it's essential that load times remain fast. Graphics and animations should be optimized to improve the user experience.
•   Visual Effects: Gentle light effects or animations can be used to enhance the transition between branches of the tree, adding a subtle touch of interaction.
•   Interactive Windows: When realms are clicked, the pop-up windows should be easy to close, allowing users to quickly move between realms without getting stuck in one window.

Conclusion:

This Yggdrasil page for Heimdall Coffee Company will emphasize the brand's identity rooted in Norse mythology while offering an engaging experience for customers to explore coffee series and subscribe to fresh seasonal offerings. The goal is to create a user-friendly, interactive experience across both mobile and desktop platforms.