

# TWIN FINCH

## ROASTERY

Website Project Proposal  
For Twin Finch Roastery

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# PROJECT SUMMARY

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Twin Finch is an artisanal coffee roastery based in Seattle, Washington. They have been roasting coffee for over ten years and have received high praise for their quality coffee. Twin Finch sells their roasted coffee beans out of a storefront and is looking to expand nationally by selling their product online. They are in need of a brand new website to help them connect with new customers across the United States and help facilitate online sales of their coffee beans.

# TECHNICAL REQUIREMENTS

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- Responsive Design
- Link to Online Store
- Map of Location
- Contact Form
- Social Media Buttons
- Subscription to Enews
- Twitter/Tumblr Feed
- One Page Layout

# IMAGES & CONTENT

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- Content Document
- Twin Finch Logo
- Coffee Beans Package



# SWOT ANALYSIS

## STRENGTHS

- Brick and mortar location
- **Good social media presence**
- **Artisanal, high-quality product**
- Great reviews online
- Personable and relatable company
- Coffee has health benefits

## WEAKNESSES

- **Limited flavors**
- High cost
- Small, niche market
- No tagline
- **Little known outside Seattle**
- Not always ethically grown

## OPPORTUNITIES

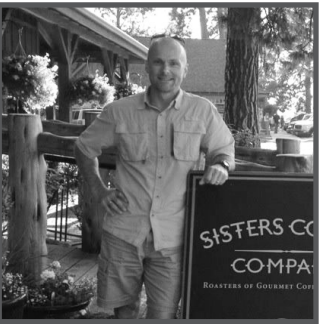
- More flavors
- Conventions
- Clothing and product line
- Mobile application
- Coffee shop
- More partnerships

## THREATS

- Major companies
- Laws and Regulations
- Resources
- **Already established sites**
- Local coffee roasters
- Health negatives

# USER PERSONAS

The primary audience chosen for this website is men and women age 45-55. Research done by the National Coffee Association shows that 69% of Americans in this age range drink coffee daily. This market has disposable income and appears to be a somewhat untapped market as most premium roasters target a younger audience. This is not Twin Finch’s current primary audience, but one they would like to reach out to while still engaging their younger audience.



## MARK: 52 YEARS OLD

**LOCATION:** San Francisco, CA      **EDUCATION:** Master’s Degree  
**INCOME:** \$75,000/year      **OCCUPATION:** Art Director

Mark fell in love with coffee while visiting the Netherlands in college. He learned what a great cup of coffee tasted like and hasn’t gone back since. Coffee is his favorite thing to splurge on and he is passionate about drinking only the best. His online interactions mainly consist of web browsing, email, and Twitter.



## CHRISTOPHER: 34 YEARS OLD

**LOCATION:** Kansas City, KS      **EDUCATION:** Bachelor’s Degree  
**INCOME:** \$48,000/year      **OCCUPATION:** English Teacher

Christopher is a self-proclaimed “foodie.” He loves to travel and experience every taste the world has to offer. He appreciates quality in everything he purchases and coffee is no exception. He is active on Instagram and has a food blog where he details his adventurous cooking for his wife and three young children.



## ABIGAIL: 27 YEARS OLD

**LOCATION:** Vancouver, WA      **EDUCATION:** In College  
**INCOME:** \$25,000/year      **OCCUPATION:** Admin Assistant

Abigail recently moved from Seattle to Vancouver for school. She loved Twin Finch coffee while she lived there and is excited to purchase it online. She cares about local products and giving back to her community. Abigail is very active on social media and uses it mainly to stay in touch with friends.

# PAGE DESCRIPTION DIAGRAM

1	2	3
<b>ABOUT US:</b> Introductory content explaining who Twin Finch is, what they do, & highlighting their quality	<b>TWITTER/TUMBLR:</b> Feed or content available from Twitter and Tumblr	<b>HOW TO BREW:</b> Link to article written detailing the best way to brew coffee
<b>ROAST INFORMATION:</b> Information about all five roasts highlighting their qualities	<b>CONTACT FORM:</b> Form available to ask questions or make comments	<b>ENEWS SUBSCRIPTION:</b> Form available to request a subscription to online newsletter
<b>CALL TO ACTION:</b> Information directing users to purchase roasted coffee beans	<b>COFFEE REVIEWS:</b> Quote from Coffee Review and a link to the 98 rating	<b>LOCATION:</b> Image and adress detailing the store’s physical location
		<b>NAVIGATION:</b> Header and footer
		<b>SOCIAL MEDIA BUTTONS:</b> Links to Facebook, Twitter, and Google+

# COMPETITORS

## PRIMARY: CQ COFFEE ROASTERS

CQ Coffee Roasters is the primary competitor. They are based out of New Hampshire and have been given a score of 95 from Coffee Review. Their main advantages are that they have over 90 roasts and their coffee is somewhat cheaper at an average of \$15 per 12 ounce bag.



## SECONDARY: BIRD ROCK COFFEE ROASTERS

The secondary competition is Bird Rock Coffee Roasters. They are based out of La Jolla, California and one of their roasts was rated #2 in the world in 2014. Their main advantage is that they boast their sustainable and direct trade coffee origins. Bird Rock is very active on social media as well as YouTube, however their website can be difficult to navigate.

