

# Bjorn's Brew

## Website Focus Group Analysis

Consultant Report | January 24, 2026

**Overall Score: 8.2/10**

Strong foundation with clear opportunities for optimization

# **Executive Summary**

Two focus groups of 10 participants each reviewed the Bjorn's Brew website. This report synthesizes their feedback into actionable recommendations for improving user experience, conversion, and brand perception.

## **Focus Group A: Coffee Shop Customers**

A diverse mix of 10 consumers including remote workers, students, parents, small business owners, and retirees representing the target demographic.

## **Focus Group B: UI/UX & Branding Experts**

10 professionals including UX directors, brand strategists, CRO specialists, accessibility consultants, and design systems architects.

## **Focus Group A: Customer Feedback**

### **What Customers Loved**

- The \$183K donation badge creates immediate trust and purpose
- Clear value proposition - instantly understood coffee + dogs + charity
- Seasonal drink banner captures attention
- Paw print motifs are playful without being childish
- Dietary tags (vegan, GF, dairy-free) highly appreciated
- Staff Picks help decision-making
- Competitive pricing

### **Areas for Improvement**

- No photos of actual shop interiors - customers want to see the vibe
- Missing online ordering - strong customer demand (8/10 requested)
- Menu link not prominent enough above the fold
- No drink photos on menu - visual presentation matters
- Size options (S/M/L) not clearly indicated
- No way to order ahead from the menu page
- Contact page missing actual form

### **Key Customer Metrics**

- 9/10 understood value proposition immediately
- 8/10 want online ordering capability
- 7/10 want drink photos
- 7/10 found navigation intuitive

*"This feels like a coffee shop I'd want to support. The mission is genuine. It just needs a few quality-of-life features to go from 'I'd visit' to 'I'd visit weekly.'" — Lisa W., Marketing Professional*

## Focus Group B: Expert Feedback

### Visual Design & Branding

#### Strengths:

- Cohesive color palette - forest green conveys organic/natural
- Strong brand recognition through paw print motif
- Solid typography hierarchy - easy to scan
- Warm, inviting aesthetic matches brand personality

#### Areas for Improvement:

- Hero section needs real photography, not just text/icons
- Paw prints overused - 47 on homepage alone
- Inconsistent illustration style (emoji vs icons)

### User Experience & Navigation

#### Strengths:

- Clear information architecture
- Mobile responsive design works well
- Excellent load times - sub-2-second on 4G

#### Areas for Improvement:

- No primary CTA above the fold
- Menu page needs dietary filtering
- Contact page has no actual form - dead end UX
- Missing search functionality

### Conversion Optimization - Critical Gap

- No online ordering - leaves 15-25% revenue on the table
- No email capture beyond generic footer subscribe
- Gift cards mentioned but no purchase link
- No loyalty program integration

*"Implement Toast or Square online ordering. Coffee shops see 15-25% revenue increase with mobile ordering. You're leaving money on the table." — Anna S., E-commerce UX Lead*

## Expert Consensus Ratings

Category	Score
Visual Design	8.5/10
User Experience	7.5/10
Mobile Experience	8.0/10
Conversion Optimization	6.5/10
Accessibility	7.0/10
Content Strategy	7.5/10
<b>OVERALL</b>	<b>7.5/10</b>

# Prioritized Recommendations

## Immediate Actions (This Week)

### 1. Add Contact Form — Impact: Medium | Effort: Low

Users expect it; absence creates friction. Include: Name, Email, Message, Location preference.

### 2. Clarify Menu Sizes — Impact: Medium | Effort: Low

Add '12oz / 16oz / 20oz' or S/M/L with pricing. Reduces pre-visit anxiety.

### 3. Add Phone Number — Impact: Medium | Effort: Minimal

Trust signal for older demographics. Enable click-to-call on mobile.

## Short-Term Actions (This Month)

### 4. Professional Photo Session — Impact: HIGH | Effort: Medium

Capture: locations (interior/exterior), drinks, staff, dogs. Transforms the entire site feel.

### 5. Implement Clear CTAs — Impact: High | Effort: Low

Add 'Order Now' or 'Find a Location' button in hero. Sticky header CTA on scroll.

### 6. Specific Charity Features — Impact: Medium | Effort: Low

Name the three charity partners with logos and descriptions. Add 'Meet the Charities' section.

## Medium-Term Actions (Next Quarter)

### 7. Online Ordering Integration — Impact: HIGH | Effort: High

Partner: Toast, Square, or DoorDash. Expected impact: 15-25% revenue increase. #1 customer request.

### 8. Instagram Integration — Impact: Medium | Effort: Medium

Embed #bjornsbrew feed on homepage. Creates dynamic social proof and encourages UGC.

### 9. Location Photos & Maps — Impact: Medium | Effort: Low

Add photo gallery per location. Embed Google Maps. Include parking information.

## Conclusion

Bjorn's Brew has built a website with a **strong emotional foundation** and **clear brand identity**. The mission-driven narrative resonates deeply with both casual consumers and design professionals.

The primary gaps are **functional rather than brand-related**:

- No online ordering (biggest miss)
- Limited photography (relies too heavily on text/icons)
- Missing contact form
- Menu lacks detail (sizes, photos)

## Investment & ROI

**Estimated investment:** \$5K-15K for professional photography + ordering integration

**Estimated ROI:** 20-30% increase in new customer visits, 15-25% increase in revenue through mobile ordering

*Report prepared by Claw Consulting*

*January 24, 2026*