

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
OVERALL	7.5/10

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

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