



April 23, 2015  
Website planning proposal  
**Twin Finch Coffee Roasters**  
Drew Nelson: Designer.

# project summary

Twin Finch is a micro-roaster of coffee located in the Ballard neighborhood of Seattle. They sell roasted coffee exclusively, and have a storefront for selling their beans to local customers. They buy only the best quality beans available, and have the sole desire to craft the best coffee imaginable using a state of the art air roaster and expert timing. They want to do one thing, and one thing only. Simplicity is key.

Twin Finch is wanting to expand their market outside of Seattle. They are in need of a sleek, simple, and friendly website that will allow customers to, learn about, hear updates, and ultimately order coffee

Again. Simplicity is key.

**S.W.O.T. Synopsis:** Being an outline of what some potential strengths, weaknesses, opportunities, and threats we foresee with the company’s current status. These are meant to be a guide for us as to use as a design team - to help generate ideas and to create solutions.

## strengths

### S

- Quality product
- Exclusive blends
- Fresh
- Small
- Personal
- Creative
- Changes
- Local
- Detail
- Flavor
- Approachable
- Knowledgeable
- Consistant
- Limited
- Seasonal options

## weakness

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- Expensive
- Limited supply
- Shipping costs
- Hard to find
- Small reach
- Intimidating
- Low profit
- Small staff
- Saturated market

## opportunity

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- Supply more cafes
- Supply offices
- Internet
- Portland and Inland Northwest market.
- Cuppings
- Competitions
- Samplers

## threats

### t

- Other roasters
- Economy
- Health department
- Shipping costs
- Coffee costs
- Crop failure
- Health effects

# PERSONAS

## primary audience



Name: **Chloe** (primary)  
Age: 27  
Profession: **Grad-student**  
Income: **15,000 + loans**  
Lives in: **Minneapolis**

Chloe is someone who values style and exclusivity. She wants to be the one person she knows who has a certain product, and loves to share it and tell people about it. She cares deeply about the quality of life of farmers and about the sustainability of the process. As a grad student, Chloe does not have a lot of money, but chooses to spend it on things she feels strongly about and enjoys.

## secondary audience



Name: **Donald**  
(secondary)  
Age: 38  
Profession: **Art Dealer**  
Income: **125,000**  
Lives in: **Los Angeles**

Donald has a taste for the perfect cup of coffee and will go at any length to appease his refined and advanced palate. He is a high rolling art dealer in Los Angeles, and firmly believes that the best coffee does indeed come from Seattle. Donald is primarily interested in exclusive things and hard to find products of high quality.

## tertiary audience



Name: **Vince**  
(tertiary)  
Age: 30  
Profession: **Barista**  
Income: **19,000**  
Lives in: **Spokane**

Vince is someone you would call a coffee aficionado. Not only does he work in the coffee industry, he loves to try and order coffee from all over the country. For Vince it is all about the flavor, the regions the coffee comes from and the story behind it all. Vince loves to know which farms the beans come from and how they are paired to create the flavor profiles of his coffee. Vince is an aspiring coffee roaster, and plans on having his own store someday.

# Technical Requirements

1. Single page
2. Links to reviews
3. Link to store
4. Links to social media
5. Contact form
6. Social media feed
7. Responsive
8. Map of location
9. How to brew article

1 PDD

**what**

—the product, the company, the logo.

**order**

—call to action, product order button, linked to shop content.

**pic**

—main photo for the site, located at the top of the page.

2

**product details**

—different blends, pictures.

**story**

—brief history and story

**links to reviews**

—links to outside articles.

**social media**

—links to facebook, tumblr, etc.

**contact form**

3

location / map / hrs.

how to brew article

# Client Resources



twinfinch-logo.ai



twinfinch-packaging.jpg



website-copy-data.pdf

# Competitors

**These fall into three categories:**  
**The audience for Twin Finch is not likely to buy coffee from the supermarket, or from large retail coffee chains such as Starbucks or Caribou. Rather, the main competitors will be other roasters who have an online presence and a reputation for having excellent products such as:**

1. Stumptown Coffee (Portland)
2. Blue Bottle (San Francisco)
3. Intelligensia (Chicago)
4. Counter Culture (Durham, NC)

**Another competitor is strictly an online threat. the rise in popularity of coffee subscription services will certainly have a pull of attention from potential customers. These mostly newer companies offer extremely fresh coffee shipped within hours of roasting and are marketed at the same demographic that Twin Finch attracts. These services include:**

1. Drift Away Coffee (Brooklyn)
2. Sight Glass Coffee (San Francisco)
3. 4-Barrel Coffee (San Fransisco)

**Other competitors will be local coffee shops in the Seattle area, and the Ballard neighborhood specifically - who roast their own beans. These will be hard to compete with due to the fact that coffee drinkers often will get a cup when they buy their coffee - and many coffeeshops will offer a free cup of coffee with their purchase. These competitors will have little impact on their web presense and sales. These shops include:**

1. Ballard Coffee Works
2. Slate Coffee
3. True North
4. Lighthouse Roasters

