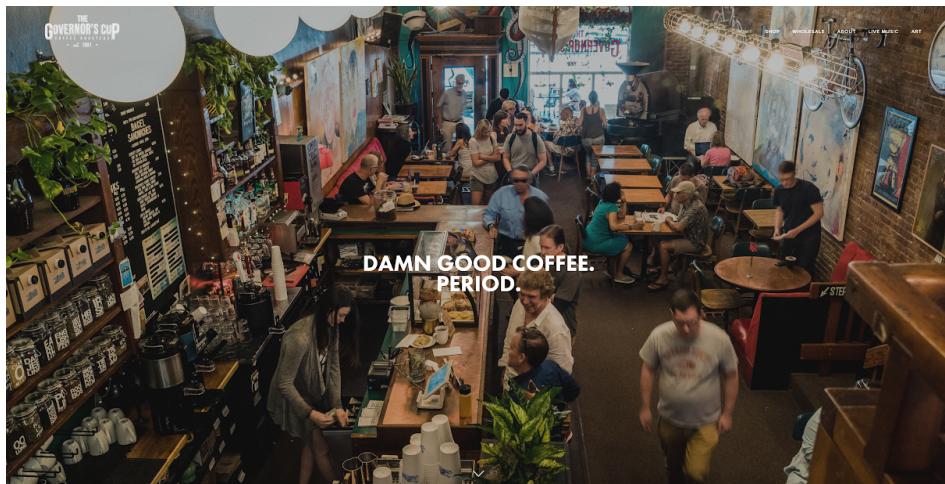


Hannah Newby
MEDA 265
3/7/19

Gov Cup

<http://www.thegovcup.com/>



THE GOVERNOR'S CUP COFFEE ROASTERS: SERVING SALEM, OR SINCE 1991.

Coffee and music keep our blood pumping and our souls fed. We are passionate about people, our community and are motivated from the heart in all that we do.



BUY WHOLESALE

MUSIC

BAR



GOOD PEOPLE

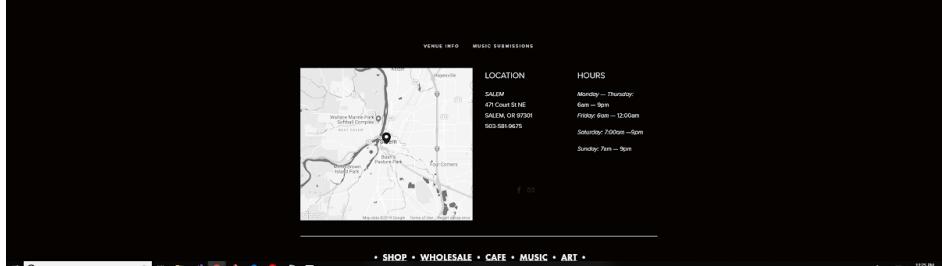
Damn Good Coffee. Period.
Unpretentious and unassuming. Although we take our coffee seriously, we aren't afraid to have a good time with someone. We're both dedicated long relationships with our loyal customers and we work with local distributors who share our passion for coffee. Our questions, our answers are solid, knowledgeable and we love to get to know our customers on a personal level.

GOOD COFFEE

Start with a fresh roast.
For over 25 years we've honed our craft in our mission to make the perfect cup of coffee. We've been featured in *Time* magazine's "The Best Shop" we work closely with our green bean distributor to ensure we are serving you the best these beans daily in several batches on our vintage, cast iron Probat roaster. It's a cranky old machine but we truly believe there is no better way to do it!

GOOD TIMES

Arts, Music, Atmosphere.
Coffee culture is closely tied to the arts. Ask any artist or musician what fuels their creative process and they will likely hear an answer like "Coffe! Lots of it!" At The Gov Cup, the feeling is mutual. We are proud to be a rotating art gallery and showcase local talent. We are also very passionate about music and feel honored to be able to share world-class musicians with our community.



About us page





The Olegario Family: Cam, Dylan, and Alyssa

Evan own and operate The Governor's Cup, Mono often than with their now 2 daughters either stripped to them in a baby-carrier or helping with little tasks like wiping tables and sweeping. We absolutely love what we do and have invested hearts in downtown Salem. We hope that you love our little bar and music venue just as much as we do!

- The Delgados



VENUE INFO • MUSIC TRANSMISSIONS

- What's the main goal of the site? What's a secondary goal?

To create a “vibe”. The whole sit emphasizes good vibes by showing community aspect and

- Who do you think the target audience is? Think about basic demographics here – age/sex/geographical location/socio-economic status, etc.

Young hipsters

I don't know if there's a specific gender its geared towards although I do appreciate they showcase a mix of genders in their images.

- Can you easily find things like contact information?

Yes. It's in the footer of every page

- Is the site mobile-friendly?

Yes

- What do you think about the colors, typography and graphic choices?

The majority of the page is background images which are awesome, but also takes up a lot of room before we get to actual content. We have to scroll down every image to get to content. I like the idea of using background images but not to keep a user from getting to the actual content.

How is this website a competitor to your chosen business site?

First and foremost, they are both coffee shops. Each business is also working to create a community atmosphere. Gov cup does this by having live music and local art as well as using images to depict a community at the coffee shop.

I like the Gov Cup site because it brings a sense of community and openness from the minute you open the page. However, I don't love that you have to scroll past these giant pictures to get to any pertinent content, repeatedly. I like the color palette used throughout this site, I think they make good use of warm tones to bring in that sense of home and community.

Telvet Coffee

<http://www.telvetcoffee.com/home.html>

The screenshot shows the homepage of Telvet Coffee. The header features the brand name "telvet coffee" in a large, lowercase, sans-serif font, with the tagline "More Than Your Traditional Coffee House" in a smaller, italicized font below it. A navigation menu with links for "home", "menu", and "contact" is positioned to the right. The main visual is a close-up photograph of dark coffee beans and two vibrant green leaves resting on them, set against a textured burlap background. On the left side of the page, there are two circular logos: one with "Coffee Time" and a coffee cup icon, and another with "Time" and a coffee cup icon. To the right of these logos, descriptive text reads: "Located in the historic building in Forest Grove Oregon. Offering handcrafted espresso drinks, and other favorite drinks from around the world." Below this, another section of text says: "and other favorite drinks from around the world. Come experience our house roasted beans or be adventurous and try something new with our signature drinks!" At the bottom of the page, there are four smaller images: a croissant on a plate, a cup of coffee on a saucer, the exterior of a light blue house with a porch, and a cup of coffee with latte art. A copyright notice at the very bottom states "Copyright 2013. t n. All rights reserved."

Contact page

The screenshot shows the contact page of the Telvet Coffee website. At the top, there's a navigation bar with the logo 'telvet coffee' and the tagline 'More Than Your Traditional Coffee House'. The menu items are 'home', 'menu', and 'contact'. Below the menu, there's a photograph of a coffee machine. To the left, there's a sidebar with 'Hours' and 'Address' information, along with social media links and an email address. The main content area features a Mapbox map showing the location of Telvet Coffee at 1928 Cedar St, Forest Grove, Oregon 97116. A call-to-action button says 'Stop by and hangout'. Below the map, there's a large text field asking for suggestions or greetings, followed by a 'Submit' button.

telvetcoffee@gmail.com

Forest Grove, OR 97116

telvetcoffee@gmail.com

[Instagram](#) [Facebook](#)

<https://www.facebook.com/telvetcoffee>

telvetcoffee@gmail.com

1928 Cedar St, Forest Grove, Oregon 97116, United States

Mapbox

PACIFIC AVE
19TH AVE
MAPLE ST
SW Hwy 47

Stop by and hangout

Have a suggestion? Or just saying hi?

Name: *

Email: *

Subject: *

Message: *

Submit

How is this website a competitor to your chosen business site?

- Do they offer the same sort of functionality? What's different?

I think my site will have a bigger home page with more information and with more images. I also think where I store relevant information will be different.

- What's the main goal of the site? What's a secondary goal?

The main goal of this site is to have an online presence for the coffee shop and to have bits of information available online.

- **What about the design and layout provides good user experience?**

There are hours and a map which is helpful. The site also stays true to the coffee shop theme with coffee beans.

- **Are there any aspects of the site design that you think don't work at all or are poor choices? Why?**

I don't think I would put the hours and map under contact because I am not contacting the store in order to need those.

- **Can you easily find things like contact information?**

Yes, it is under the contact tab.

- **Is the site mobile-friendly?**

No

I don't particularly like this site, mainly because I think it's serving the bare minimum purpose of providing an online presence for the business, but not much else. I like their use of the coffee beans and machine pictures to tie into the coffee shop feel, but most everything else about the layout and style feels a bit odd. I think its particularly weird to keep the business hours and map under the contact section because it's not readily accessible upon opening the site. The logo also a link to go back to the home page which is unfortunate.

Symposium Coffee
<http://www.symposiumcoffee.com/>

Home Page



HOME VISIT RESERVE CONTACT

SYMPOSIUM COFFEE AND WHISKEY HOUSE

A GATHERING PLACE FOR RELATIONSHIP AND CONVERSATION

Symposium coffee is Sherwood and Tigard's finest coffee and whiskey house featuring Stumptown and Coava Coffee Roasters and Steven Smith Teamaker. Our well rounded bar of whisk(e)y, gin, and other spirits will satisfy the palate of any patron.

Symposium is built on the value of community, so our locations are full of gathering spaces to meet with friends, study, work, or host a meeting in one of our larger rooms.

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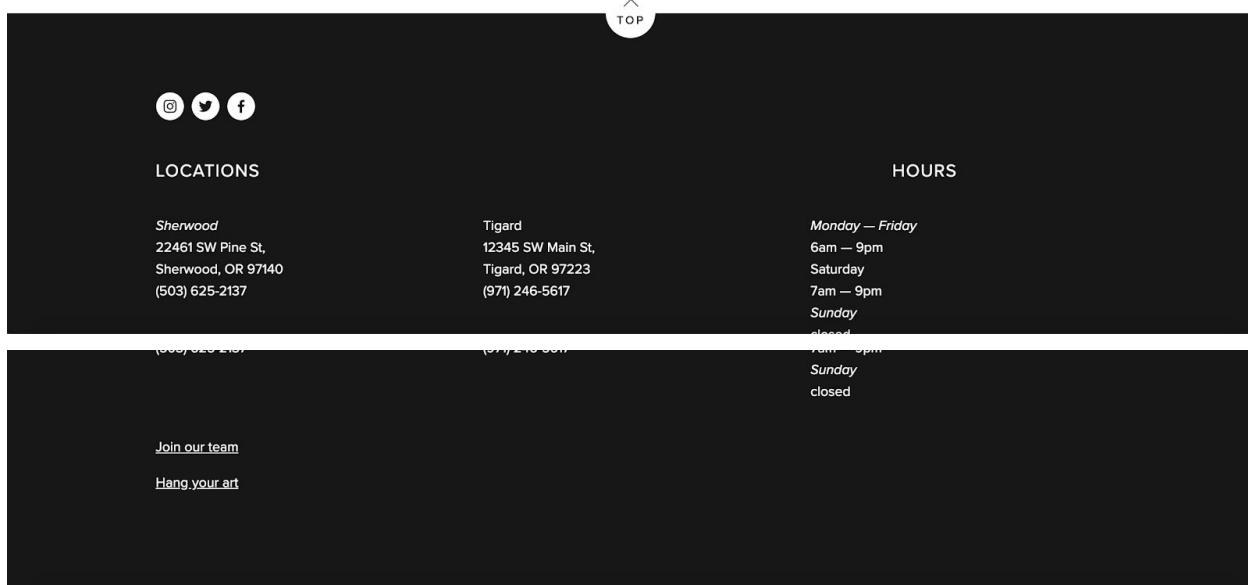


Our focus is on community and relationships. We are in the middle of downtown Sherwood and Tigard bringing people together to create a gathering space where community can thrive.

Community is not possible without people coming together for a common purpose. We have a variety of spaces available to groups needing a place for meetings, study sessions, or conferences.

We offer a variety of options for different preferences. Offerings from only the highest quality ingredients from as local as we can source.

See our spaces.



Visit Page

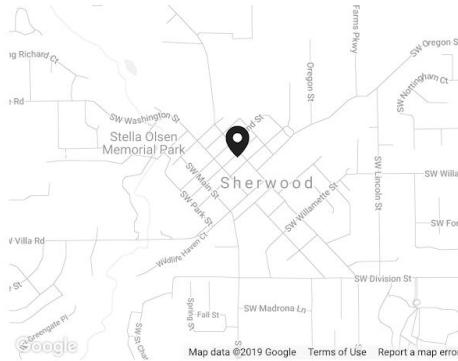


[HOME](#) [VISIT](#) [RESERVE](#) [CONTACT](#)

VISIT

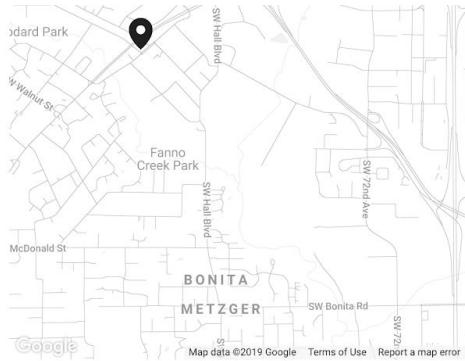
Both locations open Mon – Fri 6am – 9pm, Sat 7am-9pm, & Sun Closed





SHERWOOD

22461 SW Pine St,
Sherwood, OR 97140
(503) 625-2137



TIGARD

12345 SW Main St,
Tigard, OR 97223
(971) 246-5617



LOCATIONS

Sherwood
22461 SW Pine St,
Sherwood, OR 97140
(503) 625-2137

Tigard
12345 SW Main St.,
Tigard, OR 97223
(971) 246-5617

HOURS

Monday — Friday
6am — 9pm
Saturday
7am — 9pm
Sunday
closed

[Join our team](#)

[Hang your art](#)

How is this website a competitor to your chosen business site?

- Do they offer the same sort of functionality? What's different?

This site offers a similar sort of functionality but their color pallet and graphics choices are different than the site I will create.

- What's the main goal of the site? What's a secondary goal?

The main goal is to be a site for the coffee shop but the secondary is talking about the community space created at the coffee shop.

- What about the design and layout provides good user experience?

Having the contact information at an easily accessible spot on every page is quite useful. I also like that they use images to tie into the words and paragraphs being discussed.

- **What do you think about the colors, typography and graphic choices?**

I think the colors and graphics choices lead to a more community feeling - which is what the site is going for.

- **Who do you think the target audience is? Think about basic demographics here – age/sex/geographical location/socio-economic status, etc.**

Late teens to thirties, middle to upper class. The whiskey shop makes it sound a bit upity.

- **Can you easily find things like contact information?**

Yes, the contact information is in the footer of every page.

- **Is the site mobile-friendly?**

Yes

I have mixed feelings about this site because, on the one hand, I think it's a site that caters to the audience it's aiming to attract, but on the other hand, it feels a bit too simple to give a full feeling of community in the coffee shop. I like how the images correspond to the words being written but I'm not a fan of the colors or the header. There is too much white space entering the home page that it feels like something hasn't loaded there yet.