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Tech 2015 Multimedia
Coursework 2

De Montford University
Faculty of Technology
Leicester School of Media

Website Link:

<https://my.tech.dmu.ac.uk/~p2447145/TECH2015/Josh%20Taylor%20TECH2015%20CW2/Home.html>

Word Count: 1385

Contents

Introduction	3
Design.....	3
Production.....	3
SVG/CSS Animations	4
Responsive Design	4
JavaScript	5
Evaluation	7
HTML Checkers/CSS Checkers.....	7
Optimising Media and Testing Links	7
User Testing	7
Conclusion.....	8
References	9
Appendix	10

Table of Figures

Figure 1 - Sidebar menu added after feedback	3
Figure 2 - Main Menu, before adding the Sidebar.....	3
Figure 3 - Use of GSAP animations for SVG's	4
Figure 4 - Use of SVG created from Illustrator.....	4
Figure 5 - Use of CSS Animations	4
Figure 6 - Use of Media Queries	5
Figure 7 - Use of Flexbox/Wrap	5
Figure 8 - Menu Page, Laptop/Tablet Layout	5
Figure 9 - Menu Page, Mobile Layout	5
Figure 10 - Menu Page, Desktop Layout	5
Figure 11 - JavaScript for replacing map images	6
Figure 12 - JavaScript for Quiz Questions	6
Figure 13 - JavaScript for Modal Boxes.....	6
Figure 14 - HTML Checker	7
Figure 15 - CSS Checker.....	7
Figure 16 - CSS, Link Testing.....	7
Figure 17 - Optimised Images	7
Figure 18 - Responses Testing 2 (After Menu Page Creation)	8
Figure 19 - Responses 3 (After Website Completion).....	8
Figure 20 - Responses Testing 1 (After Menu Creation)	8

Introduction

For TECH2015's coursework 2 assignment, the task of creating a website based on a previous prototype was given. This report outlines information about the creation of the website for '67 Degrees', a coffee shop website. The website itself features a high amount of JavaScript, CSS/SVG animations and adapts to all screen sizes, and was carefully created to ensure there was consistent feedback throughout the process.

Design

For this website to be effective, it was important for it to have many interesting features whilst having a good design, which was simple and not too cluttered, as said in feedback from the prototype. Therefore, the website presented a challenge to ensure the design was relatively simple, but sustained the coffee theme for its desired audience, which was a 'working' and 'business' audience of students and adults.

To ensure a simple design was seen in the outcome, a sidebar menu was added onto the pages in mobile form, which was suggested from early feedback. This would help ensure that space wasn't wasted on the mobile site, making it less cluttered. The main menu for desktop/laptops is a 'sticky' menu, so that when users are on some of the longer pages on the site, they are able to easily navigate without having to scroll, which is useful for the mobile and main site.

Additionally, as the prototype for the website was said to have too much text, there was a priority to ensure each page contained a high amount of media and no unnecessary text. This, as well as the use of buttons to reveal features that are otherwise hidden, was all aimed to make the website have an interesting design and interface.

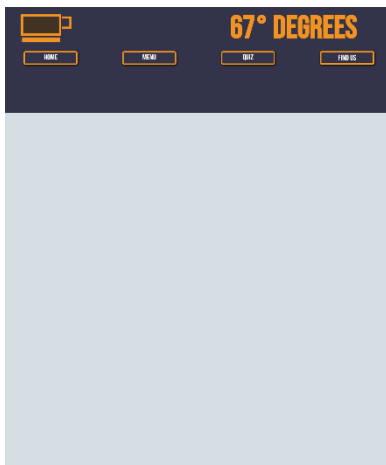


Figure 2 - Main Menu, before adding the Sidebar

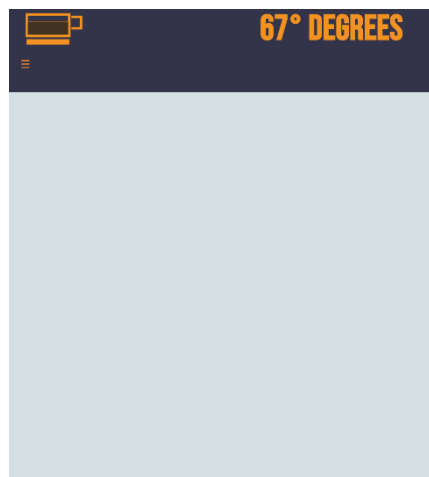


Figure 1 - Sidebar menu added after feedback

Production

In the production of the website, it was important to include a high amount of functionality to ensure the site was unique and interesting. Therefore, the website features a quiz, PDF download, modal boxes, map page, slideshow, randomised prize, animations and more.

SVG/CSS Animations

To make the website more interesting and developed, a high amount of animations were used. The SVG animations on the website can be seen mostly on the menu page and the logo. These were all created using GreenSock, which allows simple animations to be used with JavaScript. In this instance, the 'drink' and 'food' items seen on the site were designed using Adobe Illustrator, then saved as SVG's, where it would then be possible to animate the separate layers of each SVG. For example, they were used to make the drink items seem to 'fill up' with their coffee contents when the modal boxes opened. Due to the ease and success of GSAP's JavaScript animations, other simple animations are seen throughout the website, which make button clicks and popups more interesting and guide the user to the important functions.

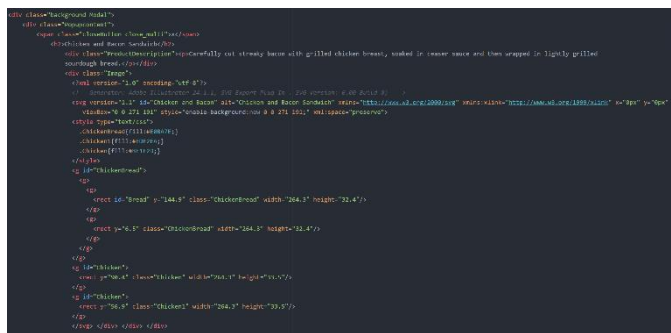


Figure 4 - Use of SVG created from Illustrator

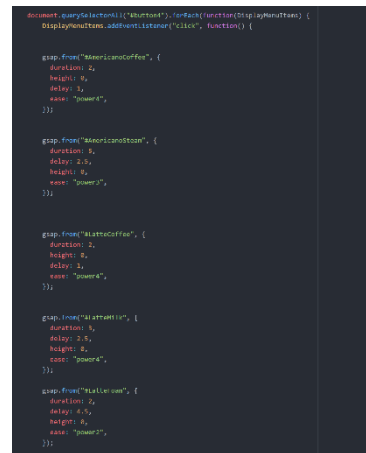


Figure 3 - Use of GSAP animations for SVG's

Some CSS animations are also seen throughout the website, such as on the slideshow, however these are only basic. For example, when the modal boxes open, they have a simple fade and slide animation, which helps add to draw the users attention to the point of interest. Altogether, all the animations used on the site were a success, as they proved to be simple but very effective in drawing in users interest when the website was tested.

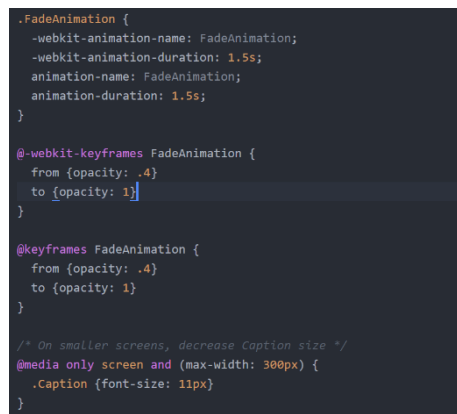


Figure 5 - Use of CSS Animations

Responsive Design

To further sustain the design of the website and ensure it was always at its most effective, every page on the website is responsive to the size of the screen. To do this, flex box/flex wrap was used, as this evenly distributes elements no matter what screen size and allows the layout to change. Alongside this, media queries were used, so that once the width of the screen reached a specific

pixel value, attributes of the websites elements would change, so that the website fitted the screen in a more effective way. Finally, different size values such as 'view width (vw)' and percentages were used for text and elements. Altogether, this meant that all of the pages content would adapt to the screen size gradually, until it reached the limit set by media queries, where the flex-wrap property would change the structure of its layout.

This was very successful, as can be seen when the website is inspected, as the design of the website adapts well to mobile, laptop and desktop screens. This effect also proved to be successful when tested on users, all giving very positive feedback.



Figure 9 - Menu Page, Mobile Layout

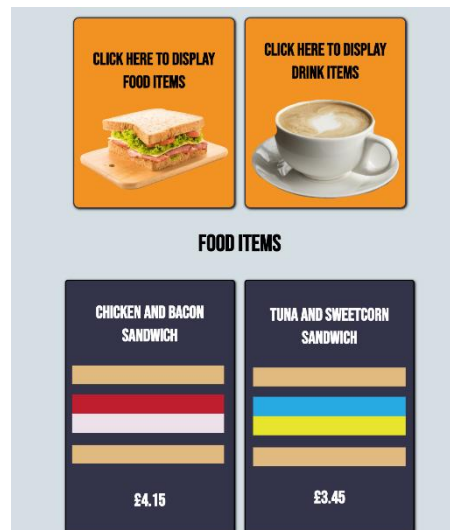


Figure 8 - Menu Page, Laptop/Tablet Layout

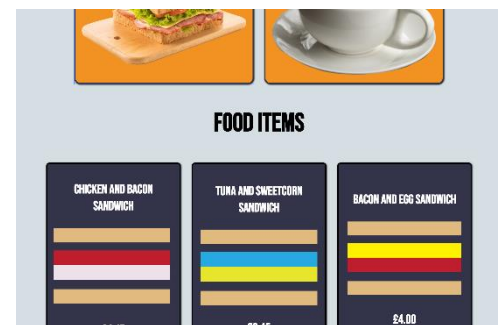


Figure 10 - Menu Page, Desktop Layout

```
/*small screen - phone */
@media screen and (max-width: 600px) {
  #button1, #button2{
    width: 60%;
  }
  #button3, #button4{
    width: 50%;
  }
}
/*media screen - tablet */
@media screen and (min-width: 601){
  #button1, #button2,{
    width: 40%
  }
  #button3, #button4{
    width: 45%;
  }
}
/*Large screen - Laptop or desktop */
@media screen and (min-width: 1200px){
  #button3, #button4{
    width: 25%;
  }
  #button1, #button2,{
    width: 20%
  }
}
```

Figure 6 - Use of Media Queries

```
h1_container{
  margin: auto;
  display: flex;
  flex-wrap: wrap;
  text-align: center;
  justify-content: center;
  width: 90%
}
#button1, #button2{
  color: black;
  background-color: #F29222;
  width: 35%;
  margin: auto;
  padding: 1vw;
  margin: 1%;
  border: 0.2vw solid #333349;
  box-shadow: 1px 1px 3px black;
  border-radius: 1vw;
}
```

Figure 7 - Use of Flexbox/Wrap

JavaScript

JavaScript is used heavily throughout this website, such as on the quiz, the modal boxes, the reward randomiser, the map images and more. The use of JavaScript was important, as this makes the website far more interactive with the user, as they have to engage with the website to view it properly. All use of JavaScript was researched using w3schools to help gain knowledge and view

A lot of the JavaScript relies on arrays and loops. This is used simply in the reward randomiser, where a random image is selected from an array when a button is clicked. This is also used in the code for the quiz, where after a series of functions, questions are displayed in order as the user progresses through the quiz.

```

var modalparent = document.getElementsByClassName("Modal");

// Get the button that opens the modal

modal_btn_multi = document.getElementsByClassName("ItemButton");

// Get the span element that closes the modal

var span_close_multi = document.getElementsByClassName("Close_multi");

// When the user clicks the button, open the modal

function setDataIndex() {

    for (i = 0; i < modal_btn_multi.length; i++)
    {
        modal_btn_multi[i].setAttribute("data-index", i);
        modalparent[i].setAttribute("data-index", i);
        span_close_multi[i].setAttribute("data-index", i);
    }
}

for (i = 0; i < modal_btn_multi.length; i++)
{
    modal_btn_multi[i].onclick = function() {
        var dataIndex = this.getAttribute("data-index");
        modalparent[i].innerHTML = document.getElementById("data-index").style.display = "block";
    }
}

// When the user clicks on spans (to close the modal)

span_close_multi[i].onclick = function() {
    var dataIndex = this.getAttribute("data-index");
    modalparent[i].innerHTML = document.getElementById("data-index").style.display = "none";
};

window.onload = function() {
    setDataIndex();
};

// When the user clicks on spans (to close the modal)

span_close_multi[i].onclick = function(event) {
    if (event.target === modalparent[event.target.getAttribute("data-index")]) {
        modalparent[event.target.getAttribute("data-index").style.display = "none";
    }
}

if (event.target === modal) {
    modal.style.display = "none";
}
}

```

[illegible]

```
function allKeynotes() {  
    document.getElementById("OpeningTimes").innerHTML = `<strong>Wilton Keynes Opening Times</strong><br>Monday: 08:00-19:00<br>Tuesday: 08:00-19:00<br>Wednesday: 08:00-19:00<br>Thursday: 08:00-19:00<br>Friday: 08:00-19:00<br>Saturday: 08:00-19:00<br>Sunday: 08:00-19:00`;  
    document.getElementById("Image").src = "Map Screenshots/Wilton Keynes min.PNG";  
  
    function London() {  
        document.getElementById("OpeningTimes").innerHTML = `<strong>London Opening Times</strong><br>Monday: 07:00-20:00<br>Tuesday: 07:00-20:00<br>Wednesday: 07:00-21:00<br>Thursday: 07:00-20:00<br>Friday: 07:00-20:00<br>Saturday: 07:00-20:00<br>Sunday: 07:00-20:00`;  
        document.getElementById("Image").src = "Map Screenshots/London min.PNG";  
  
        function Birmingham() {  
            document.getElementById("OpeningTimes").innerHTML = `<strong>Birmingham Opening Times</strong><br>Monday: 07:00-19:00<br>Tuesday: 07:00-19:00<br>Wednesday: 07:00-19:00<br>Thursday: 07:00-19:00<br>Friday: 07:00-19:00<br>Saturday: 07:00-19:00<br>Sunday: 07:00-19:00`;  
            document.getElementById("Image").src = "Map Screenshots/Birmingham min.PNG";  
        }  
    }  
}
```

Figure 11 - JavaScript for replacing map images

Evaluation

HTML Checkers/CSS Checkers

Once the website was fully completed, the code for each pages HTML and CSS were done to ensure that there were no minor, unseen errors. After correcting these minor issues, the code was put back through the checkers to track progress, where the code now has no errors. (All errors associated with the HTML page are due to 'invalid file locations' – as images, CSS files, etc, were not uploaded with it).

HTML Validator / Linter

Validates HTML files for compliance against the W3C standards and performs linting to assess code quality against best practices.

Find missing or unbalanced HTML tags in your documents, stray characters, duplicate IDs, missing or invalid attributes and other recommendations.

Supports HTML5, SVG 1.1, MathML 3.0, ITS 2.0, RDFa Lite 1.1. Implementation is based on [Validator Nu](#).

Option 1: Copy-paste your HTML document here

Option 2: Or upload your HTML file

Choose file: No file chosen UTF-8

VALIDATE HTML

Found 40 issues!

Bad value "CSS\General.css" for attribute "href" on element "link": Backslash ("\") used as path segment delimiter.

From line 6, column 5 to line 6, column 66

Code Extract:

```
1.0>><link href="CSS\General.css" rel="stylesheet" type="text/css">
```

Bad value "CSS\Home.css" for attribute "href" on element "link": Backslash ("\") used as path segment delimiter.

Figure 14 - HTML Checker

W3C CSS Validator results for General.css (CSS level 3 + SVG)

Congratulations! No Error Found.

This document validates as [CSS level 3 + SVG](#) !

To show your readers that you've taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the XHTML you could use to add this icon to your Web page:

Figure 15 - CSS Checker

Optimising Media and Testing Links

Further efforts were made after the website was completed to ensure it was ready for submission. For example, every image used on the website have been optimised to ensure they have a low file size. Additionally, the video used was chosen at a low resolution and edited to be the required length. This means that the website has a smaller loading time. Additionally, tests were done to ensure that all links, media forms and CSS files worked once the site was uploaded to the public HTML.

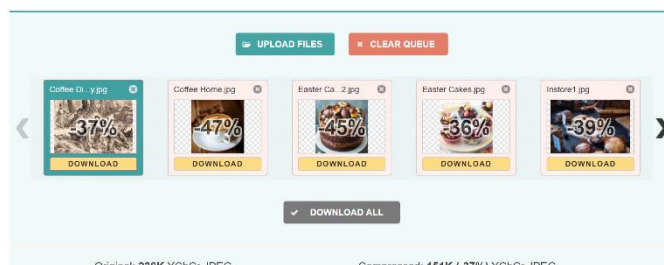


Figure 17 - Optimised Images

Do all links on the website work?	Yes
Do all buttons on the website work?	Yes
Is the website functional on every browser?	Yes, other than minor layout changes. The website works best on Chrome.
Do all of the images/videos have alt tags?	Yes
Additional Comments	On Firefox, the 'coffee' doesn't show in the menu items, which is due to the way the SVG animations

Figure 16 - CSS, Link Testing

User Testing

There were 3 times when the website was formally tested on users throughout the creation of the website, although informal questions were often asked too, to ensure that the site had a larger amount of feedback and hence would be most effective for users.

The first testing was after the website was just a menu, where users revealed that a separate menu would be better for mobile size, leading to the creation of the sidebar menu. The second test was after the completion of the first page (the menu), revealing that the sidebar mobile menu was effective, and the responsive design and animations were all proving very effective. The final testing came after the completion of the website, where very positive feedback proved that the website was a success.

Trial 1: Basic Menu/Layout		Date: 21/2/20	
User: Becky Day, 20	Rating (5=High, 1=Low)	User: Steven Taylor, 49	Rating (5=High, 1=Low)
Is the website easy to navigate?	5	Is the website easy to navigate?	5
Do you like the colour scheme of the website?	4	Do you like the colour scheme of the website?	5
Does the website seem accurate for a coffee shop?	5	Does the website seem accurate for a coffee shop?	5
Are the pages on the website relevant to a coffee shop?	5	Are the pages on the website relevant to a coffee shop?	5
Do you find the website interesting?	4	Do you find the website interesting?	5
Any additional comments/suggestions?	There could be an easier way to navigate the website when it is on a smaller screen (mobile).	Any additional comments/suggestions?	Use the ease of navigation, however you could improve on the menu layout for mobile. Once completed I think it will be a good website.
User: Emma Taylor, 46	Rating (5=High, 1=Low)	User: Jess Taylor, 24	Rating (5=High, 1=Low)
Is the website easy to navigate?	5	Is the website easy to navigate?	5
Do you like the colour scheme of the website?	5	Do you like the colour scheme of the website?	5
Does the website seem accurate for a coffee shop?	5	Does the website seem accurate for a coffee shop?	5
Are the pages on the website relevant to a coffee shop?	5	Are the pages on the website relevant to a coffee shop?	5
Do you find the website interesting?	5	Do you find the website interesting?	5
Any additional comments/suggestions?	The layout could be made to be more interesting.	Any additional comments/suggestions?	I like everything about the website so far.

Figure 20 - Responses Testing 1 (After Menu Creation)

Trial 2: After improving on the mobile menu and animations, and completing the entire menu page.		Date: 1/3/20	
User: Becky Day, 20	Rating (5=High, 1=Low)	User: Steven Taylor, 49	Rating (5=High, 1=Low)
Is the mobile menu now an improvement on the website?	5	Is the mobile menu now an improvement on the website?	5
Do you like the design of the menu page?	5	Do you like the design of the menu page?	5
Does the website adapt well to various screen sizes?	5	Does the website adapt well to various screen sizes?	5
Are the animations on the menu page interesting and beneficial for the page?	5	Are the animations on the menu page interesting and beneficial for the page?	5
Is the content on the menu page accurate for a coffee shop?	5	Is the content on the menu page accurate for a coffee shop?	5
Do you like the popup modal boxes for the menu items?	4	Do you like the popup modal boxes for the menu items?	5
Any additional comments/suggestions?	I think you've improved on the mobile menu, and really like that the menu items popup with animation when you press the list icon.	Any additional comments/suggestions?	Really like the menu, for mobile and the new look, the website adjusts good for all screen sizes.
User: Emma Taylor, 46	Rating (5=High, 1=Low)	User: Jess Taylor, 24	Rating (5=High, 1=Low)
Is the mobile menu now an improvement on the website?	5	Is the mobile menu now an improvement on the website?	5
Do you like the design of the menu page?	5	Do you like the design of the menu page?	5
Does the website adapt well to various screen sizes?	5	Does the website adapt well to various screen sizes?	5
Are the animations on the menu page interesting and beneficial for the page?	5	Are the animations on the menu page interesting and beneficial for the page?	5
Is the content on the menu page accurate for a coffee shop?	5	Is the content on the menu page accurate for a coffee shop?	5
Do you like the popup modal boxes for the menu items?	4	Do you like the popup modal boxes for the menu items?	5
Any additional comments/suggestions?	I like how you've improved on the layout with the animation, and like all the content for the website.	Any additional comments/suggestions?	I really like the menu page and how you've designed everything.

Figure 18 - Responses Testing 2 (After Menu Page Creation)

Trial 3: After completing the whole website.		Date: 30/4/20	
User: Becky Day, 20	Rating (5=High, 1=Low)	User: Steven Taylor, 49	Rating (5=High, 1=Low)
Do you enjoy using the website?	5	Do you enjoy using the website?	5
Does the whole website have a good design?	5	Does the whole website have a good design?	5
Is the website interesting (the features seen on the site)?	5	Is the website interesting (the features seen on the site)?	5
Do you like the animations that are seen on the website?	5	Do you like the animations that are seen on the website?	5
Is the content on the menu page accurate for a coffee shop?	5	Is the content on the menu page accurate for a coffee shop?	5
Does the website work effectively on all screen sizes?	5	Does the website work effectively on all screen sizes?	5
Any additional comments/suggestions?	The website looks really good and each page has interesting content. I really like the quiz you've made and the animations on every page.	Any additional comments/suggestions?	The way the website adjusts to every screen is good, and the features you've used are good.
User: Emma Taylor, 46	Rating (5=High, 1=Low)	User: Jess Taylor, 24	Rating (5=High, 1=Low)
Do you enjoy using the website?	5	Do you enjoy using the website?	5
Does the whole website have a good design?	5	Does the whole website have a good design?	5
Is the website interesting (the features seen on the site)?	5	Is the website interesting (the features seen on the site)?	5
Do you like the animations that are seen on the website?	5	Do you like the animations that are seen on the website?	5
Is the content on the menu page accurate for a coffee shop?	5	Is the content on the menu page accurate for a coffee shop?	5
Does the website work effectively on all screen sizes?	5	Does the website work effectively on all screen sizes?	5
Any additional comments/suggestions?	I like the use of colours and the way the website looks on every device.	Any additional comments/suggestions?	I like the whole website, it's good for a coffee shop too.

Figure 19 - Responses 3 (After Website Completion)

Conclusion

The website was in total a success, with the feedback from users showing to be very positive. Overall, the main goals that were set in the coursework brief were all achieved whilst also making an effort to reduce file size, making it accessible to all audiences by adding alt tags and trying to have a high amount of user feedback whilst improving on feedback from the original prototype.

Although there were a lot of challenges, such as trying to ensure the JavaScript was used most effectively and learning how to include GSAP animations, these became achievements of the website as confidence grew. In future, further effort could be made into decreasing the loading time by using even more smaller file sizes, such as only using SVG's, although it is believed that the high amount of animations are a slight limitation to the site as they increase the size of the JavaScript files.

References

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<https://www.youtube.com/watch?v=OkFmMjODAw0>.

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<https://200degs.com/our-menu>.

Slideshow Image: Lau, Rick Martinez, Alex. 'BA's Best Hot Chocolate Recipe'. Bon Appetit. Accessed 23 March 2020.

<https://www.bonappetit.com/recipe/bas-best-hot-chocolate>.

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Sandwich Image: HuffPost UK. "'Shocking" Salt Content In Coffee Shop Sandwiches Revealed', 29 February 2016.

https://www.huffingtonpost.co.uk/2016/02/29/salt-content-in-coffee-shop-sandwiches-starbucks-costa-and-caffe-nero_n_9347638.html.

Appendix – Initial Designs and Prototype from CW1

Logo	Heading menu	Signup
Video		
image	Text	Image
Newsletter		
Faq's		
Footer - Contact, etc.		

Logo	Heading Coffee												
<table border="1"> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> </table>													
Text													
Scrollable SVG animation in interface													
Footer													

Each one opens a popup with animation

Shows what goes into each cup, with animation/media for each

Can include a table of extra features that can be used - milk types, extra shots, syrups, etc. - food pairings.

Color:

Navy, neon green/
orange, coffee



Logo	Title menu
Text about the many Stores across country	
Search	Map
dropdown list	
Careers page/Find us/sign up Fake job opening?	
Footer	

On click opens a popup for each location - Shows location/basic info/job openings?

Logo	Title menu
Description of the quiz	
Start	
Questions	
Outcome	
Footer	

Each question gives a unique outcome, designed with multiple layers to find your 'perfect cup' from the menu of the shop.

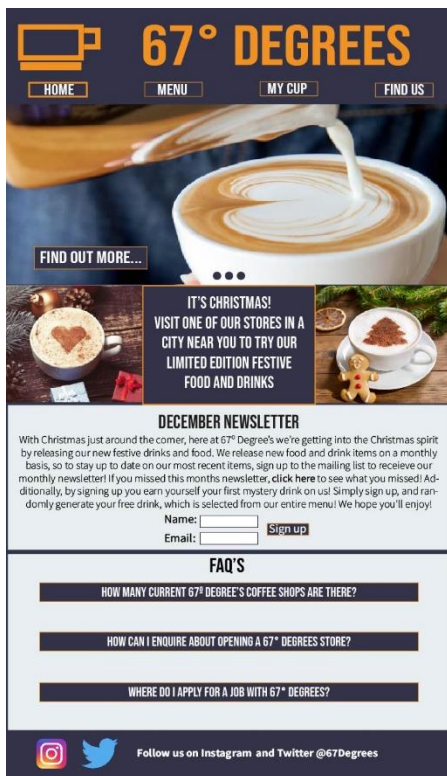
Outcome is only shown after quiz, meaning it is independent for each person - each has same format - short description/image, shows price at the restaurant/hot to customise it.

Question
○ <input type="text"/>
○ <input type="text"/>
○ <input type="text"/>
○ <input type="text"/>

Personality quiz

Points based - use logical conditions to give the outcomes

Original Prototype



[HOME](#)
[MENU](#)
[MY CUP](#)
[FIND US](#)

OUR MENU

Our menu features a wide range of food and drinks that make 67° Degree's the perfect restaurant for you and all your family. We provide various alternative options that are suitable for all our customers, including **vegetarians, vegans, dairy alternative products and gluten free products**. Click on each to see more information.

MOCHA

Description: The Mocha is the perfect drink for coffee and chocolate lovers, mixing the two together to make the perfect combination.

Allergy Information: The Mocha syrup is made dairy free, meaning this option is available to all our customers, choose one of our dairy free milk alternatives.

Extras: Add whipped cream, or add one of our syrups to make this into your perfect drink.

Follow us on Instagram and Twitter @67Degrees

[HOME](#)
[MENU](#)
[MY CUP](#)
[FIND US](#)

OUR MENU

Our menu features a wide range of food and drinks that make 67° Degree's the perfect restaurant for you and all your family. We provide various alternative options that are suitable for all our customers, including **vegetarians, vegans, dairy alternative products and gluten free products**. Click on each to see more information.

ICED LATTE

Description: The Iced Latte is our most popular iced drinks, being a far more refreshing option than the normal latte. Cold milk, espresso shots and ice.

Allergy Information: By choosing one of our dairy free milks, this option is available risk free for non-dairy drinkers.

Extras: Add whipped cream, or add one of our syrups to make this into your perfect drink.

Follow us on Instagram and Twitter @67Degrees

[HOME](#)
[MENU](#)
[MY CUP](#)
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OUR MENU

Our menu features a wide range of food and drinks that make 67° Degree's the perfect restaurant for you and all your family. We provide various alternative options that are suitable for all our customers, including **vegetarians, vegans, dairy alternative products and gluten free products**. Click on each to see more information.

CAPPUCCINO

Description: The Cappuccino is one of our most popular drinks, with hot espresso shots and foamy steamed milk.

Allergy Information: By choosing one of our dairy free milks, this option is available risk free for non-dairy drinkers.

Extras: Add whipped cream, or add one of our syrups to make this into your perfect drink.

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[MENU](#)
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AMERICANO

Description: The Americano is our strongest coffee, one for those who need the caffeine boost throughout their day. Enjoy hot espresso shots and hot water, and make it black or with your choice of milk.

Allergy Information: By choosing one of our dairy free milks, this option is available risk free for non-dairy drinkers.

Extras: Add whipped cream, or add one of our syrups to make this into your perfect drink.

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NOT SURE WHAT YOU WANT TO ORDER?
ARE YOU FEELING BRAVE, WANTING TO TRY SOMETHING NEW?

WE CAN HELP

We understand that it can be daunting when wanting to try something new. To help you, we've designed a short quiz, that'll give you a personal outcome depending on the answers you give. This is for all drinks at 67° Degree's, whether you're a coffee lover or not.

CLICK HERE TO START THE QUIZ AND FIND YOUR PERFECT CUP!

WHY NOT MAKE YOUR DRINK EXTRA SPECIAL?

After you've completed the quiz above, why not add something a little extra to your drink?

Each of our 67 Degree's stores across the UK offer additional syrups and flavourings you can add to your drink, which we update on a monthly basis (as highlighted on our monthly newsletter), giving you special drinks that are unique to 67° Degree's throughout the whole year.

Additionally, as highlighted on our menu page we offer alternative milks, allowing multiple dairy free options that also are available for vegans and vegetarians.

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[MENU](#)
[MY CUP](#)
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DO YOU PREFER YOUR COFFEE STRONG, OR MILKY?

☐ Strong - With little or no milk.
 ☐ Milky - with plenty of hot, steamed milk.

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[MENU](#)
[MY CUP](#)
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WITH YOUR STRONG COFFEE, DO YOU PREFER HAVING IT BLACK, OR WITH A SMALL AMOUNT OF MILK?

☐ Black - As strong as possible.
 ☐ With milk - Chosen from our milk options.

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[HOME](#)
[MENU](#)
[MY CUP](#)
[FIND US](#)

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DO YOU PREFER YOUR MILK TO BE FOAMY, OR THICK?

☐ Foamy - I prefer hot, foamy milk.
 ☐ Thick - I prefer hot, steamed milk.

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[HOME](#)
[MENU](#)
[MY CUP](#)
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WHITE AMERICANO

We believe your perfect drink is a white Americano, a drink that is suitable for coffee lovers at its purest form, with a little extra flavoring from your choice of milk. This drink is guaranteed to help boost you through your day.

WHY NOT MAKE YOUR DRINK EXTRA SPECIAL?

After you've completed the quiz above, why not add something a little extra to your drink?

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[HOME](#)
[MENU](#)
[MY CUP](#)
[FIND US](#)

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BLACK AMERICANO

We believe your perfect drink is a black Americano, a drink that is suitable for coffee lovers at its purest form. This drink is guaranteed to help boost you through your day.

WHY NOT MAKE YOUR DRINK EXTRA SPECIAL?

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[HOME](#)
[MENU](#)
[MY CUP](#)
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CAPPUCCINO

We believe your perfect drink is the Cappuccino, a drink with hot espresso shots and hot, foamy milk for you to enjoy. Customise it to your own by adding your choice of flavouring, or changing your milk option to suit you.

WHY NOT MAKE YOUR DRINK EXTRA SPECIAL?

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[HOME](#)
[MENU](#)
[MY CUP](#)
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LATTE

We believe your perfect drink is the latte, our most popular drink, made with hot espresso shots and creamy milk for you to enjoy. Customise it to your own by adding your choice of flavouring, whipped cream, or changing your milk option to suit you.

WHY NOT MAKE YOUR DRINK EXTRA SPECIAL?

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