

# TWIN FINCH

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*Website Proposal*

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## Project Summary

Twin Finch is in need of a website to further publicize their products: small batch roast coffee bags which are sold by the pound. Their website must be well tied into their social media, promoting further interaction, as well as potential discovery by new customers.

The main focus of the website will be to communicate to customers and to offer the ability to purchase their products and have them shipped to their home. It will look professional, but not elite, and will exude a sense of quality that many other coffee roasters may not have.

## Technical Requirements

- Responsiveness
- Header links to move around site quickly
- Seasonal feature / Product feature
- Product Feature for each roast
- Supports "how to brew article"
- Map of physical location
- Link to other store
- Contact form/link
- A subscription offer for enews
- Social Media Links
- A feed for recent twitter and tumblr posts
- Chat rooms + Forums for questions
- Facebook, Twitter, G+ links

## Notes

- Illustrative aspect is not common among other coffee websites
- High social focus creates a good edge
- Partnering with another roaster may generate more revenue
- Offering more exotic coffees might be a good idea

## Competition

**Lighthouse Roasters:** To begin with, they offer lower prices for each bag purchased, and they have an interesting edge in the industry through supporting local artists. They are not as socially focused as Twin Finch, though this method can create some degree of social interaction.

**Caffe Vita:** Another coffee roaster in Seattle that offers lower pricing than Twin Finch. This roaster focuses mostly on blends, and the places their beans come from. Their only source of social interaction seems to emanate from three small links to facebook, twitter, and vimeo at the bottom of their front page.

## PERSONAS



# Audience Profiles

## **Primary Audience:**

Twin Finch's primary audience would be those of middle class to upper class, ages 23-33. These people are creative professionals who have the spare time on their hands to spend an extra fifteen minutes brewing a cup of coffee, namely authors, architects, creative directors, as well as others.

## **Secondary Audience:**

The secondary audience would be those who receive Twin Finch coffee from family, or friends, and decide to order more. This is where the website will prove strongest, as while the primary audience based in Oregon will likely make their purchases from the store itself, people in other states can purchase coffee bags online and have them shipped to wherever they are.

## **Tertiary Audience:**

The tertiary audience would be people who decide to buy coffee after hearing about it from friends. It also includes those who are low to middle class, but decide that they enjoy coffee so much that they will take the time to spend extra money on it and the extra time to brew it.

**Name:** Anna

**Age:** 23

**Location:** Seattle, Washington

**Education Level:** College

**Income:** High Middle Class



**Background:** Anna's day usually consists of a morning cup of coffee before work, and then after her job is done, heads back home to catch up on her latest find in the library. With a decent income from her job, she is able to afford being picky with her taste in coffee, and likes to know where it's coming from. This is why she orders from her favorite small batch coffee roasters in order to get the best products.

**Name:** Tom

**Age:** 32

**Location:** Colorado

**Education Level:** High School

**Income:** High Middle Class



**Background:** Tom is an architect for a small, but rapidly growing business. He enjoys taking the time to brew a good cup of coffee while examining blueprints at home, and then transfer the inspiration he derives from others into his structures.



**Name:** Sarah

**Age:** 30

**Location:** California

**Education Level:** College

**Income:** High Middle Class



**Background:** Sarah is a creative director for an animation company in California. Able to manage her time rather effectively on most days, she is able to set aside the extra time to brew her own cup of coffee, and enjoys the process with her hands when she works on the computer most of the time.

**Name:** Matthias

**Age:** 26

**Location:** New York

**Education Level:** College

**Income:** High class



**Background:** Matthias has a lot of free time on his hands. As a powerful CEO's son, he is expected to fulfill his father's shoes one day, but for now lives in the lap of luxury, playing with his stocks and managing his own smaller section of the company. This allows him to pick and choose whatever coffees he wants, mainly premium roast coffees, which he has both the time and money to brew in his home.

## PDD and Client Resources



# Page Description Diagram

## 1

- Seasonal feature /Product feature
- Highlight Recognition
- Reviews
- General Information
- Background Information
- Link to other store
- Pricing

## 2

- Location
- Map of physical location
- A feed for recent twitter posts
- Contact form

## 3

- Social Media Links
- "how to brew article" link
- A subscription offer for enews

## Client Resources



Twin Finch Roastery is an authentic microroastery; small, dedicated, and highly focused on quality. We have a constantly evolving, hand picked selection of fine coffee origins and delicious blends engineered to help you brew a cafequality cup at home.

Our coffee is roasted in a hot air, refractory lined roaster with an extraordinary level of control. The significance of relying on a high volume of hot air to roast coffee beans can't be understated. Most small coffee roasters use a single stage burner which offers virtually no control during the roasting process. The refractory significantly reduces hot spots which can damage coffee beans and produces a much more even roasting environment.

# Client Resources

Online orders usually ship quickly and arrive within three business days. We only ship the freshest coffee and your satisfaction is guaranteed. Our rotating, featured coffees are roasted on a more limited basis and your order may be held until the next time a batch hits the roaster. We only ship whole bean, but will grind for you instore per request.

You can buy from us directly at our Seattle storefront located at 457 NW Market Street.

## **Feature this review:**

*"This extraordinary coffee almost defies description with its aromatic complexity while retaining a classic clarity of structure."* Coffee Review

## **Highlight recognition:**

Our house blend was rated a 98 by [coffeereview.com](http://coffeereview.com)!

## **Our products:**

### *Sunrise:*

- Light, fruity acidity which complements its fully nutty body and unique spicy tones.
- Light
- La Chiapas, Mexico
- 1lb \$17.95

## Client Resources

### *Finch House Blend:*

- Hint of citrus, complemented by flavors of dark chocolate, peanut and light pepper notes.
- Medium
- Cajamarca & Moyobamba Regions, Peru

### *Evening Oak:*

- Our featured roast of the season. Pungently rich and complex with hints of nightblooming flowers and coriander in aroma and cup.
- Medium-Dark
- Eastern Java, Indonesia
- 1lb \$19.95

### *Midnight:*

- Roasted into second crack for a big, bold and dark cup. Beans display oil.
- Dark
- Latin America
- 1lb \$17.95

### *Espresso:*

- Clean, a little roasty, sumptuous crema, unfussy, delicious.
- Latin America, Africa, Indonesia
- 1lb \$19.95

