

Toasted Bean

Presentation Document



Introduction

Purpose

The purpose of this project is to create a fictional website. The theme of the site is a coffee shop, created by two brothers in the Philadelphia area.

The website includes planning elements such as research, user journeys, competitive analysis and user studies.

Design for the website consists of wireframes, branding, and atomic style guide.

Audience

The intended audience are various type of coffee lovers, social drinkers, and/or workaholics. The site is sought out to showcase information about Toasted Bean, attracting digital consumers as well as passing bystanders.

Personas



User Journey

Mila is a 32 year old Finance Analyst. Her morning routine involves a catching up on multiple social media accounts, a hot shower, then getting ready for work. By the time she wakes up and commutes to work, she has about a 15 minute grace period where ideally, she would like to grab a coffee and even a quick morning pastry before sitting hours at her desk. She's been consistent with giving her monies to close-by Starbucks but find herself in line beyond her allotted time.



User Journey

Todd is a 19 year old sophomore. Final exams are coming up and his usual spot at the cafe has been occupied by many of his peers. While searching for an alternative location, he has a craving for coffee.

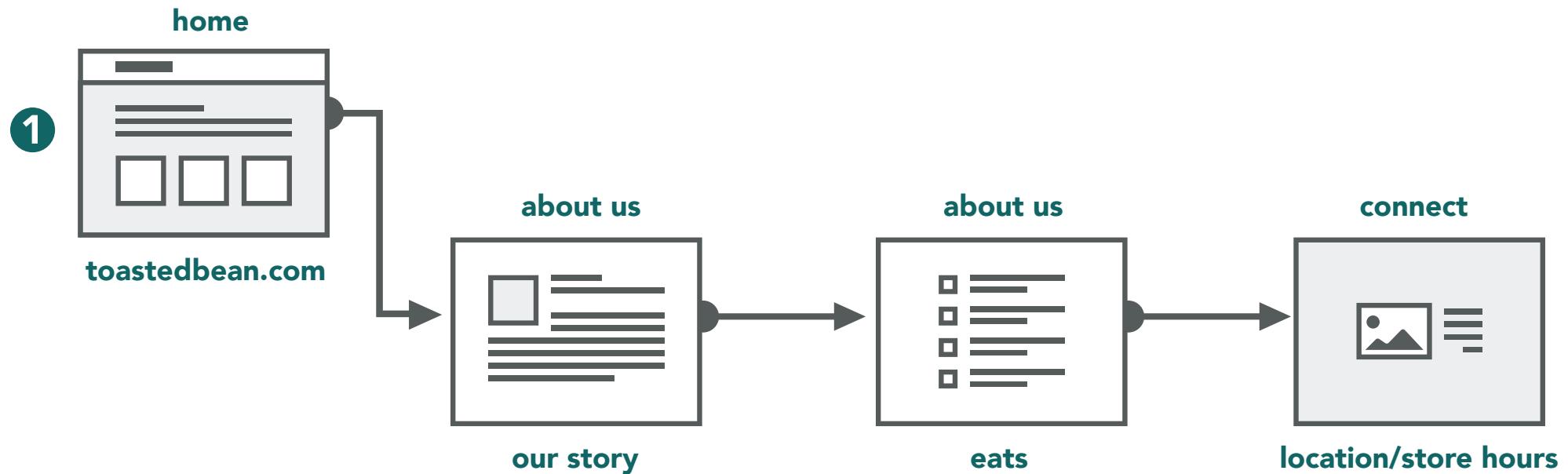


User Flow 1

1

Average Worker

As an average worker, I want to keep my energy up so that I can get through my 9-5 job.



User Journey

Mila is a 32 year old Finance Analyst. Her morning routine involves a catching up on multiple social media accounts, a hot shower, then getting ready for work. By the time she wakes up and commutes to work, she has about a 15 minute grace period where ideally, she would like to grab a coffee and even a quick morning pastry before sitting hours at her desk. She's been consistent with giving her monies to close-by Starbucks but find herself in line beyond her allotted time.

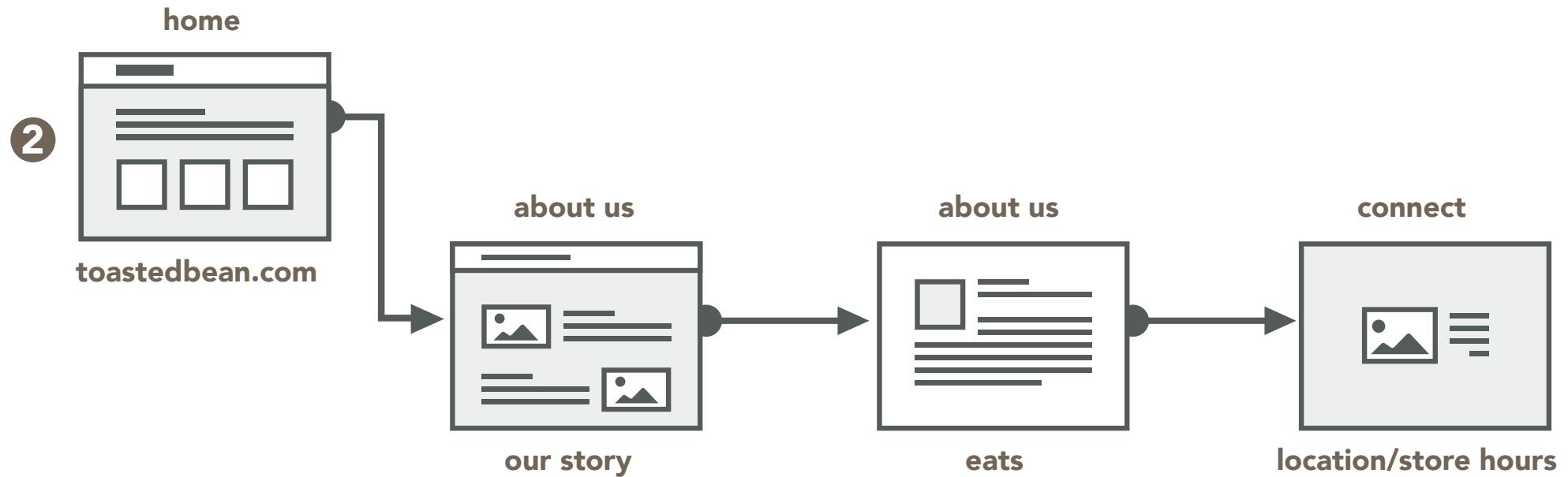


User Flow 2

2

Student

As a student, I want to study so I may receive good grades.

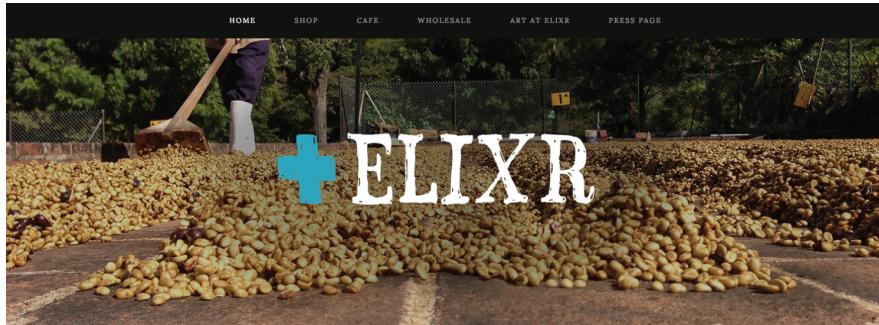


User Journey

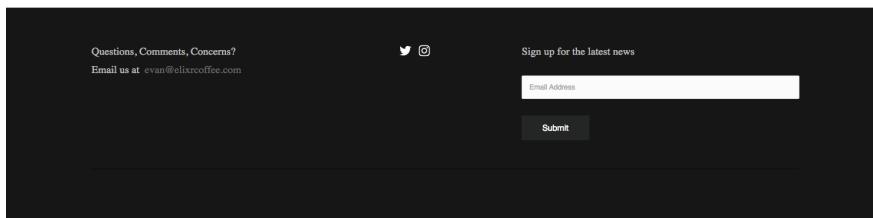
Todd is a 19 year old sophomore. Final exams are coming up and his usual spot at the cafe has been occupied by many of his peers. While searching for an alternative location, he has a craving for coffee.

Competitive Analysis

Elixr Coffee Roasters



Elixr Cafe Philadelphia



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

About

"Elixr Coffee roasters started as an idea between friends. We believed that by collectively sharing our resources, knowledge, and passion for coffee, we could enhance the coffee experience at our respective shops by applying the same desire for excellence to coffee sourcing and roasting."

Market

- Coffee shop
- Shop Coffees: Web specials and Wholesale
- Organizes local public events and art installations

Press

Strategies

- Engaged in perfecting the sourcing, roasting, preparation, and delivery
- Specialize in lighter-roasted unique and exquisite coffees
- Coffees won't taste dark or ashy; instead, they favor tea and juice-like qualities
- Direct trade with farmers

Competitive Analysis

ReAnimator Coffee

About

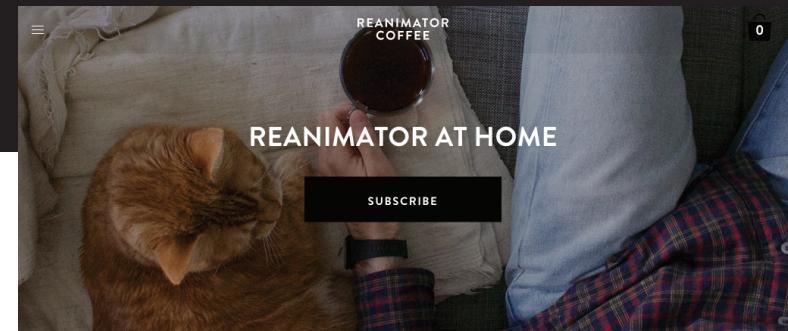
"At ReAnimator Coffee, everything we do is in the pursuit of experience. Whether that experience is traveling and sourcing coffees at origin in places like Ethiopia and Guatemala, cupping with our broker partners, roasting and tasting unique coffees, or talking shop with our customers."

Market

- Coffee shop
- Shop Online: Coffee, Gift Subscriptions, Wholesale and Merchandise
- Create an account

Strategies

- Understand the challenges of producing coffee
- Supporting and sustaining the hard work of the communities and families
- Supporting and sustaining whose livelihoods depend on the planting, harvesting, and processing of coffee
- Purpose as a roaster to provide to our customers not only an outstanding coffee experience, but to impart as much information about our coffees as they care to know



FEATURED ITEMS



SINGLE ORIGIN COFFEE

BLENDED COFFEE

MERCHANDISE

SUBSCRIPTIONS

LOCATIONS

FISHTOWN
1523 E. SUSQUEHANNA AVE
215-425-5805
→

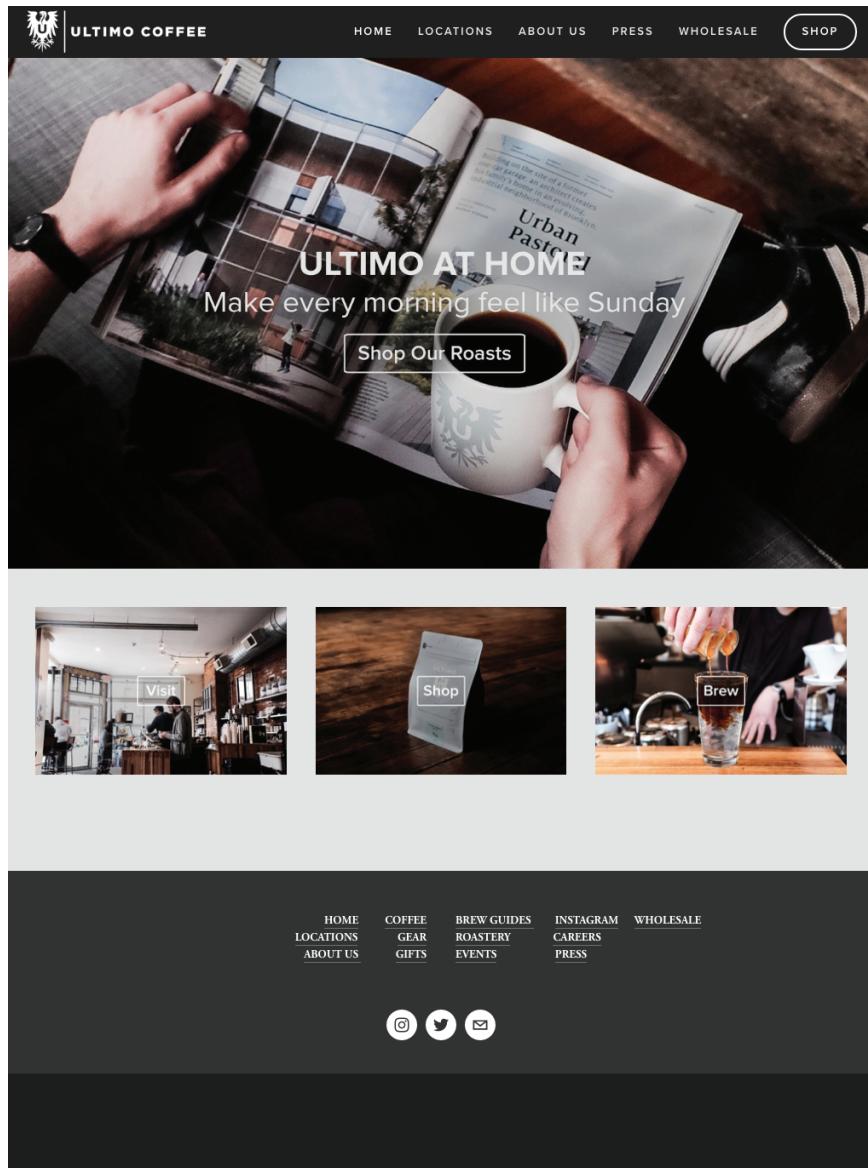


KENSINGTON
310 W. MASTER ST
267-758-6264
→



Competitive Analysis

Ultimo Coffee



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

About

"Ultimo Coffee is owned by Aaron and Elizabeth ultimo. They met working in a DC coffee shop, and then moved to Philadelphia to open their own. They opened a café in the newbold neighborhood of South Philly in 2009, and now share the space with brew, a specialty bottle beer shop. In 2012, they opened a second location in the nearby graduate hospital neighborhood. Since first opening, Ultimo Coffee has been committed to brewing and serving the best coffee they can while getting to know two really fantastic neighborhoods."

Market

- Coffee shop: The Roastery
- Shop Online: Coffee, Events, Wholesale, Gifts and Merchandise
- One of the first specialty coffee shops to open in philadelphia
- Brew Guide

Strategies

- Ultimo Coffee Roasters sprang out of Ultimo Coffee
- Roastery and lab
- Ultimo Coffee Roasters able to select and roast favorite coffee and deliver
- Passionate about coffee, service, and quality

Research

The Toasted Bean

Topic

The Toasted Bean is a start up coffee shop from the Philadelphia area. Run by 2 brothers with one goal to make amazingly cool coffee.

I. Empathize and Understand

Why Drink Coffee?

Problem your customers have

- Tired, up too early, not morning person
- Need a boost of energy
- Want a social experience
- Relieve stress

Your solution (your product or service)

- Serve coffee with a story
- Give coffee drinkers a memorable experience
- Convience

Business model (how you make money)

- Sell coffee
- Merchandise

II. Define and Ideate

Target Audience

- Experience: What it Looks like, Convenience
- Types of Coffee: Light Roast vs. Dark, History/Origin (high end), Taste, Flavors

Types of Coffee Drinkers:

- Coffee Lover • Average worker • Connoisseur • Parent
- Student

User Persona

Age: 32 • Female • Finance

- Looking for a coffee spot by her job
- In and out daily experience

Age: 19 • Male • Student

- Wants to do homework and drink coffee in peace
- Appreciates good coffee
- Journey: Likes the smell of coffee and feels energized by the aroma. Wants to find a place to be productive when doing homework before his 10am class.

References

- <https://www.thrillist.com/drink/nation/coffee-snobs-29-types-of-coffee-drinkers>
<https://blogs.scientificamerican.com/anthropology-in-practice/the-culture-of-coffee-drinkers/>
http://www.huffingtonpost.com/2013/10/17/coffee-health-benefits_n_4102133.html

Survey

* Top tallied

The purpose of this survey is to find data of what customers expect from a coffee shop website.

1. Why do you drink coffee? Select all that apply.

I am tired
 I love the taste *
 It gives me energy *
 I don't drink coffee

2. When searching coffee places, which of the following makes you click on a certain website first?

I want a quick cup of coffee *
 I need a place to do work
 It is the first link
 I am familiar with that coffee shop *

3. What kind of customer are you when it comes to trying new food/drink places?

Read reviews then try food/drink
 Try food/drink then decide to go back again or not

4. From 1-6, with 1 being the most important, how would you rate the importance of information on a coffee website?

Description of Coffee
 Store Atmosphere
 Prices
 Customer Service
 Special features/uniqueness of this business
 Pictures

Tallied Order of Importance

5 Special features/uniqueness of this business
2 Store Atmosphere
3 Prices
4 Customer Service
1 Description of Coffee
6 Pictures

5. Pick one:

Decent coffee, cheap price
 Great coffee, high end price
 Decent coffee, quick service *
 Great coffee, slow service

Generative User Session Summaries

The purpose of Generative User Sessions is to broadly interview people open ended questions about their experiences with coffee shops. We want to understand basic interactions/problems that can be resolved, translated and applied to the website.



Bobby

From his experience, he typically goes to the same coffee shop, Philz Coffee. The bar style and customer service atmosphere draws him to this specific location. Also, customers come to relax, socialize, and get work done; another trait that is important to him.



Auldyn

Her experience with coffee shops includes buying a certain bean from her local shop and brewing from home. Although, she prefers decaf and chai-tea, the coffee community is still a lifestyle she partakes.



Jui

An avid coffee drinker, especially Starbucks, appreciates the coffee world and all it has to offer. She drinks various types of coffee, occasionally collects merchandise such as cups and decor to show that appreciation.

Branding

Toasted Bean Logo



Brand Typeface

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
pqrsuvwxyz
0123456789

Mayton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
pqrsuvwxyz
0123456789

Color Palette

Web Color
#000000

Web Color
#013548

Web Color
#716558

Variations



Wireframes & Design

Mobile

CONNECT

Connect

Follow our social media!

[@](#) [@](#) [@](#) [@](#) [@](#)

Phone
(215) 757-2600

Email
info@toastedbean.com

Location

Address
3210 Main Street
Philadelphia, PA 19144

GET DIRECTIONS

Store Hours
Everyday 5:30am-9:00pm
Holidays TBD

Message

For general questions, send us a message!

NAME

EMAIL

SUBJECT

COMMENTS

SUBMIT

OUR STORY

DONATE

MERCH

TOASTED BEAN

Follow our social media!

All Rights Reserved © Toasted Bean Co.

SHOP

Shop

DARK ROAST

LIGHT ROAST

Title of Item Price

Title of Item Price

Title of Item Price

Title of Item Price

Merch Coffee Gifts

TOASTED BEAN

Follow our social media!

All Rights Reserved © Toasted Bean Co.



Conclusion

Ritchel Arceta

Toasted Bean Final Project

Essentials of Interactive Design
IDD510 Spring 2017

To see design planning files:

https://github.com/ritchelva/IDD510_17sp/tree/master/Projects/TheToastedBean
<https://www.dropbox.com/home/student-files/ritchel/06-final-toastedbean>