IDD510 Final Project Spring 2017

**Intro**

For our final project, we would like you to design and build a responsive web experience that considers deeper interactions for a “client” that will be randomly assigned.   
  
The goal is to finish this project with a portfolio quality piece that includes all of the skills we have started to cultivate this semester.

**Skills demonstrated will be the following:**

* Research through various methods to gauge the market, and incorporate informed designs that are based in UX and Visual Design
* Create wireframes, and vetted designs
  + User testing, be able to document the journey
  + Document everything
* Code this design in HTML/CSS
* Document this process and present it to the class.

**Deliverables**

* Design Document
* Web product coded in HTML/CSS
* In class presentation during final class (TBD)
  + Estimate: Last week of class or study week

**Project Topic:**

The Toasted Bean is a start up coffee shop from the Philadelphia area.

Run by 2 brothers with one goal—make amazingly cool coffee.

**Design Thinking Process**

1. **Empathize and Understand**

1. Competitive Analysis: Research different coffee places in Philly area

* <http://www.elixrcoffee.com/>
* <https://www.reanimatorcoffee.com/>
* <http://www.mugshotscoffeehouse.com/>
* <http://www.ultimocoffee.com/>
* <https://oldcitycoffee.com/>

2. Target Audience

Important For Coffee Drinkers: Philadelphia area wants to connect to local communities

About the Coffee shop – special story

* Look Like, not so much Taste Like but it helps for the web user
* Pictures
* Types of Coffee: Light Roast vs. Dark, History/Origin (high end)
* Experience: What it Looks like, Convenience

Types of Coffee Drinkers:

* Connoisseur
* Coffee Lover
* Average worker
* Parent
* Student

Reference: <https://www.thrillist.com/drink/nation/coffee-snobs-29-types-of-coffee-drinkers>

**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.

* Functionality of Website – what information will it have? Is it just product/menu purposed?
* Content – Wifi? Comfort? Convenience?

1. **Define and Ideate**

A description of the problem your customers have

* Tired, up too early
* Need a boost of energy

Your solution (your product or service)

* Serve coffee with a story
* Give coffee drinkers a memorable experience

Business model (how you make money)

* Sell coffee
* Merchandise

The Culture of Coffee Drinkers

<https://blogs.scientificamerican.com/anthropology-in-practice/the-culture-of-coffee-drinkers/>

**Brand: The Toasted Bean**

Theme of Coffee Shop + Site: Urban Eclectic

* Mix of Philadelphia’s industrial and contemporary culture
* Metals and textile patterns
* Bean bags & low tables

Brand: The Toasted Bean

Mood Board:

