

Carlos Alvarez

1. <https://camposcoffee.com/>

One of the most obvious things that is seen right away is a navigation bar. The features on the navigation bar that have caught my eye are the one of the stories of this company as well as one that directs you to a shop but with a dropdown many to filter your choices. Rather than seeing all available options on one page. They have a promotion to win a trip to Melbourne, now our website won't have that but having that sort of mini contest displayed right away makes me want to stay on the website. I really enjoy how when I hover on an object that it floats up a little and changes color so that it becomes my focus. Although they use lots of white and black the other colors they choose to use compliment really nice, it doesn't seem like it is random choices. I like how they have guides for different coffee brewing methods. The guides make it so that if anyone is new to coffee and doesn't know what to do, they get a tutorial to begin. As well the guides push their own products as well so the user will want to buy these products from them.

2. <https://www.vervecoffee.com/>

The nav bar on this website is different than the previous website. I like how rather than a simple dropdown menu when you hover over it, it expands and creates this page where you can filter out your choices simply or be more precise. As well I like the moving image on the coffee portion when you go that section of the nav bar. Also the picture is very bold when you first go onto the website. It is huge but it shows that the focus is coffee as you can see what looks to be a shot of espresso being swirled. Also while scrolling through the page, they have a variety of colors used, which seems odd at first but it is nice because it separates their sections. Rather than having it all seem like it is one thing, you can see that they speak about different products and topics while scrolling down, so I don't miss any details. I very much like how they have a quiz, for someone who is new to coffee this will help limit down their choices. The quiz is full of different options and different color schemes as well which makes it very intriguing. Also one thing that is nice is every coffee cup image whether it be real or drawn, they promote their brand.

Logan Stoltz

Site 1: <https://www.hellofresh.com/>

Features:

- Log in/Account Feature
  - o View Ordered Item
  - o View Past Orders
  - o View Your Subscriptions
- Search Bar Feature
  - o By name
  - o By Brand
  - o By Price
- Browse Catalog Feature
- Shopping Cart Feature

- o Add Items
- o Remove Items
- o Buy Items
- Subscription service Feature

Webpages:

- Our Plans
- How it works
- Our Menus
- Gift Cards
- sustainability

Presented:

- The Homepage has a menu at the top for selecting other webpages
- The bottom of the page has all the information about the company like, our company, work with us, contact us, etc.

Site 2: <https://www.hemper.co/>

Features:

- Log in/Account Feature
  - o View Ordered Item
  - o View Past Orders
  - o View Your Subscriptions
- Search Bar Feature
  - o By name
  - o By Brand
  - o By Price
- Browse Catalog Feature
- Shopping Cart Feature
  - o Add Items
  - o Remove Items
  - o Buy Items
- Subscription service Feature

Webpages:

- Your Subscription
- How It Works
- Theme Subscription
- Shop
- Blog
- Reviews
- Regards
- Support

Presented:

- All Webpages are linked at the top of the homepage
- As you scroll down throughout the page we see different sections, sections like:

- o Starting with the most common subscription box bought with a detailed explanation of what it is with quality pictures
- o Next it shows the newest subscription box being released
- o Then it shows all the themed subscription boxes present in a user-friendly table build up hyperlinks
- o Then there is more products as we go further down the page until we hit the footer
- o The footer includes all the hyperlinks to information about product, company, or the contact us information.

Ryan Criswell

<https://www.coffeebeandirect.com/>

- created with shopify (shopify is built with react+typescript)
- minimal navbar (shop, subscriptions, search, profile, cart)
- home page utilizes all of the whitespace
- shop has a filter checklist on left to narrow selection
- price filtering
- Each shop item is a reusable component so the price and image are the only things that change between items.
- on checkout page each bag size and grind combination results in a different query string

<https://www.drinktrade.com/coffee/all-coffee>

- really smooth subscription model
- asks you questions about your coffee preferences and just chooses a subscription option for you then takes you right to checkout
- item filtering except this one is more detailed because it's fancy artisan coffee
- uses CSS to make items move when you hover over them
- built with HTML/CSS/JS stack not sure of JS framework
- many menu options and a more complex navbar
- also built with reusable components for shop items

Aspen Pratt

<https://www.etsy.com/?ref=lgo>

Nav bar with Broad categories, mousing over reveals sub-categories in a horizontal container, mousing over those finally reveals the most specific categories. Any broad or niche category can be clicked to be taken to a listing of popular items in that category. Adding items to the cart shows amount in stock, along with payment options as well as the ability to buy it as a gift with a custom message. For international shopping, a selector is available for changing the display currency to get an estimated cost after exchange. Different pages on the site link to each other using query data in the URL, presumably for analytics purposes. (Clicking home from the empty cart page adds `?ref=empty\_cart`, for example) jQuery is used for adding interactive animations to the site. Polyfill scripts are used to maximize browser support. The javascript is modular, having imported many individual scripts for analytics, international support, bootstrap, and even scripts loaded depending on which browser is used to access the site. Items are shown as

rectangles of varying sizes in pre-defined grid patterns, which smoothly animate in as you scroll, which is likely achieved using jQuery in conjunction with the `IntersectionObserver` API. Product images are loaded lazily to reduce bandwidth use, and are only fetched when the user scrolls near them.

<https://www.curiositybox.com/>

Uses `text/template` scripts as a method of delivering unrendered template HTML to the browser, where user information can be substituted in by the client. Based on the “judge.me” and shopify ecommerce cores. Modular javascript, with custom logic broken up into several `<script>` tags to keep related code together. This site is very static, preferring .gif images and simple CSS mouseover transitions to add visual flair. The subscription model allows you to select the duration of the subscription, providing a slight discount and extra items for longer subscriptions. Subscriptions may also be gifted. The product listing is a simple grid, some items providing stock information. Some items have an image carousel on this page, but this feature is broken and simply removes the image when clicked! Consistent visual style and color scheme makes the site’s different pages feel coherent. Based on the number of resources pulled from the network, the page seems to be built primarily on widgets, importing many small scripts made by others in order to put together the final webpage. The browser’s built-in image loading has been hijacked in a way to provide analytics information, as there are useless 1x1 pixel transparent images loaded from external sites with many URL query parameters describing the user.

Joseph Howard

Website: [koffeekult.com](http://koffeekult.com)

- The top bar doesn't seem to be organized and takes up half of the screen
- Big picture that shows the brand and what the point of the website is through visual
- A short summary of the sites purpose right on the home page
- Large pictures of the products though almost too big it is nice that it sorta fills the whole screen though
- The theme carries on through the whole site, though the downside of the big pictures is it tends to feel clunky
- A nice feature is the quick view where you can click on a product and look at some details without changing pages
- You're able to sign up at the bottom and the top and you get a pop up asking you sign up
- There are some nice moving images and fancy drop down text boxes sometimes a little much for me

Website: <https://www.thatscoffee.com/>

- This one I like the simple navigation bar and logo it is nice and uniform not too clunky
- There is a search function that seems to work alright looking for included words
- Once again the opening page has a description of what the company/site is for along with a picture.
- The nav bar scrolls with you while you scroll - I really like this feature

- Big pictures occupying space, sometimes trying to fill up all the space is worse then just having a small page
- After some scrolling the main page lists some of the products though they use a stock image for a host of products which is off putting
- The bottom of the page includes useless and too much information