



Website project
proposal for
Twin Finch

4.23.15

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PROJECT SUMMARY

Twin Finch offers high quality coffee roasting for its consumers. They have a well-known reputation within Seattle, and want to expand their audience. Twin Finch needs a website to offer their products to non-Seattle residents. This website should explain who Twin Finch is and showcase their different blends of coffee roasts. Along with this, the site should offer a way for consumers to order the products. This site should create more awareness of Twin Finch online, and increase sales among different states.

TECHINAL REQUIRMENTS

- Responsive website
- Link to a store
- Social media feeds
- Contact form
- Supporting “how to brew” article
- Location & Map
- Photos of product
- Reviews
- Typography heavy

SWOT ANALYSIS

Strengths

- Social media presence
- Reputation in Seattle
- Personable quality
- High quality coffee roasting

Opportunities

- Provide online purchases
- Expand to a new audience online
- Expand merchandise options

Weaknesses

- Lack of online presence
- Limited blends to choose from
- Lack of recognition in other states
- Expensive for average coffee drinker

Threats

- Other online roasters
- Non-coffee drinkers
- Bad bean harvest economy
- High shipping costs

PERSONAS



Name: Sarah

Age: 23

Location: Colorado

Education: Business & Marketing

Sarah has always been a coffee enthusiast. She has a disposable income, and likes to spend the extra dollar on her coffee. She likes to stick with classic coffee blends for her day-to-day routine. Sarah likes to keep up with current trends, and enjoys simple products.



Name: James

Age: 34

Location: Chicago

Education: Graphic Design

James pays attention to high quality products. He likes to slowly brew his coffee for the ultimate taste. As a graphic designer, James likes to have an excellent coffee in hand to get him through the day. He enjoys artsy products with high quality and simplicity.



Name: Carrie

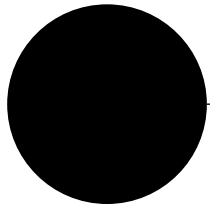
Age: 28

Location: Seattle

Education: Writer

Carrie likes businesses that are personable towards their consumers. She doesn't have a strong opinion on coffee taste, but she likes to know she is buying high quality. Carrie enjoys reading books, and trying new things.

PAGE DIAGRAM DESCRIPTION



High

Who they are

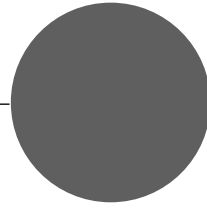
The main page should include a brief description of who Twin Finch is.

Quality of blends

Below the first section, will appear a section describing the hardwork put into producing the blends.

Featured products

A section on the page will be dedicated to the products, and a link will be provided to the online store.



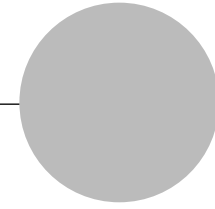
Medium

Contact info

A section on the page will provide a contact form.

Quotes/Reviews

Brief highlights of quotes and reviews will be arranged within the page.



Low

Social media

There will be a feed of activity located within the site.

Physical location

A link to a map will be provided under the contact info.

Supporting articles

Other articles will be linked within the page.

Subscription

A subscription button will be located on the page.

RESOURCES



Logo



Product packaging
photography

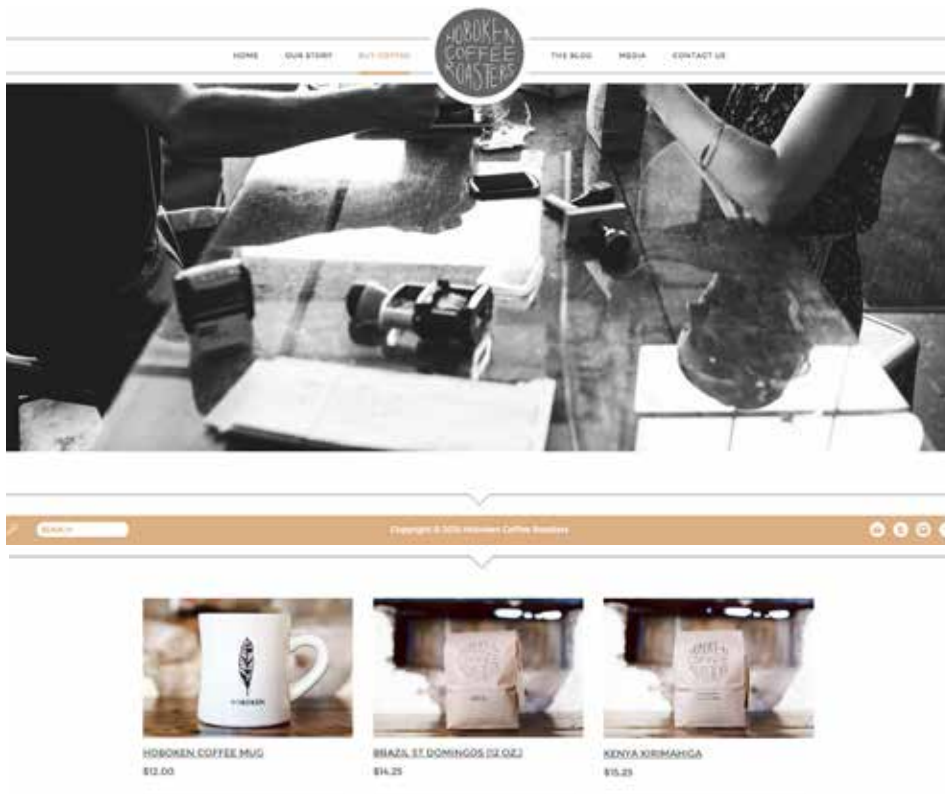


Doc: TWIN FINCH
information

COMPETITORS

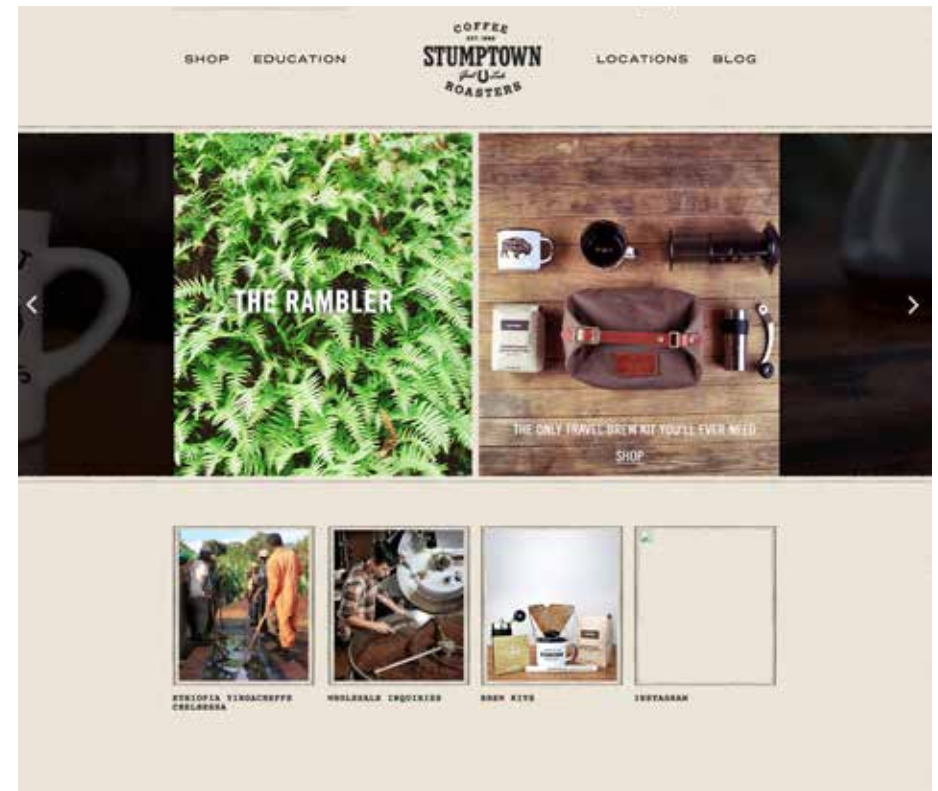
Primary

Hoboken Coffee Roasters
hobokencoffee.roasters.com



- Simple site
- Same message
- Located in Oklahoma

Stumptown Coffee Roasters
stumptowncoffee.com



- Have multiple locations, including Seattle
- Focuses on community

COMPETITORS

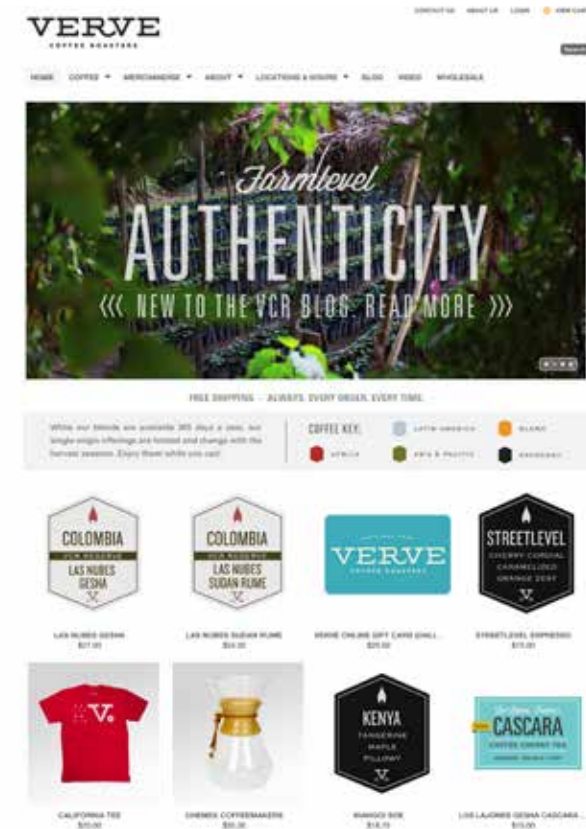
Secondary

Slate Coffee Roasters
slatecoffee.com



- Provides a social media feed
- Located in Seattle

Verve Coffee Roasters
vervecoffee.com



- Offers many different blends
- Focuses on high quality







