

[HOME](#)[COFFEE](#)[TEA](#)[SHOP](#)[CONTACT US](#)

# HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent lorem ipsum dolor sit amet, consectetur adipiscing

ipsum dolor  
praesent  
consect  
amet.



## MENU

[CLICK TO VIEW](#)[COFFEE](#)[TEA](#)[FOOD](#)

## BRIDGEHEAD REWARDS

### How it Works

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi.

[JOIN NOW](#)



Search

HOME

COFFEE

TEA

SHOP

CONTACT US

# HOME



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.



# TEA

<sup>®</sup> Search[HOME](#)[CONTACT US](#)

# HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, nec odio. Praesent lorem dolor sit amet, consectetur

if



**BLACK TEA**  
**PU'ERH TEA**  
**OOLONG TEA**  
**GREEN TEA**  
**WHITE TEA**  
**HERBAL**  
**DECAF**

RIDGEHEAD  
REWARDS

How it Works

em ipsum dolor sit amet, tur adipiscing elit. Integer nec aresent libero. Sed cursus ante apibus diam. Sed nisi.

[JOIN NOW](#)



# COFFEE

<sup>®</sup> Search[HOME](#)[CONTACT US](#)

## HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, nec odio. Praesent lorem dolor sit amet, consectetur

if



### DARK

FRENCH ROAST  
MEXICAN DARK

NICARAGUAN DARK  
SUMATRAN

### MEDIUM

GUATEMALAN  
HONDURAN

NICARAGUAN  
RAFAEL GALVES

### ESPRESSO

MEXICAN  
CUBAN

JAMAICAN  
ITALIAN

RIDGEHEAD  
REWARDS

[How it Works](#)

em ipsum dolor sit amet, tur adipiscing elit. Integer nec aresent libero. Sed cursus ante apibus diam. Sed nisi.

[JOIN NOW](#)



# FOOD



®

Search

•  
HOME

# HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nec odio. Praesent lorem dolor sit amet, consectetur



## SANDWICHES

TURKEY  
HAM

CHICKEN  
VEGGIE

## SOUPS

MUSHROOM  
CHICKEN

TOMATO  
ONION

## BAKERY

MUFFINS  
DONUTS

DANISHES  
COOKIES

CONTACT US

RIDGEHEAD  
REWARDS

How it Works

em ipsum dolor sit amet, tur adipiscing elit. Integer nec aresent libero. Sed cursus ante apibus diam. Sed nisi.

JOIN NOW



# BRIDGEHEAD REWARDS

<sup>®</sup> Search[HOME](#)[CONTACT US](#)

# HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nec odio. Praesent lorem dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante ipsum.

**NAME:****EMAIL:****PHONE:**[JOIN](#)[JOIN NOW](#)

## RIDGEHEAD REWARDS

[How it Works](#)

em ipsum dolor sit amet, tur adipiscing elit. Integer nec aresent libero. Sed cursus ante apibus diam. Sed nisi.



Search

HOME

COFFEE

TEA

SHOP

CONTACT US

# COFFEE



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero. Sed cursus ante  
dapibus diam. Sed nisi. Nulla  
quis sem at nibh elementum  
imperdiet. Duis sagittis  
ipsum. Praesent mauris.  
Fusce nec tellus sed augue  
semper porta. Mauris massa.  
Vestibulum lacinia arcu eget  
nulla. Class aptent taciti  
sociosqu ad litora torquent  
per conubia nostra.





Search

HOME

COFFEE

TEA

SHOP

CONTACT US

# TEA

Lore ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero.





Search

HOME

COFFEE

TEA

SHOP

CONTACT US

SHOP



CLICK ON ITEMS TO ADD  
TO SHOPPING CART



COFFEE

MEDIUM TO FULL MEDIUM

DARK TO VERY DARK

SINGLE ORIGINS

ESPRESSO

BLENDS

DECAFS

SUBSCRIPTIONS

COFFEE SAMPLE PACKS

COFFEE ~ WHOLESALE



TEA

BLACK TEA

PU'ERH TEA

OOLONG TEA

GREEN TEA

WHITE TEA

HERBAL

DECcaf

TEA SAMPLE PACKS

TEA ~ WHOLESALE



MERCHANDISE

SEND EGIFT

GIFT CARDS

GIFT BOXES & SAMPLERS

CHOCOLATE & COOKIES

MUGS & CUPS

COFFEE BREWERS &

TOOLS

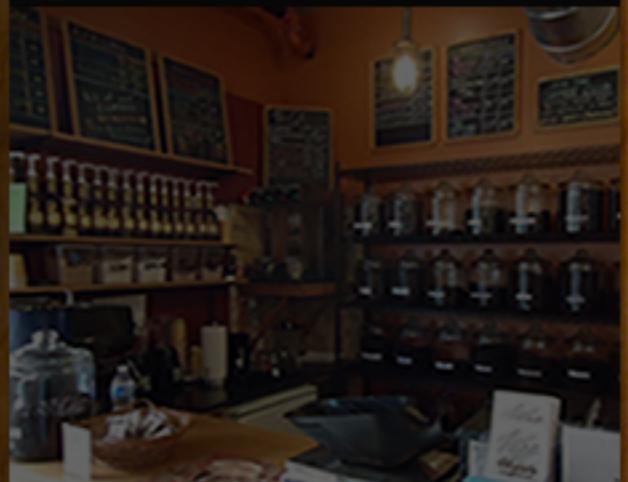
TEAPOTS & TOOLS

WHOLESALE

CHECK OUT



# CHECK OUT

<sup>®</sup> Search[HOME](#)[SHOP](#)

CLICK ON ITEMS TO ADD  
TO SHOPPING CART

## YOUR ITEMS:



## MERCHANDISE

[SEND EGIFT](#)[GIFT CARDS](#)[GIFT BOXES & SAMPLERS](#)[CHOCOLATE & COOKIES](#)[MUGS & CUPS](#)[COFFEE BREWERS &](#)[TOOLS](#)[TEAPOTS & TOOLS](#)[WHOLESALE](#)[PAYMENT OPTIONS](#)[CHECK OUT](#)

[HOME](#)[COFFEE](#)[TEA](#)[SHOP](#)[CONTACT US](#)

## CONTACT US

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

EMAIL: [inquire@bridgehead.ca](mailto:inquire@bridgehead.ca)

PHONE: 1.613.231.5488

ADDRESS: 130 Anderson St.  
Ottawa, ON  
K1R 6T7



## Categories

**Users who do not intend to buy anything:** These users visit the site with no intention of making any purchases. They are visiting the site for the purpose of entertainment or curiosity.

**Users who intend to buy something:** These users visit the site with the intention to make a specific purchase. They are only interested in the online shopping feature of the site.

**Users who want to gain information about the company:** These users visit the site with hopes to answer a question they have about the company or its products.

## Persona Descriptions / User Stories

**User who does not intend to buy anything:** Marcus

Marcus is a middle-aged man who is enjoying a coffee in the Bridgehead cafe, when he decides to connect to the free wifi provided by Bridgehead. When he signs in to the wifi, he is automatically redirected to the Bridgehead website. He is in no rush, so he decides to take a look at the site. He is immediately unimpressed with the site, as the first impression is not a very good one. First of all, he finds the website is very dark. He also feels the logo is too small and not very attractive. Overall, he does not like the feeling that he gets from the site. He thinks the background image is too fancy and distracts from the rest of the site. One of his biggest complaints is that there seems to be two different rows of tabs, making the navigation very confusing. He finds navigating through the site very frustrating, as it is never obvious how to get to where he wants to go. He finds the site has way too much going on and there are too many buttons. After 3 minutes of looking at the site, Marcus has had enough and exits the site. In fact, he is so upset that he exits the cafe.

**Users who intends to buy something:** Cheryl

Cheryl is a teenage girl looking to purchase some tea for her and her friend Bethany. Upon opening the site, she is immediately unimpressed with the appearance of the site and is not quite sure where to begin. It is not very obvious where she can purchase her tea as the home page is scattered with all kinds of different elements. After about 15 seconds of scanning the page, she notices the “shop” button, and clicks it. Cheryl is actually quite impressed with the fly down menu including a coffee, tea and merchandise column. She looks under the tea column and hits the black tea button. It takes her to a new page (with another long loading time) and is once again unimpressed. She is introduced to all kinds of different tea that she has never heard of. There are corresponding pictures of the tea but those just upset her more because they all look almost identical, and are really quite pointless. She also finds it inconvenient that she can only purchase two different sizes of the tea. Nevertheless, she adds tea to her cart. She likes the shopping cart feature, but does not like the location of the check out button and finds it unattractive. She also would have liked some sort of instruction on how to use Bridgehead’s shopping feature so she didn’t have to figure it out herself. Cheryl doesn’t think her shopping experience was a complete disaster but thought the design made it more difficult for her than it had to be.

**User who wants to gain information about the company: Alfredo**

Alfredo is a 65 year old man who has a passion for coffee. He loves trying out different coffee shops and cafes and learning what they have to offer. Alfredo found out about Bridgehead from a friend, and decides to first check out their website to gain some information about the company before he tries it out. He is immediately unimpressed with the design and layout of the site. He has visited many coffee shop websites in his day and this one was particularly bad. He feels that all coffee shop websites should give off a warm, comforting feeling, and he did not get that from this site. He would have liked to see some sort of introduction to the site on the home page to feel more welcomed. In fact, he feels that the home page was completely useless altogether, and sees nothing that he cares to read. He wishes that there was some information about the food and drinks that they sell on the home page, perhaps even their whole menu, so that he doesn't have to go searching for it. Alfredo then wants to gain information about Bridgehead's coffee. He doesn't like how it is not obvious where he can gain this information. Being an avid coffee shop fanatic, Alfredo likes to join rewards programs, and decides to look into Bridgehead's program. He becomes very frustrated when he can't find any information about it, and assumes that they just don't have one. Alfredo decides to give Bridgehead a call to express his disgust towards their website, but to his anger, he can't seem to find their contact page. After what seemed like forever, Alfredo finally notices the link to the contact page at the very top of the page apart from the rest of the site's main links. Being 65 years of age, Alfredo's eye sight has become quite poor, and he finds the site's print is much too small for his liking. After such a frustrating experience with the website, Alfredo makes a conscious decision to never step foot in a Bridgehead coffee shop for the remainder of his days.

# User Requirements

## Users who do not intend to buy anything

- good color scheme
- not too dark
- attractive design
- attractive Bridgehead logo
- simple background image
- tabs
- one row of tabs
- obvious buttons
- simple design
- few buttons

## Users who intend to buy something

- obvious to user where to purchase things
- easy access to shop page
- organized categories
- separate category for coffee
- separate category for tea
- separate category for merchandise
- types of coffee organized in categories
- types of tea organized in categories
- types of merchandise organized in categories
- simple instructions on how to purchase items
- shopping cart feature
- check out feature

## Users who want to gain information about the company

- brief introduction to site on home page
- page where they can learn about Bridgehead coffee
- page where they can learn about Bridgehead tea
- immediate access to a menu
- separate menu section for coffee products
- separate menu section for tea products
- separate menu section for food products
- immediate access to information about rewards program
- simple way to join rewards program
- obvious where user can find contact information
- email for user to contact
- phone for user to contact
- address for user to contact

# **Design Rational**

## **Home Page**

- improved Bridgehead logo at top of page for good, welcoming first impression
- search bar to help find specific information that can be hard to find by yourself
- home tab for easy access to home page
- on-page tab effect to indicate what page the user is on
- dot indicating user is on home page to further help the user know what page they are on
- large title saying “Home” to introduce the user to the page
- brief introduction to site to give the user an idea of what to expect from the site and how they can use it, and to make them feel welcomed
- image of coffee mug to set warm, calming tone for the user
- menu in center of page for easy access
- menu button for coffee (fly out menu when button is clicked) for users to see exclusively coffee items without leaving the home page
- menu button for tea (fly out menu when button is clicked) to see exclusively tea items without leaving the home page
- menu button for food (fly out menu when button is clicked) to see exclusively food items without leaving the home page
- information on rewards program to inform the user on how the rewards program works
- “Join now” button for rewards program so it is clear to the user where to sign up
- fly out page for rewards program so they can sign up for the program without leaving the home page

## **Coffee Page**

- improved Bridgehead logo at top of page to maintain good impression
- coffee tab for easy access to coffee page
- on-page tab effect to indicate what page the user is on
- dot indicating user is on home page to further help the user know what page they are on
- large title saying “Coffee” to introduce the user to the page
- information about Bridgehead coffee for the user to learn everything they need to know about the coffee
- images of coffee to relate to the purpose of the page and to add to visual appeal

## **Tea Page**

- improved Bridgehead logo at top of page to maintain good impression
- tea tab for easy access to tea page
- on-page tab effect to indicate what page the user is on
- dot indicating user is on home page to further help the user know what page they are on
- large title saying “Tea” to introduce the user to the page
- information about Bridgehead tea for the user to learn everything they need to know about the tea
- images of tea to relate to the purpose of the page and to add to visual appeal

## **Shop Page**

- improved Bridgehead logo at top of page to maintain good impression
- shop tab for easy access to shop page
- on-page tab effect to indicate what page the user is on
- dot indicating user is on home page to further help the user know what page they are on
- large title saying “Shop” to introduce the user to the page
- brief instructions how to add items to cart for user clarity
- Coffee shopping column to isolate different coffee products
- Tea shopping column to isolate different tea products
- Merchandise shopping column to isolate different merchandise products
- images corresponding to each different column to provide clarification of what product each column is related to
- “Check out” button at bottom of page so user can easily purchase their products when they are done shopping

## **Contact Us Page**

- improved Bridgehead logo at top of page to maintain good impression
- contact us tab for easy access to contact us page
- on-page tab effect to indicate what page the user is on
- dot indicating user is on home page to further help the user know what page they are on
- large title saying “Contact Us” to introduce the user to the page
- brief information on how the user can contact Bridgehead for user clarity
- email option for users that want to contact via computer
- phone option for users that want to contact via phone
- address option for users to contact via letter
- images of happy coffee baristas to send users the message that Bridgehead is welcoming to your issues

# BRIDGEHEAD

SEARCH

HOME COFFEE TEA SHOP CONTACT US

HOME

MENU

REWARDS

COFFEE

TEA

FOOD

JOIN

[Image]

# BRIDGEHEAD

SEARCH

HOME COFFEE TEA SHOP CONTACT

HOME FLYOUT MENU

REWARDS

[Image]

JOIN

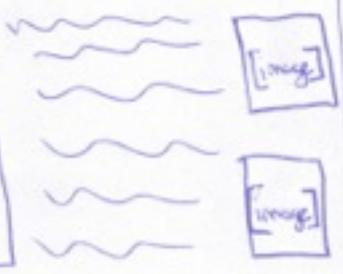
# BRIDGEHEAD

SEARCH

HOME COFFEE TEA SHOP CONTACT

COFFEE

[Image]



# BRIDGEHEAD

SEARCH

HOME COFFEE TEA SHOP CONTACT

TEA

[Image]



# BRIDGEHEAD

SEARCH

HOME COFFEE TEA SHOP CONTACT

SHOP

COFFEE TEA MERCHANDISE

[Image]



CHECK OUT

# BRIDGEHEAD

SEARCH

HOME COFFEE TEA SHOP CONTACT

CONTACT US

[Image]

[Image]

EMAIL

PHONE

ADDRESS

## Image Sources

[http://en.wikipedia.org/wiki/Wikipedia:WikiProject\\_Food\\_and\\_drink/Beverages\\_Task\\_Force/Coffee\\_and\\_Tea\\_task\\_force](http://en.wikipedia.org/wiki/Wikipedia:WikiProject_Food_and_drink/Beverages_Task_Force/Coffee_and_Tea_task_force)

<http://en.wikipedia.org/wiki/Coffee>

[http://commons.wikimedia.org/wiki/File:Coffee\\_time](http://commons.wikimedia.org/wiki/File:Coffee_time)

[http://commons.wikimedia.org/wiki/File:Coffee\\_Beans](http://commons.wikimedia.org/wiki/File:Coffee_Beans)

<http://pixabay.com/en/photos/cup%20of%20coffee/>

[http://commons.wikimedia.org/wiki/File:Dark\\_roasted\\_espresso\\_blend\\_coffee](http://commons.wikimedia.org/wiki/File:Dark_roasted_espresso_blend_coffee)

<http://en.wikipedia.org/wiki/Tea>

[http://upload.wikimedia.org/wikipedia/commons/7/76/Black\\_tea](http://upload.wikimedia.org/wikipedia/commons/7/76/Black_tea)

[http://en.wikipedia.org/wiki/Mishloach\\_manot](http://en.wikipedia.org/wiki/Mishloach_manot)

[http://commons.wikimedia.org/wiki/File:Czech\\_barista\\_Petra\\_Vesel%C3%A1,\\_Mistr\\_K%C3%A1vy\\_%C4%8CR\\_2005,\\_2007\\_preparing\\_coffee](http://commons.wikimedia.org/wiki/File:Czech_barista_Petra_Vesel%C3%A1,_Mistr_K%C3%A1vy_%C4%8CR_2005,_2007_preparing_coffee)

[http://commons.wikimedia.org/wiki/File:Barista\\_COSTA\\_COFFEE](http://commons.wikimedia.org/wiki/File:Barista_COSTA_COFFEE)