

Website Needs & Goals

For Pot of Gold Coffee Roasting Co.

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Project Summary

State general project information and goals for the site design. This should be an overview of the project as a whole.

1. What is the basic overview of the project?

The goal is to redesign an existing website. The company is called Pot of Gold Coffee Roasting Co. It is based in British Columbia, Canada, and it is a small, family-owned business. The current website is [www. http://potofgoldcoffee.com/](http://potofgoldcoffee.com/).

2. What is the single purpose of the site?

The purpose of the site is to introduce potential customers to the company, show them what the company offers, and give them ways to place orders or contact the company.

3. What are the secondary goals of the site?

The company provides general-interest information about coffee in general, such as how to brew it, where it grows, and how it is roasted. This information could appeal to both existing and new customers.

Audience Profile

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information.

1. Who is your target audience? Choose a typical user (attributes to include are occupation, age range, gender, Internet connection, online frequency/activities, etc.).

The typical user is a Canadian citizen who drinks coffee on a regular basis. These users include people who like to brew coffee at home, and small, professional companies that brew coffee for their customers, such as offices and bed-and-breakfast establishments.

Their customers tend to skew older, and they are fairly affluent, since they're able to maintain a coffee subscription that costs at least \$35 for each package (the company has a two-pound minimum, with each pound costing \$17 on average).

These customers are interested in supporting local companies, and they value a high degree of customer service that is seldom offered by large companies. They are extremely loyal, and Pot of Gold reports that their customers pass on their allegiance to their families; they have children and grandchildren of original customers who order their coffee.

2. What is a typical task the user might perform on the site? (register, log on, search for information, buy a specific product, send their e-mail address, call for more information, etc.)

Existing customers have little use for the site. Once they become a customer, they phone or email Pot of Gold directly. The company sends out a hard-copy newsletter with their coffee shipments, so existing users have little reason to go back to the site.

The site is most useful for new customers who want to get to know the company without having to pick up the phone, or send an email. They should be able to get a feel for what the company does, see it's offerings, and then place an online order without any hassel.

3. What do you want them to think, feel and do while visiting your site?

Pot of Gold is a charming, old-fashioned company that does everything by hand, and it's a unique way for Canadians to support a local business. I want the website to portray this charm, but to also look professional to new customers. It should give new customers the sense that they're buying a high quality product in the best way possible, and that it will be a long and wonderful relationship for both parties.

4. What adjectives can be used to describe the way the website should be perceived by the target audience?

Charming, professional, and personal.

Communication Strategy or How will you convince the target audience?

1. What is the overall message you are trying to convey to your target audience? (informative, secure, reliable, efficient, entertaining, etc.)

We want to show people that there's another way to buy coffee that feels more rewarding than simply buying it in the store. They will get a higher quality product at a great price, that is produced by hand locally.

2. How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.)

The design will be clean, bright, and cheerful, but grounded too. We'll use serif fonts to convey the sense of stability and age of the company, and a script typography to communicate the handmade aspects of the company. The color palette will be bright and cheerful, with some rich reds and browns mixed in to evoke the connection to coffee.

3. What are some specific visual goals the site should convey?

The current site feels extremely amaturish, and it doesn't convey the quality that this company offers, so the visuals must be professional without coming across as cold. I want it to represent a digital storefront that takes the warmth of an inperson experience and translates that to a website.

4. How will you measure the success of the site?

If the visitors spend more time on the site, and it results in the placement of more first-time orders from new customers.

Competitive Positioning

Or How the website will differ from the competition and the factors that will make it a success. (Specify name and url of at least 2 competitor sites you compared.)

1. Who is the competition?

Their main competition isn't really found online, but rather in the grocery store. They need to persuade people who currently buy coffee with their groceries, that it will be better to purchase it through their company, and have it delivered in the mail.

I did look at dozens of websites for coffee roasting companies however, and the biggest advantage that other websites have is 1) a professional design and 2) a better shopping cart system.

Great Lakes Coffee (www.greatlakescoffee.com) has a clean, professional site with a nice mix of photos and illustrations. That's a big weakness for Pot of Gold - they have no professional photos, and way too many small, amateur shots that look bad.

Cafe Ibis (<https://caffeibis.com/>) has a unique color scheme that sets it apart from the rest, which often rely on dark colors too often. It proudly proclaims it's family-owned origins, and just based on the websites alone, I'd feel more comfortable ordering from Ibis over Pot of Gold.

2. How will this website be different from the competition?

Coffee sold in grocery stores is cheaper, and easier to purchase initially. However, Pot of Gold sends coffee on a regular subscription basis, so there is the benefit that customers will never have to worry about running out. With a standing order of at least two pounds, the company will ship the coffee free.

3. What specifically does the competition do/use that your site will incorporate?

The competition makes better use of photographs and graphic elements to draw the customers in. My main goal is to elevate Pot of Gold to this same level.

4. If redesigning a site, what areas of the current site are successful and why?

The copy within the site is actually quite interesting, so I'll use a better layout to highlight the coffee-related articles on the homepage. I'll also incorporate their coffee-pot logo, some select photos, and the welcome illustration on their homepage.

Targeted Message

State a word or phrase that will appropriately describe the site once it is launched.

A local company offering a quality, handmade product.