



*finding the perfect cup of joe*

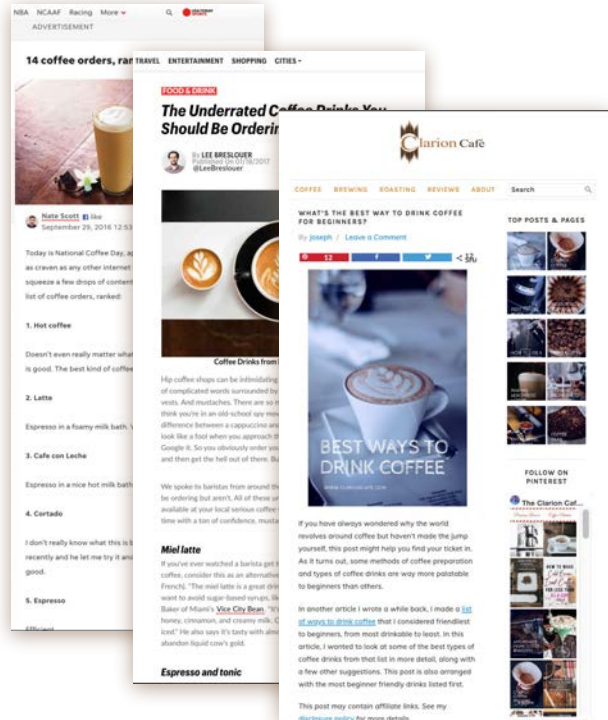
Rachel Tse



*Help users identify what coffee beverage they should order based on nutritional value and personal preferences.*

**PURPOSE**

# COMPETITORS



## blog articles

### Pros

- Answers “what to order?”
- Very detailed
- Written by coffee experts
- Clean, white design

### Cons

- No interactivity
- Text heavy
- Black on white

# DISCOVER

---

## *tech requirements*

HTML | CSS | JS | PHP (with SQL Database)  
Coffee Drink Data

## *project goals*

- Reduce decision making time
- Simplify and organize coffee drink information
- Educate users about coffee drinks





# USER RESEARCH

---

## *findings*

- Sugar
- Milk
- Caffeine

Ideal users are beginner drinkers who like to go out for coffee rather than make their own.

# PERSONAS

---



*karen lopez*

Age: 21

Occupation: Student and Intern at a SMB

- Likes to drink coffee 4-5 times a week
- Can drink black, but enjoys espresso drinks
- Likes to drink for work and socializing



*arnold stone*

Age: 55

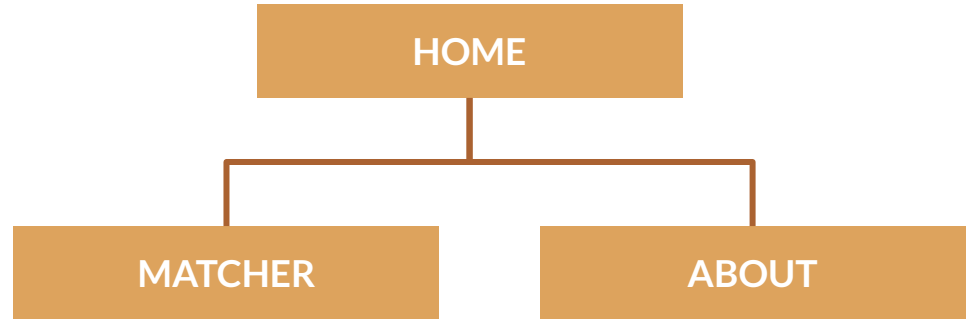
Occupation: Full-Time Regional Manager

- Likes to drink coffee 5-7 times a week
- Mostly enjoys making his own black coffee
- Likes to drink to relax after work

# SITEMAP

---

Coffee For You is meant to be simple and easy, so the site has all the content on one page.



# HEADLINE ONE

*subheader text*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



## CLEAN

informational

*new/fresh*

organized



Whipped Cream

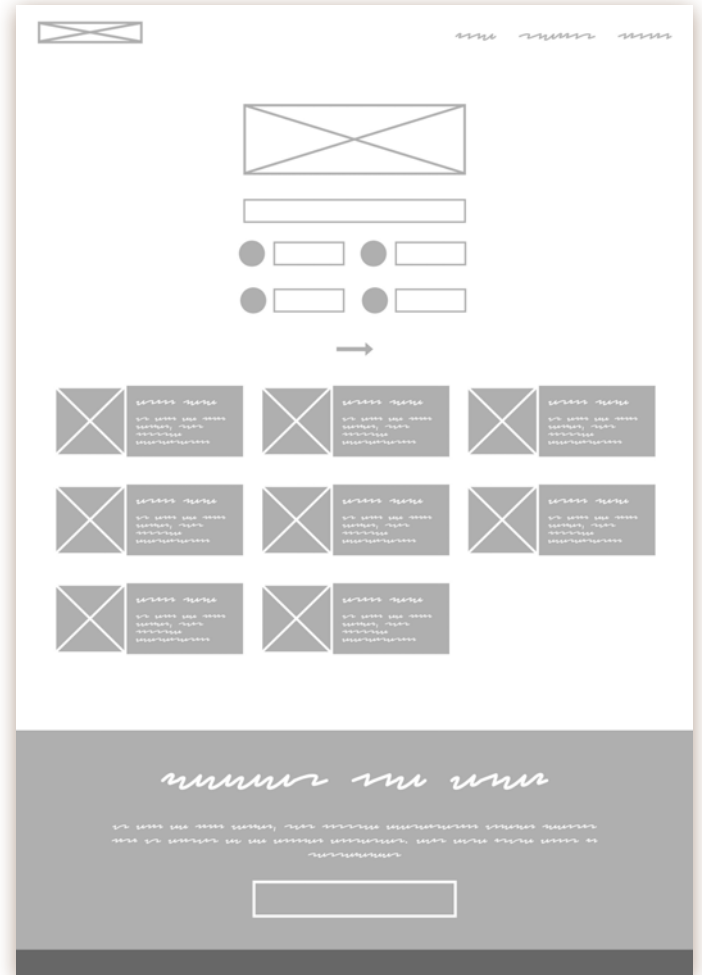


Milk Foam Top





# WIREFRAME



# PROTOTYPE

