CaffeineClicks

E Commerce Website Planning Document

Designed & Developed by Joshua Gross

Project Overview

Caffeineclicks is a modern and stylish e-commerce platform designed for coffee enthusiasts to discover, shop, and subscribe to premium coffee blends. The platform aims to combine a sleek, user-friendly interface with curated recommendations to create a personalized coffee-shopping experience.

Target Audience - Demographics

Coffee consumption by age group

Ages 18–24:
- Approximately 47% of individuals in this age group consume coffee daily.

Ages 25–39:
- Around 70% report drinking coffee daily, reflecting a 4.5% increase from previous data.

Ages 40–59:
- Approximately 69% consume coffee daily, also marking a 4.5% rise.

Ages 60 and above:
- About 73% of individuals in this group drink coffee daily, showing a notable 9% increase.

Source Link

Target Audience - Demographics

Important Observations

Millennials (25–39 years old): This group is a significant driver of online coffee purchases, valuing specialty brews and unique flavors.

Generation Z (18–24 years old): While their overall coffee consumption is steady at 47%, their interest in innovative and specialty coffee products is growing.

Older Adults (60+ years old): This demographic has seen a notable increase in coffee consumption, with past-day consumption rising from 67% to 73%.

Consumption Habits:
- Approximately 66% of Americans drink coffee daily, with 43% preferring specialty coffee—a 20% increase since January 2021.
- Specialty coffee consumption has risen, with 57% of adults enjoying a specialty coffee in the past week.

Project Objectives

Business Objectives:

Increase Sales: Drive online purchases of coffee beans and merchandise with a seamless and intuitive checkout process.

Expand Customer Base: Attract coffee enthusiasts from diverse age groups, focusing on tech-savvy millennials and Gen Z.

Build Brand Loyalty: Implement product recommendations, brewing strategies, and a coffee subscription service.

Promote Brand Identity: Position the brand as modern, hip, and community-driven through vibrant design and engaging content.

Project Objectives

UX/UI Objectives:

Ensure Seamless Navigation: Design an intuitive user interface with easy filtering and sort through (roast levels, origin, bean type).

Create Visual Appeal: Use a modern aesthetic with a warm, earthy palette, high-quality images, and playful micro-interactions.

Optimize for Mobile: Deliver a fully responsive experience, ensuring fast loading and smooth shopping on mobile devices.

Enhance Accessibility: Ensure ADA compliance with proper alt texts, legible fonts, and clear color contrasts.

Interactivity: Implement interactions that increase user engagement and ease the online product shopping process.

User Research & Insights: Personas

Sarah Johnson:

Goals

Sarah's ultimate goal is to discover high-quality coffee beans that consistently provide a delightful coffee experience.
She wants to enjoy a rich, flavorful cup of coffee every morning without any disappointments.
Additionally, she aspires to explore a variety of unique coffee flavors and profiles to enhance her coffee-loving journey.

Quote

Drinking a cup of coffee is a regular routine for me because it helps me get through each day.

Demographic

Female   35   years
Long Beach, California
Married
$85,000
Work Field: Financial

Background

Sarah grew up in California and his lived there her whole life. She enjoys the little things like spending time with friends, eating out at restaurants, and trying new hobbies. She became a coffee enthusiast in her teen years because it always gave her the energy she needed to start her day. She enjoys all kinds of coffee from hot to cold brews and she's always open to trying new flavors.

Technology

Motivations
- Access to a wide range of high-quality coffee beans that align with her taste preferences.
- Consistent flavor in every cup.
- A curated selection of unique coffee flavors to explore.

Frustrations
- Wasting money on coffee beans that don't meet expectations.
- Lack of consistency in flavor and freshness of coffee beans.
- Not able to find coffee brands that suit her taste preferences.

Browsers
Chrome   Safari

Brands and influencers

Channels
Smartphone   Smart watch   Laptop
Google   Spotify   Netflix
Zoom   Email   Twitter
LinkedIn   YouTube   Instagram
Facebook   Employees   Bank

Carl Clark:

Goals

Carl wants to discover exceptional coffee beans that offer a wide range of flavors unique to different regions.
He aims to elevate his coffee brewing skills and create a cafe-like experience in the comfort of his home.

Quote

"Life begins after coffee, and every cup is a journey to the perfect blend of bliss."

Background

Carl grew up in Seattle, Washington and has lived there ever since. He enjoys drinking the highest quality of coffee available. He has tried many different brands but he hasn't found one that really stands out. He wants to purchase coffee from brands that gives him a variety of options to choose from.

Demographic

Male   66   years
Seattle, Washington
Married
$100,000
Work Field: Healthcare

Motivations
- Access to a diverse selection of high-quality coffee beans from around the world.
- Delicious and personalized coffee flavors tailored to his taste preferences.
- Recreate the coffee shop experience in the comfort of his home.

Frustrations
- Limited variety of coffee options locally.
- Inconsistent quality and taste of store bought coffee.
- Not being able to replicate the same "coffee shop" experience at home.

Technology

Browsers
Chrome   Internet Explorer

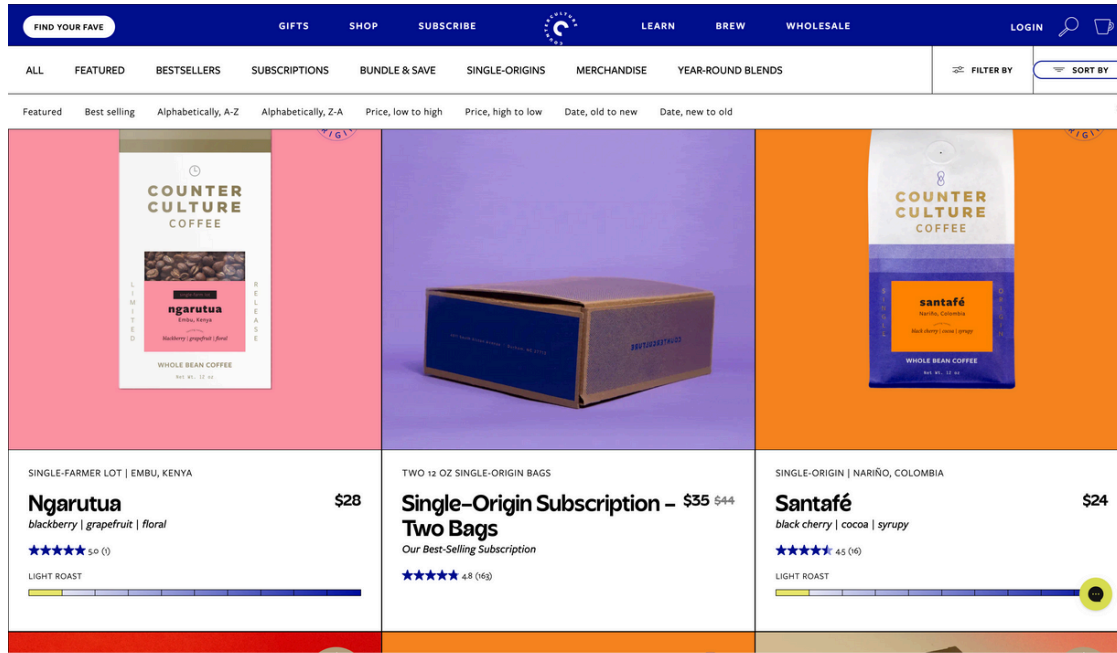**Brands and influencers**

Channels
Smartphone   Laptop   Google
Email   Twitter   Facebook
Employees

User Research & Insights: Competitor Analysis

Competitor 1: Counter Culture Coffee

Mobile Responsive: Offers a fully responsive experience for smartphone and tablet devices.
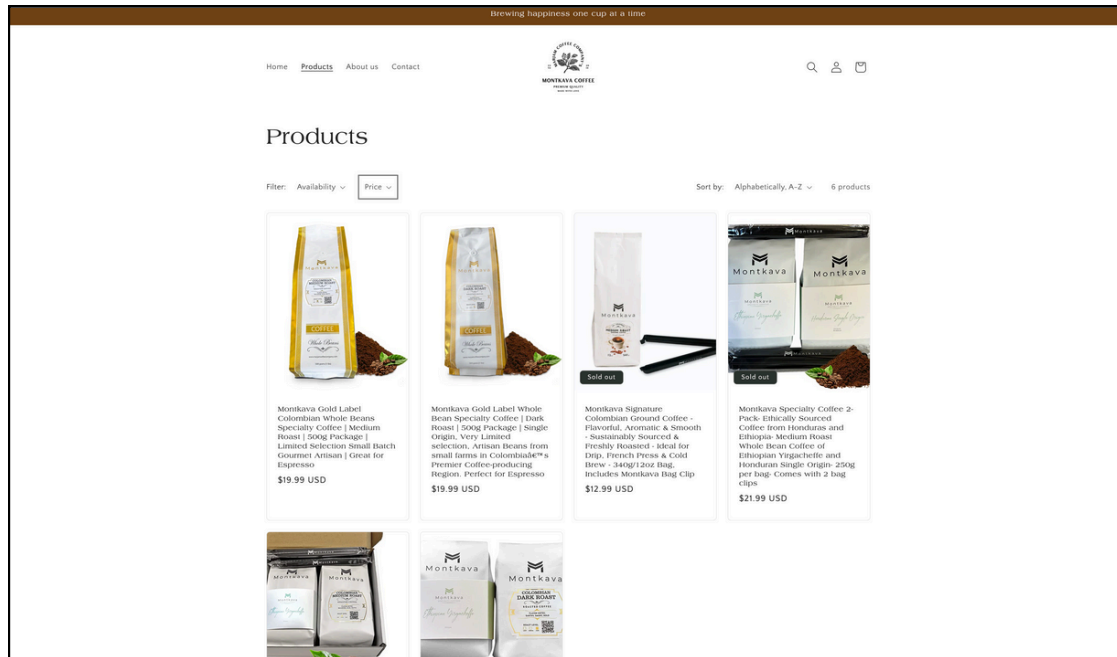
Visual Appeal: Modern & fun brand aesthetic and component styles used for the website.

Subscription Service: Well designed subscription page showing different product packages.

Curated Quiz: Curated coffee quiz for users to find specific products that they would enjoy.

User Research & Insights: Competitor Analysis

Competitor 2: Montkava Coffee

Mobile Responsive: Offers a fully responsive experience for smartphone and tablet devices.
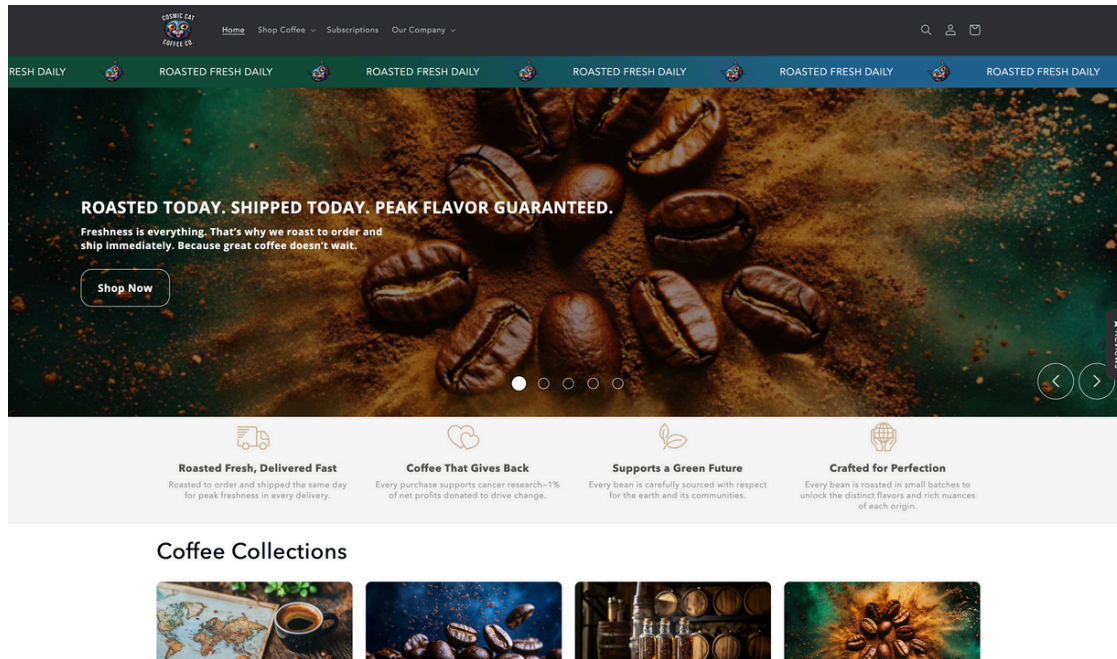
Visual Appeal: Modern & simplistic brand aesthetic used for the website. Images are high quality.

Best Selling Products: Featured products are displayed on the home page for users to discover and purchase.

User Account: Allows users to create personal user accounts for easy purchase tracking & personalized recommendations.

# User Research & Insights: Competitor Analysis

Competitor 3: Cosmic Cat Coffee

Mobile Responsive: Offers a fully responsive experience for smartphone and tablet devices.

Visual Appeal: Modern & bold brand aesthetic used for the website. Images are high quality, brand icons and components remain consistent.

Product Categories: Sectioned and organized by collections, best sellers, premium blends, origin type, & subscriptions.
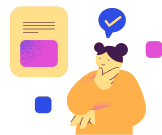
Interactivity: Image slider, sub nav links included.

User Journey and Flow
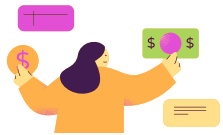
Awareness

- Clicks on an ad, blog post, or social media link.
- Lands on the homepage or a product page.
- Scrolls to explore featured products and brand story.

Consideration

- Uses filters to explore light, medium, and dark roasts.
- Reads reviews and customer feedback.
- Takes the "Find Your Perfect Coffee" quiz.
- Adds products to the cart but might not purchase yet.

Purchase

- Adds coffee bags or subscriptions to the cart.
- Completes the checkout process quickly and smoothly.
- Receives a confirmation email with tracking details.
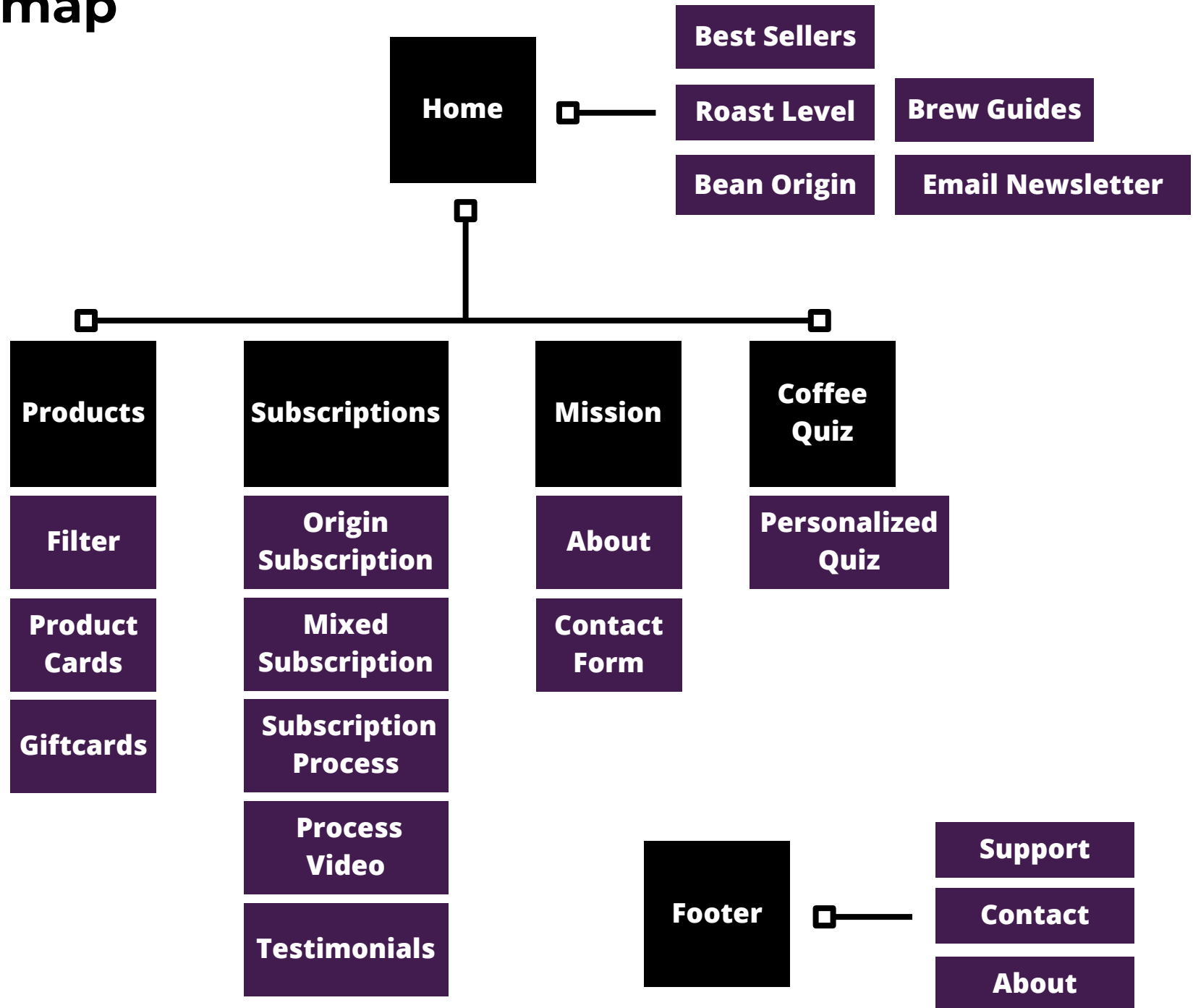
Engagement

- Shares a review or posts about their coffee on social media.
- Engages with the brand through email newsletters and social media.
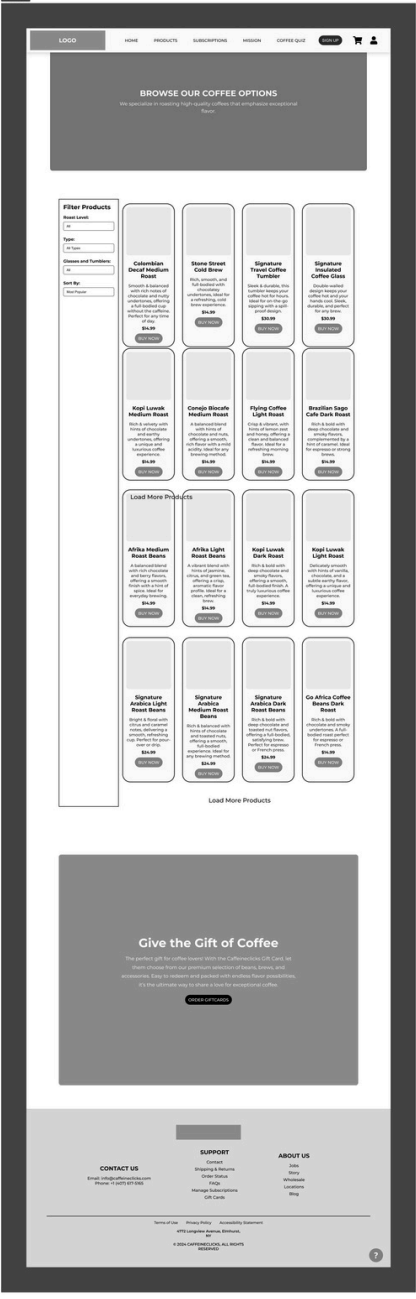- Joins a referral program to earn rewards.

Renewal

- Renews or upgrades their coffee subscription.
- Tries a new blend or limited-edition product.
- Becomes a long-term customer and brand advocate.

Sitemap

Home
- Best Sellers
- Roast Level
- Bean Origin
- Brew Guides
- Email Newsletter

Products
- Filter
- Product Cards
- Giftcards

Subscriptions
- Origin Subscription
- Mixed Subscription
- Subscription Process
- Process Video
- Testimonials

Mission
- About
- Contact Form

Coffee Quiz
- Personalized Quiz

Footer
- Support
- Contact
- About

Wireframes

Brand Element Ideas

CaffeineClicks

FAFAFA
2A9D8F
0D0A0B
E78F51

Heading 1 - Poppins Bold

Heading 2 - Poppins Medium

Body Copy - Noto Serif - Regular

Button   Button

Footer Links   Footer Links

Images

"Fuel Your Day with Every Click"

CaffeineClicks

FAFAFA
783F00
E1C3B4
25201C

Heading 1 - Arvo Bold

Heading 2 - Arvo Regular

Body Copy - Yrsa

Button   Button

Footer Links   Footer Links

Images

"Where Every Click Brews Happiness!"

CAFFEINECLICKS

FAFAFA
C08552
0D0A0B
88292F

Heading 1 - Fjalla One

Heading 2 - Fjalla One

Body Copy - Ubuntu Condensed

Button   Button

Footer Links   Footer Links

Images

"Your Digital Destination for Coffee Bliss!"

Final Brand Elements

MAIN LOGO

CAFFEINECLICKS

COLOR PALLETE

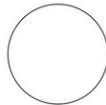| GREEN	BROWN	ORANGE	BEIGE	WHITE
#183A1E	#5C2C0C	#FF6600	#E3DECA	#FFFFFF

BRAND STYLE

FONTS

MONTSERRAT BOLD

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

MONTSERRAT MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVW
XYZ