

Vista Coffee Project



Interface Design Document (Steps 2 and 3)

JMA 545

Kellyn von Arx

Step 2: Research | User | Competitor Analysis

Interface Design Document

Competitor Analysis

A. Since our plan right now is to get local churches to purchase and support our mission, our biggest competitors are “big box” stores like Costco and Sams Club. Beyond those stores, there are several organizations with similar ideas to ours, so in addition, I looked at these sites to assess what we hope to grow into and how to reach churches and individuals beyond our local bubble.

- “Big Box” stores (Costco, Sams Club, Walmart)
- Local (Pittsburgh) grocery stores (Giant Eagle, Kuhn’s, Shop n Save)
- Local (Pittsburgh) Coffee Roasters (Commonplace Coffee, Building New Hope, Iron Star, La Prima, Kiva Han)
- Similar Mission Based Organizations
 - Coffee: Helping Missions
 - Hope Coffee
 - Coffee 4 Missions
 - Higher Grounds Trading Company
 - Grounds for Change
 - Church + Coffee
 - Presbyterian Coffee Project
 - Mission Bean Coffee
 - Coffee with a Mission

Competitor Analysis (conti.)

B. Since the “big box” stores don’t have dedicated sites for coffee sales, they sell coffee under the “grocery” category of their site, I will look more at the sites of similar coffee/mission organizations. Some common navigation elements on these sites are a shopping cart/online store, for online purchases; an “about” section to help explain the mission behind and reason for the organization; “Newsletter” or “Blog” section, which further describes and provides information and personal stories of the organization.

Most Common

- Shopping Cart / Online Store
- About Us
- Newsletter/Blog
- Support
- Social Media

Competitor Analysis (conti.)

C. Many of the sites look to be build in Bootstrap, large photo on top, followed by a brief description. Logo is found in the upper left corner. Navigation is across the top of the page or right above the home page photo.

- Logo, (most in upper left corner)
- Navigation across the top
- Photos
 - Coffee or latte cups
 - Coffee plants
 - Coffee beans
 - Mission outreach (people, places)
- Colors
 - Brown
 - Green
 - Red

“Big Box” Stores

Costco

Home / Grocery, Household & Pet / Grocery / Coffee & Cocoa / Whole Bean Coffee

View Warehouse Coupons Find a Warehouse Get Email Offers Customer Service

COSTCO WHOLESALE Search Costco Sign In / Register Cart

Shop All Departments Business Center Pharmacy Services Photo Travel Membership Locations

Filter Results [Clear All](#)

Category Popular Products

Select a Different Category

< Grocery

< Coffee & Cocoa

Whole Bean Coffee

Price

- \$25 - \$50 (28)
- \$50 - \$100 (2)
- \$100 - \$200 (1)

Brand

Case Count

Decaffeinated

Form

Sort by: Price (High to Low) Showing 1-31 of 31

Products shown:

- Ruta Maya® Organic Dark Roast Coffee 5 lb. Bag (4.8 stars, 148 reviews)
- Ruta Maya® Organic Medium Roast Whole Bean Coffee 5 lb. (4.8 stars, 72 reviews)
- San Francisco Bay French Roast Whole Bean Coffee 3 lb. / 2 pack (4.8 stars, 57 reviews)
- Magnum Jamaica Blue Mountain Blend Whole Bean (4.8 stars, 113 reviews)

Score a tailgate touchdown. 36-ct. packs.

Your Lists Sams's Club Credit Easy Reorder Join Renew

Your club West Mifflin, PA Your account Sign In Cart

Shop by department Business tools Member services Halloween Shocking Values Gift Cards

Want first look at our holiday savings? Download the Sams's Club App

Grocery Canned & Packaged Foods Coffee, Tea & Cocoa

Ground & Instant Coffee

Showing 1-48 of 124 All Online In club Sort by top selling

Departments

- Canned & Packaged Foods
- Coffee, Tea & Cocoa
- Ground & Instant Coffee

Brand

- Folgers (28)
- Nature's Coffee Kettle (15)
- McCullagh (14)
- Starbucks (12)
- Community Coffee (7)
- Cameron's (5)
- Maxwell House (4)
- Seattle's Best (4)
- Boyer's Coffee (2)
- Wolfgang Puck (2)
- Arabica (2)
- Gold Medal (2)
- Java One (2)
- Moon Pie (2)
- Yuban (2)
- Bright and Early (1)

Products shown:

- Instant Savings** Folgers Classic Roast Ground Coffee (48-oz.) \$7.98
- Instant Savings** Folgers Custom Roast Ground Coffee (48-oz.) From \$6.98
- Top Rated** Dunkin' Donuts Ground Coffee (40-oz.) \$16.98
- Best Seller** Folgers Custom Roast Ground Coffee (48-oz.)
- Top Rated** Folgers Custom Roast Ground Coffee (48-oz.)
- Best Seller** Maxwell House Mountain Blend Whole Bean Coffee

Sams Club

Local Pittsburgh Coffee Roasters

KIVA HAN COFFEE
HOME | BLOG | CUSTOMER INFO | OPEN A CAFE/SHOP | EQUIPMENT SERVICE
CONTACT | COFFEE 101 | EQUIPMENT

the authentic **TEA** experience
Hé Chá starter kit (today)

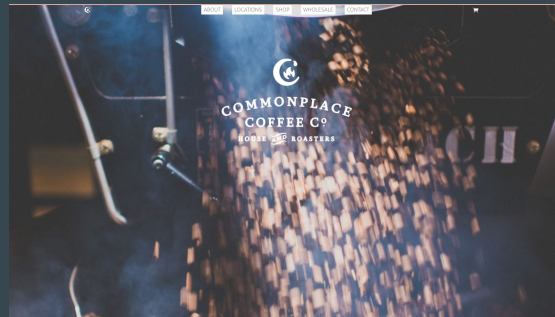
Products
Specialty Coffee
Espresso
Specialty Drinks
Tea
Equipment & Supplies
Specialty Beans
Food
Marketing Materials
On Sale
Kiva Han Coffee
/ Hé Chá Site

Featured Products

Product	Price
Big Train Specialty Coffee	\$12.95
Charlatan Specialty Coffee	\$9.50
Big Train Specialty Coffee	\$12.95
Monin Specialty Coffee	\$7.50

Kiva Han

Commonplace Coffee Co.



Iron Star Coffee

IRON STAR ROASTING COMPANY
WHOLE BEAN COFFEE
412-326-0140

Enhance your customers' experience with the quality and great value our coffee provides. Iron Star's greater coffee selection is available in many sizes and quantities. We have the coffee you need for your business, home, or office. Our coffee is roasted and packaged in a way that ensures the highest quality. Iron Star Coffee offers a variety of products for your business.

- Breakfast
- Specialty
- Espresso

© 2014 Iron Star Roasting Co. | Contact Us

Espresso/Cappuccino Catering
Perfect for any event
Specially priced for home & commercial use
Specialty drinks

SHOP ONLINE
EQUIPMENT & SERVICE
WHOLESALE
ABOUT US
NEWS/BLOG
CONTACT US
BUY A GIFT CARD

1 2 3 4

Copyright © 2014 La Prima Espresso Co. By Tapscott

La Prima

Building New Hope

Building New Hope
About Us | Coffee Project | Education Project | Get Involved | Buy Coffee | **Donate**

Join BHN volunteers, staff, and friends for a "Jing" class on Friday, Nov. 4 from 6:30-8 pm at BNS Yoga at 1113 East Carson Street in the South Side. 100% of proceeds benefit BHN programs. Taught by Mar Novelli.

BNS Yoga Fundraiser Class on Fri. Nov. 4 at 6:30 p.m.
Join BHN volunteers, staff, and friends for a "Jing" class on Friday, Nov. 4 from 6:30-8 pm at BNS Yoga at 1113 East Carson Street in the South Side. 100% of proceeds benefit BHN programs. Taught by Mar Novelli.

Upcoming Events
Philly Organic Farm Market on Wednesdays Oct. 13 and Oct. 26 from 2:30-6:30 p.m.
5th Annual Farm to Table Harvest Tasting on Sat. Nov. 5 from 3-7 p.m.
Vegan Feast Fall Edition on Nov. 5 from 12-7 p.m.
And drink BHN coffee at the Global Link's Dia de los Muertos Celebration on Oct. 22 and ...

© 2014 Building New Hope

Search



Home | My Account | 0 Items (\$0.00)

In Partnership with **Twin Valley COFFEE**

Home | Support a Missionary | Buy Coffee | Fundraising | About Us



100% of the profit from Coffee Sales goes to missionary projects!

For a 12oz bag that comes to \$2.06

50% of the profit supports Biblical Ministries Worldwide's Indonesia project which funds community development projects while spreading the Gospel of Jesus Christ!

50% of the profit goes to the missionary of your choice!

Select a Missionary

\$21,762

Raised since May 5, 2015 in support of BMW Indonesia Project and Missionaries

Buy Coffee

12oz. Bags

5lb. Bags

Single Serve

Biblical Ministries Worldwide has teamed up with *Twin Valley Coffee* to help missionaries all over the world, and provide you with great coffee at the same time!

Twin Valley Coffee has been roasting specialty coffees since 2004. Their air roasted coffee is smooth, full of aroma and flavor. Many of their coffees are sourced through Fair Trade or Direct Trade Relationships to provide sustainable



Search



Home | My Account | 0 Items (\$0.00) | In Partnership with **Twin Valley COFFEE**

Home | Support a Missionary | Buy Coffee | Fundraising | About Us



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Buy Coffee

12oz. Bags

5lb. Bags

Single Serve

Frac Packs 2oz.

Frac Packs 6oz.

Green Beans 1.5lb

Green Beans 10lb

Coffee Mugs

Biblical Ministries Worldwide has teamed up with *Twin Valley Coffee* to help missionaries all over the world, and provide you with great coffee at the same time!

Twin Valley Coffee has been roasting specialty coffees since 2004. Their air roasted coffee is smooth, full of aroma and flavor. Many of their coffees are sourced through Fair Trade or Direct Trade Relationships to provide sustainable support for the farmers who spend countless hours of care and attention to growing the best specialty grade coffees. Their attention to detail is second to none.

Twin Valley Coffee's mission statement, "Excellence Beyond The Cup!"™, is held as the uncompromising standard. After you've had your first cup of *Twin Valley Coffee*, you will be "ruined for the ordinary." Average coffee will no longer be acceptable.



Coffee: Helping Missions

<http://www.coffeehelpingmissions.com/>

Coffee and Products

SOURCED FROM SHG ARABICA
COFFEE PLANTS

CAREFULLY CRAFTED BY
ARTISAN ROASTERS

PROFITS INVESTED TO
ADVANCE THE GOSPEL

[Sign In](#) | [Favorites](#)

Category: [Store](#)

Are you interested in receiving a discount on HOPE Coffee? We offer:

- [Java Club - Monthly Subscription for individuals](#)
- [HOPE Partner discounts for churches, coffee shops and organizations](#)
- Use coupon code "localpickup" to pick up at 8625 La Prada Drive, Dallas Texas 75228



Coffee | Tea



Merchandise



Promotional
Materials

Coffee | Tea

Merchandise

Promotional Materials



HOPE Coffee

<https://www.hopecoffee.com/>



COFFEE 4 MISSIONS

Great Coffee Supporting
the Great Commission

[HOME](#)

[ABOUT](#)

[STARTING A SHOP](#)

[BUY OUR COFFEE](#)

[MISSIONS FUNDRAISERS](#)

[BLOG](#)

[CONTACT](#)



Great Coffee Supporting the Great Commission

Wouldn't it be great if every cup of coffee you served in your church, coffee shop or at home was supporting world missions! Well now it can. Former ... [Read More...]

Coffee 4 Missions

<http://www.coffee4missions.com/>



HIGHER GROUNDS
TRADING COMPANY

Search

SHOPPING CART

SIGN IN

WHOLESALE LOGIN

SHOP | COFFEE | FARMS | CONTACT | ABOUT | COMMUNITY | BLOG | WHOLESALE



EXCEPTIONAL COFFEE FROM A WORLD OF GOOD FRIENDS



DR CONGO: MUUNGANO

A COFFEE FOR HOPE AND HUMAN EQUALITY

SHOP NOW >

SHOP NOW

COFFEE SUBSCRIPTIONS

GIVING BACK

SIGN UP FOR E-NEWS

HG BLOG

[Farmer Stories, Part 3: Jose's Dreams](#)
October 24, 2016

[Farmer Stories, Part 2: Daily Life](#)
October 20, 2016

[Join the 2017 Chiapas Sustainable Coffee Origin Trip](#)
October 10, 2016

[Farmer Stories, Part 1: The Power of a Co-op](#)
October 05, 2016

[Growing Organic Coffee in Chenalho, Chiapas, Mexico](#)

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Higher Grounds
Trading Company

<http://www.highergroundstrading.com/>

Show apps



Grounds for Change
FAIR TRADE • ORGANIC • SHADE GROWN • CARBON FREE



SHOP • LEARN • COMMUNITIES

support • my account • cart

FAIR TRADE ORGANIC

- Coffee Blends
- Coffee Origins
- Coffee Gifts
- Tea & Chocolate
- Merchandise
- **Coffee of the Month**
- Wholesale Coffee
- Coffee Fundraiser
- Annual Membership

About Us...

How your purchase goes for more than just coffee.
[More >>](#)

Donations...

As members of 1% For The Planet, we donate well over 1% of our gross annual sales to social & environmental organizations.

Green America

We are proud members of the Green America Business Network, the original socially responsible business network.



Grounds for Change is a certified organic coffee roaster specializing in 100% Fair Trade Coffee. We roast **Organic Fair Trade Coffee** that is grown in shaded conditions and our **Coffee of the Month Club** is the perfect coffee gift for any occasion. Grounds for Change has a comprehensive **Wholesale Coffee** program for independent coffeehouses, as well as a **Coffee Fundraiser** for organizations. Every single bean we roast is certified Fair Trade Organic coffee.

ON SALE: Autumn Seasonal



Autumn Seasonal
Smooth notes of vanilla, caramel & stone fruit. Save \$1.00/lb.

LIMITED: "Huehuetenango"



Guatemala Huehuetenango
Notes of soft mocha and strawberry with a long finish.

COFFEE OF THE MONTH

Coffee of the Month Club
Coffee Explorer, our Coffee of the Month Club, is the gift that keeps on giving! Enjoy a different coffee each month for 3, 6, 9 or 12 months.
[Complete details >](#)

CARBONFREE® COFFEE

CarbonFree® Certified Coffee
We are the first coffee roaster in the country to complete the rigorous certification process necessary to obtain CarbonFree® Certification.
[Read more >](#)

NEWS & PROMOTIONS

Join Our Email List Today
Enter your email address to receive

CAFE FEMENINO

Cafe Femenino Coffees
These fair trade organic coffees are

Grounds for Change

<http://www.groundsforchange.com>



CHURCH + COFFEE

CHURCH COFFEE SHOULD...

TASTE
GOOD

SUPPORT THE
GREAT
COMMISSION

BE
EASY
TO DO

BUY CHURCH COFFEE

Church + Coffee

Join the Church Coffee Community

<http://www.churchcoffee.com/>

Help survivors and families of Hurricane Matthew. Give now.

Learn More



NEWS & COMMUNICATIONS PROGRAMS & SERVICES STORE I am... I want to... ES 한국어

WHAT WE BELIEVE WHAT WE DO WHO WE ARE RESOURCES GET INVOLVED **Donate**



Presbyterian Coffee Project What your church can do Fair Trade is Good News Order Your Coffee



Home > Compassion, Peace and Justice > Presbyterian Hunger Program > Enough for Everyone > Presbyterian Coffee Project

Presbyterian Coffee Project

Give Now

Small Farmer Fund

Presbyterian Coffee Project

<http://www.presbyterianmission.org/ministries/compassion-peace-justice/hunger/enough/presbyterian-coffee-project/>



GREAT COFFEE FOR THE GREATER GOOD

HOME

ABOUT

GREATER GOOD

DRINK ONE CUP AND HELP FILL A THOUSAND MORE.

Coffee lovers now have even more reason to savor every sip. Because when you purchase Mission Bean Coffee, you not only get to enjoy the rich flavor of some of the world's finest coffee, you'll also be supporting the work of the [People's City Mission](#) in Lincoln, Nebraska.

Proceeds from the sale of Mission Bean Coffee help provide essential services - food, clothing, shelter, healthcare and counseling - to homeless men, single mothers and their children, and the sick and forgotten members of our community.

And, because the Mission has earned the highest rating from [Charity Navigator](#), you can be assured these services are provided as efficiently as possible.

So, enjoy a great cup of Mission Bean Coffee. And support a great cause. What better way to start your day?

Available now at all leading grocery stores.



Buy Now



PEOPLE'S CITY MISSION

JOIN E-NEWSLETTER

DONATE NOW

People's City Mission | 110 Q Street Lincoln NE 68501-0636 | 402.475.1303 | Copyright 2008

Mission Bean Coffee

<http://missionbeancoffee.com>



SUPPORT THE WORK

Support the work in the country of Honduras.
Your prayers, thoughts and coffee purchases go
directly to aid the people of this nation. You can



Coffee with a Mission

<http://www.coffee-with-a-mission.com/>



Primary Research

- Interviews and Observation
 - Interviewed potential users. I had them interact with competitor sites and share their thoughts (likes, dislikes). Observed their interactions with competitor sites.
- Surveys
 - Send surveys to potential users. Asked them to share about their online shopping experiences, what they'd like to see on a site, how to convey trustworthiness to a user, and how to structure information.

A. Audience specifics

- A church looking to buy coffee for Sunday morning / Worship
- A church looking to buy coffee and support mission work
- A church looking to purchase coffee for events
- A person looking to purchase coffee for themselves
- A person wanting to support a mission project
- A person wanting to purchase coffee and support a mission project
- A person looking to purchase coffee for an event
- A person looking to purchase coffee for someone else

A. Audience specifics (conti.)

Churches / Organizations

- Pittsburgh Area
- Ties to the supported missions (not necessarily PGH)
- Provides coffee for events
- Budget for hospitality and missions

Individuals

- Pittsburgh Area
- Ties to the supported missions (not necessarily PGH)
- Coffee drinker
- Friend of a coffee drinker
-

B. Audience's Language

- Simple
- Caring
- Straight-forward

C. What are the main goals and tasks for my interface?

- Purchasing Coffee
- Obtaining information on the supported mission organization
- Understanding the mission of Vista Coffee Project

D. What are the main content categories?

- About Vista Coffee Project
- Supported Mission Organizations
 - Current
 - Past
 - Upcoming
- Shopping Cart
- Online Store
 - Current coffee selections
- Social Media
- Newsletter

Step 3: Task analysis | Scenarios | task flow

Interface Design Document

Users Main Goals

1. Purchase coffee to support a ministry or mission.
2. Purchase coffee.
3. Get information about various ministries and missions. Learn about new ministries and mission to support.

User Scenarios

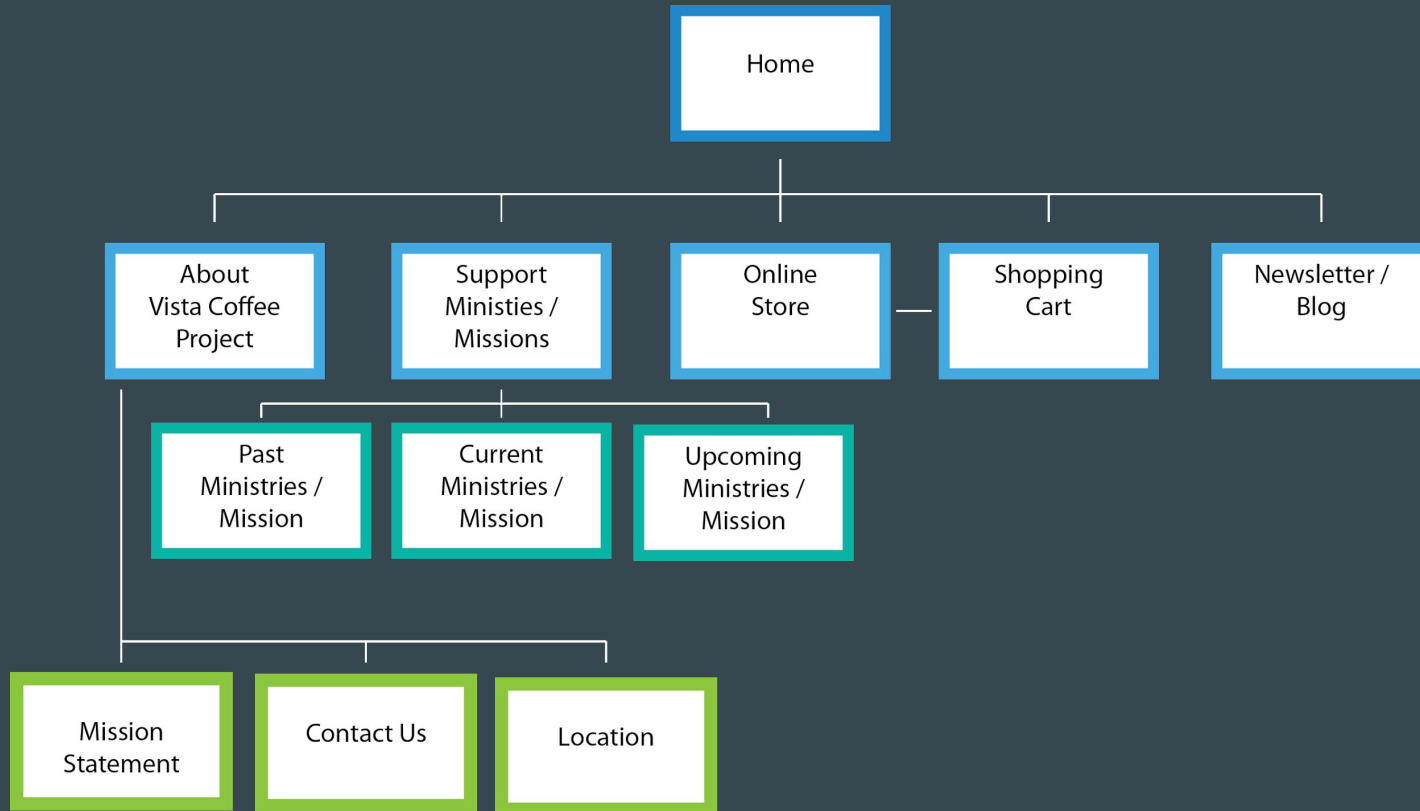
1. Purchasing coffee - Bob

- Bob needs to purchase coffee to brew at home and he is looking for ways to support a mission project in El Salvador he hear about during Sunday morning worship.
- He goes to the Vista Coffee Project Website
 - First, he goes to the “Current Ministries/Missions” to find the mission project in El Salvador. With the description of mission work he finds the specific coffee that is being sold to support the El Salvador mission work.
 - Then, he clicks on the coffee bag which take him to the online store. From the online store Bob is able to add his selections to the shopping cart.
 - From the shopping cart Bob inputs his information and payment and waits for his coffee to be shipped and arrive in the mail.

User Scenarios (conti.)

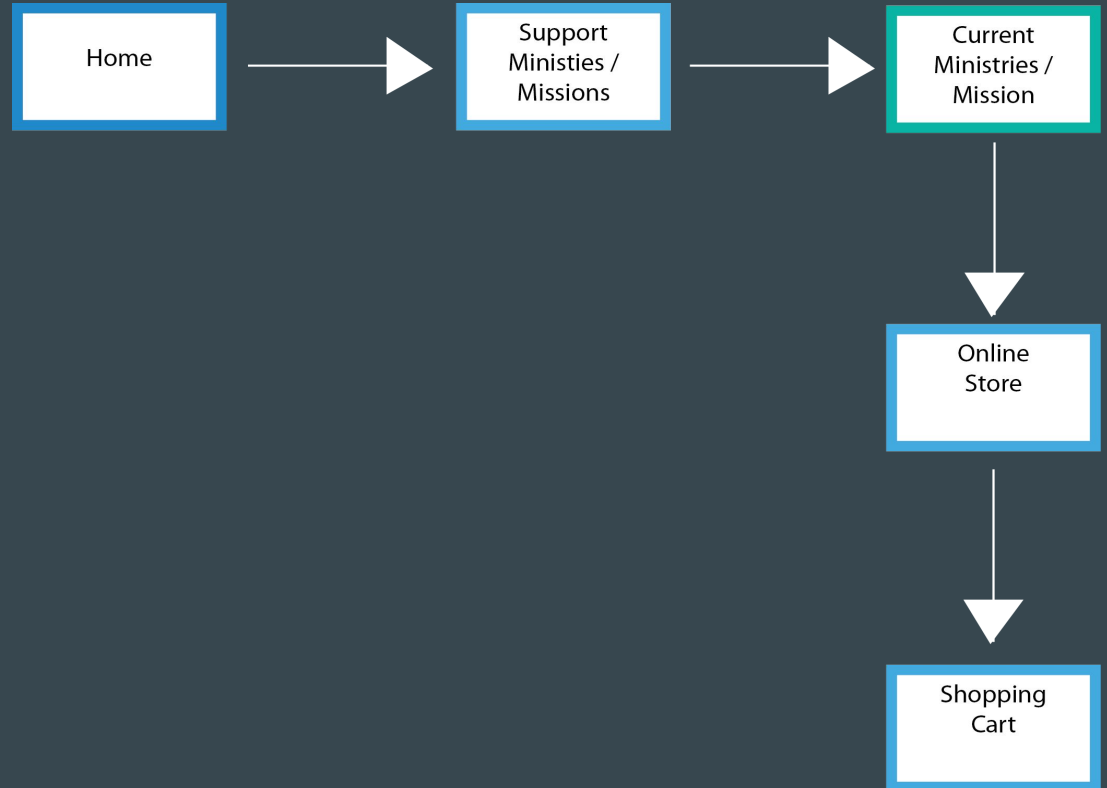
2. Looking at upcoming ministries and mission work being supported Learning about ministries and missions supported by Vista Coffee Project. - Beth
 - Beth wants to share about more mission work during an upcoming monthly networking meeting her organization holds. She is trying to find information about mission work she can share with those running youth ministries in the Pittsburgh area.
 - Beth goes on to the Vista Coffee Project website. She is able to find information about mission work that is currently being supported. Since her meeting is later in the month, she clicks on the “upcoming” ministries and mission work.
 - From the descriptions of the mission work she is able to pick one that will be featured at the same time as her meeting.
 - She also decides to purchase the coffee that is being roasted to support the mission she selected, for the monthly networking meeting.

Site Map



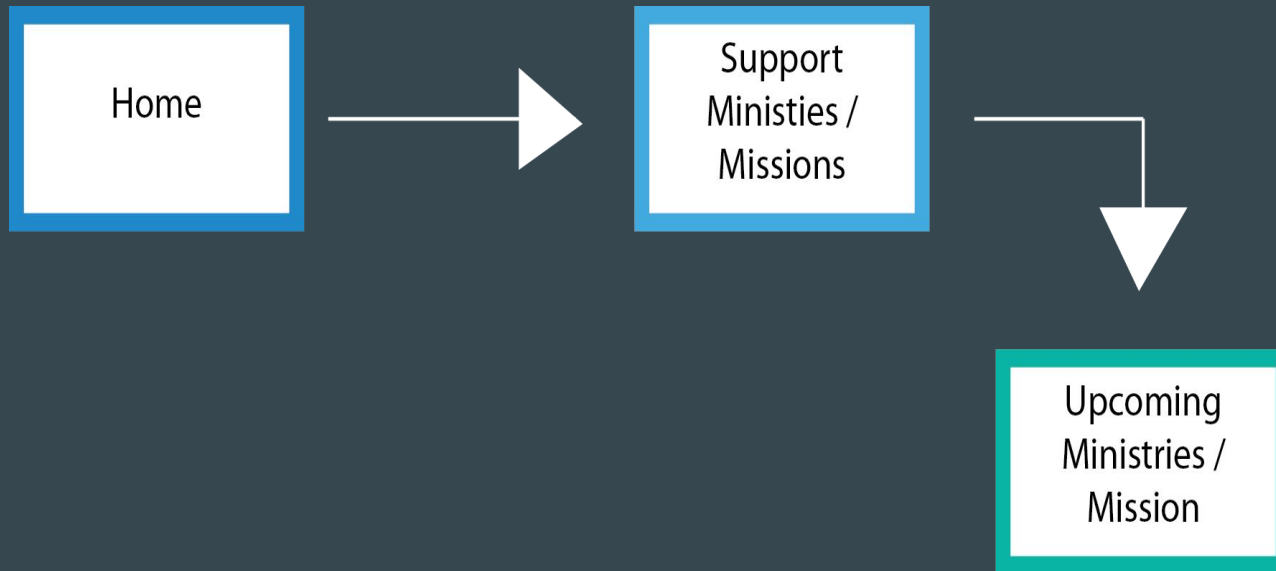
Task Flow

1. Purchasing coffee - Bob



Task Flow (conti.)

- Looking at upcoming ministries and mission work being supported Learning about ministries and missions supported by Vista Coffee Project. - Beth



Personas

Bob, 41

Bob is married with two children. He lives in Pittsburgh, PA. He is college educated and employed at a local startup tech company, in marketing. Bob enjoys a “good” cup of coffee on a daily basis. He has a home church and attends regularly. Bob and his family like to find ways they can help others in their everyday lives.

Beth, 50

Beth is married with 3 adult children. Her and her husband, Brad run a local Pittsburgh, PA faith-based organization that helps to connect ministries and provides resources. Beth's organization hosts monthly networking meetings at which she likes to provide coffee. Beth has connections to those who run Vista Coffee Project and to ministries and missions supported by it.