

Prufrock Coffee Company Website Content Plan

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Purpose

The PCC website is dedicated to being a one-stop site for both coffee enthusiasts and newcomers to coffee, with detailed information on the production and consumption of coffee. The website will also include an online store supplying coffee roasted by PCC and coffee preparation tools.

Goals

1. To provide information-seekers with a reliable source for coffee information.
2. To drive more sales to the PCC online store.
3. To educate professional baristas, coffee enthusiasts, and coffee newcomers on all aspects of coffee production and consumption.
4. To provide customers with a place to search for and leave unbiased reviews of PCC products.

Success Measures

To determine whether the content is helping reach the goals of the website and achieve its stated purpose, we will gather and evaluate the following data:

Number of hits the site receives per week.

Number of social media shares the blog receives per week.

Number of guests who create a store account.

Number of users who add products to their cart but do not checkout.

Feedback received from users

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Audience

Primary Audience:

Anyone looking for coffee beans and/or brewing paraphernalia

Personal Characteristics	<ul style="list-style-type: none">• User seeking to purchase coffee specifically from PCC.• User seeking to purchase coffee brewers, e.g. AeroPress, French press, pour-over brewers.• Users seeking to purchase coffee, but not sure of what they want.
Computer Expertise	Computer: Average to Advanced Internet: Below Average to Advanced
Objectives	<ul style="list-style-type: none">• Find information about PCC coffee blends for purchase.• Find information about coffee brewers for purchase.• Discover new blends and brewers.
Obstacles	<ul style="list-style-type: none">• The user usually purchases coffee in person and is unsure of how online coffee purchases work and if the product will be fresh.• The user must depend on customer reviews instead of evaluating purchases in person.• The user doesn't know what they are looking for and is overwhelmed.

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Secondary Audience:

Anyone looking for information about coffee production and preparation.

Personal Characteristics	<ul style="list-style-type: none">• User seeking a quick answer for a basic coffee-related question.• User seeking to further their coffee education.• User is new to coffee and wants to learn the basics.
Computer Expertise	Computer: Below Average to Advanced Internet: Below Average to Advanced
Objectives	<ol style="list-style-type: none">1. Find information about coffee production and preparation.2. Find information to basic questions about coffee.3. Find resources for furthering coffee education.
Obstacles	<ol style="list-style-type: none">1. Doesn't know where to start2. Uninterested in coffee production, wants to know about coffee preparation.3. Uninterested in coffee preparation, wants to know about coffee production.

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Site Theme and Style

In order to facilitate a calm, simple place to learn about coffee, the website must be devoid of flashy pictures and bright colors. Earth tones like browns and greens are suggested, with plenty of white space.

Content Inventory

Content	Priority¹	Update Frequency²	Description
About Us	H	As needed	Contains description of PCC including short bios of the owners and the history of the company.
Coffee 101	H	As needed	Contains the essential basics of what coffee is and how to make it.
Coffee Production	H	As needed	Contains detailed information about coffee production, the major growing regions, and taste profiles of those growing regions.
Brewing Techniques	H	As needed	Contains information on how to brew coffee by percolator, French press, pour-over, drip brewing, and AeroPress.
FAQ	M	As needed	Contains frequently asked questions and answers.

¹ Priority: High (H) – Medium (M) - Low (L)

² Update Frequency: Daily – Weekly – Monthly – As Needed

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Contact Us	M	As needed	Contains contact information, including phone number, address, email, and social media links.
Store	H	As needed	Contains links to coffee blends and brewing equipment for sale.
Coffee Blends Store Page	H	As needed	Contains a list of current coffee blends for online purchase.
Coffee Brewing Equipment Store Page	H	As needed	Contains a list of coffee equipment for online purchase.
Blog	H	Daily	Contains coffee and café news, as well as detailed information about the day's specials and brewed coffee.
Individual Store Pages	H	As needed	Contains detailed information about the coffee blend or equipment and an option to purchase.
Search Box	H	As needed	Search engine for this site.
Site Map	M	As needed	Lists all the links by category.

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Personas & Scenarios

Persona 1:

Name:	Seth
Age:	29
Occupation:	Student and Barista
Personality:	<ul style="list-style-type: none">• Curious and Inquisitive• Type-A personality• Extroverted
Personal Information:	<ul style="list-style-type: none">• Above-Average Student• Working on an MBA with hopes of opening a small business.• Compulsive researcher. Likes to know everything about subjects that interest him.
Web/Computer Usage:	<ul style="list-style-type: none">• Spends 5-7 hours a day on the computer doing schoolwork and using social media.• 4 – 5 hours on the computer during the weekend• Uses a MacBook Air on the campus Wi-Fi
Attitude, knowledge:	Knows quite a bit about coffee already and is excited to learn more.

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Goals:	To learn more about coffee production and preparation in order to help him decide if he wants to open a coffee shop after his graduate program is over.
Task Objective:	Learn advanced information about coffee production and preparation.

Scenario 1:

Seth is an above-average student working on his Master of Business Administration with the end goal of opening a small business. He has been working part-time as a barista at a local coffee shop for the past two years while studying and possibly wants to open a coffee shop of his own. He isn't completely sold on the idea yet, and though he loves coffee and knows the basics of making a good cuppa, he wants to learn more advanced cultivation, production, and preparation techniques to see if this is the career path for him.

His Type-A personality led him to design a worksheet for each of the businesses he is considering. For the coffee shop, he is looking to learn about sustainable coffee agriculture, how to get involved with Fair Trade coffee distributors, and new ways to prepare coffee other than espresso and using a drip brewer. He has heard of Prufrock Coffee Company, but hasn't been there because he feels a loyalty to the company he currently works for. However, their website does not provide him the information he is looking for. He searches Google for PCC and selects the main site from the results.

He is immediately drawn to the PCC blog, which details the flavor profiles and origins of the coffees currently brewing. He spends about an hour reading through the pages about cultivation, production, and different ways to prepare coffee and filling out his worksheet along

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the way. After finding out that he's been using his French press all wrong, he bookmarks the site for later and attempts to right his coffee wrongs.

Persona 2:

Name:	Amber
Age:	21
Occupation:	Waitress, Bartender, and Dog Sitter
Personality:	<ul style="list-style-type: none">• Bubbly• People-person
Personal Information:	<ul style="list-style-type: none">• Attempting to save up for an apartment by working three jobs.• Not a coffee drinker.• Exhausted and wants to become a coffee drinker.
Web/Computer Usage:	<ul style="list-style-type: none">• Doesn't have much time for browsing the Internet these days, but mostly uses her iPhone to check Facebook and other social media sites.
Attitude, knowledge:	Doesn't know anything about coffee, but desperately wants to because she feels it will help her keep up with her jobs.
Goals:	Find out what kind of coffee she likes and how to make it.
Task Objective:	To learn the basics of selecting and brewing coffee.

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Scenario 2:

Amber is a 21-year-old female working three physically and mentally taxing jobs. She doesn't get enough sleep and is constantly exhausted throughout the day. She's never been a coffee drinker, but her girlfriend suggested she try it out because she doesn't like the taste of energy drinks. Reluctantly, Amber searches Google for "How to make coffee taste good" and finds PCC.

Amber clicks "Coffee 101" from the top menu and scans through the information. Not seeing what she's looking for, she clicks over to Coffee Blends and reads the different descriptions of coffees available at PCC. She thinks the house blend would be a good place to start her coffee journey and clicks the picture of the product, which leads to the store page for that product.

She chooses a one-pound, pre-ground bag of House Blend coffee and clicks "add to cart." She briefly browses the brewing equipment page, but decides she'll just use her girlfriend's coffee pot until she's sure she wants to drink coffee regularly. She clicks "check out" and easily and quickly makes a customer profile by entering her name, email, phone number, and billing and shipping information. She clicks "Place order" and receives confirmation that her order will be shipped out the next day and delivered by the end of the week.

Method

This site will be created using HTML5 and CSS, as well as Java and other frameworks as needed.

The writing will be in a friendly, conversational style and formatted similar to articles or blog posts. The storefront will be clean and streamlined in a catalog format.

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Task Analysis

Using the example of Persona 2, Amber:

The user must first find the PCC website. Once she navigates there, she will be presented with a home screen with a blog and a menu bar including options for learning about coffee basics, the types of coffee blends available for sale at PCC, brewing information, FAQs, and a search option. If the user knows what type of coffee she is looking for, she should search for that particular coffee (e.g. bold, light, French roast, etc.) However, in this case, the user does not know what she is looking for.

The user chooses to click on “Coffee 101” to learn the basics of coffee production and preparation. She skims the page and clicks over to Coffee Blends.

Since she doesn’t have much experience with coffee, she must rely on the descriptions provided by PCC as to which coffee is best for her. She decides she wants a medium roast. She uses the filtering options to filter out all other categories. This leaves her with the PCC house blend in both regular and decaf.

After reading the description of the house blend, she selects “1” for quantity, “One pound” for size, and “ground” in the drop-down option boxes. She then clicks “add to cart.”

A pop-up window appears to inform the user that her selection has been successfully added to her cart. She is given the option to continue shopping or check out. She clicks “Checkout.”

After navigating to the checkout page, she reviews her order and clicks “continue.”

On the next page, she is given the option to checkout as guest or to create an account. She chooses to create an account and is directed to a page where she chooses a username and password and enters her name, email address, and billing and shipping information. She also has an option to fill out a short biography about herself, but skips that part.

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She clicks “Create Account” and is directed to yet another page where she can review her order. After reviewing, she clicks “Place order.” She is then greeted with an order confirmation with a shipping and delivery date.

Satisfied, she closes her browser and goes on with her day.