

**Hey Hey** 🤘

John Choura Jr.

# Arcade Coffee Roasters + John Choura Jr.

Arcade Coffee Roasters

# The Brief

**Design and develop a new home for Arcade Coffee Roasters on the web that offers a functional storefront, sells coffee subscriptions, shows off the shop, communicates a purpose/story, and has additional information crucial to building the business.**

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# The Site Proposal

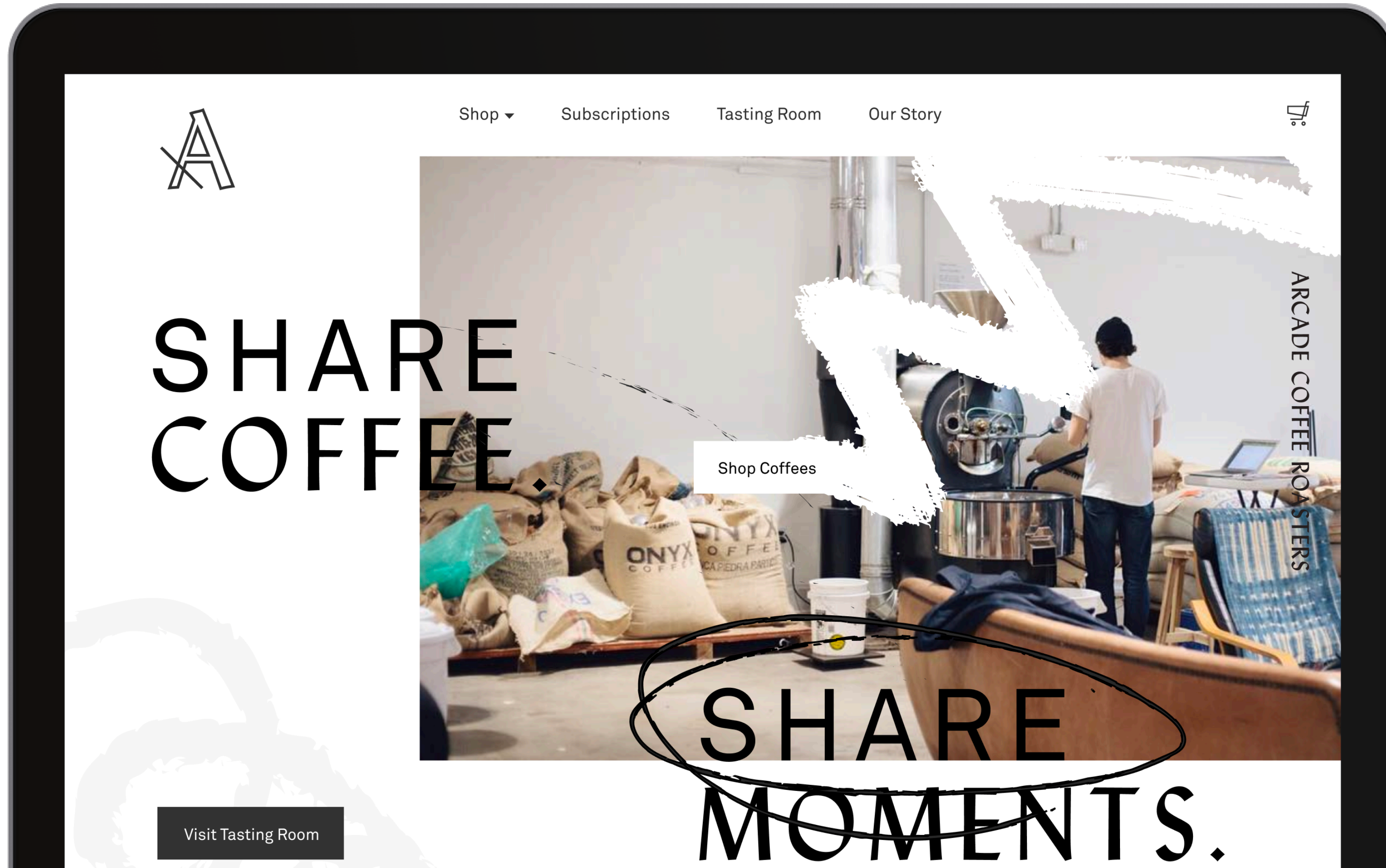
Arcade Coffee Roasters

Website Proposal

# A digital embodiment of all things Arcade

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Arcade Coffee Roasters



# Main Site Navigation

## Homepage

A sort of "table of contents" for the site, highlighting all key areas of the site.

## Shop

A directory of products available for purchase, with filterable sections and product pages that give beautiful detail to the products.

## Subscriptions

A custom "build your own" subscription flow with integrated checkout.

## Tasting Room

A beautiful page that shows off all the best details of the tasting room.

## Our Story

A page to show off the purpose, mission, origin, and people behind Arcade.

# Second Tier Navigation

## Catering

A landing page for all things catering with a custom inquiry form.

## Coffee Club

A corner of the site dedicated to selling the best features of joining the Arcade Coffee Club, with its own custom signup form.

## Wholesale

Keep driving business with a space that lists shops that stock Arcade as wholesale along with a custom inquiry form for becoming a stockist.

## Contact Us

A simple page with all points of contact that relate to Arcade.

**\*\* These pages appear in the site footer \*\***

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# A Functional Storefront

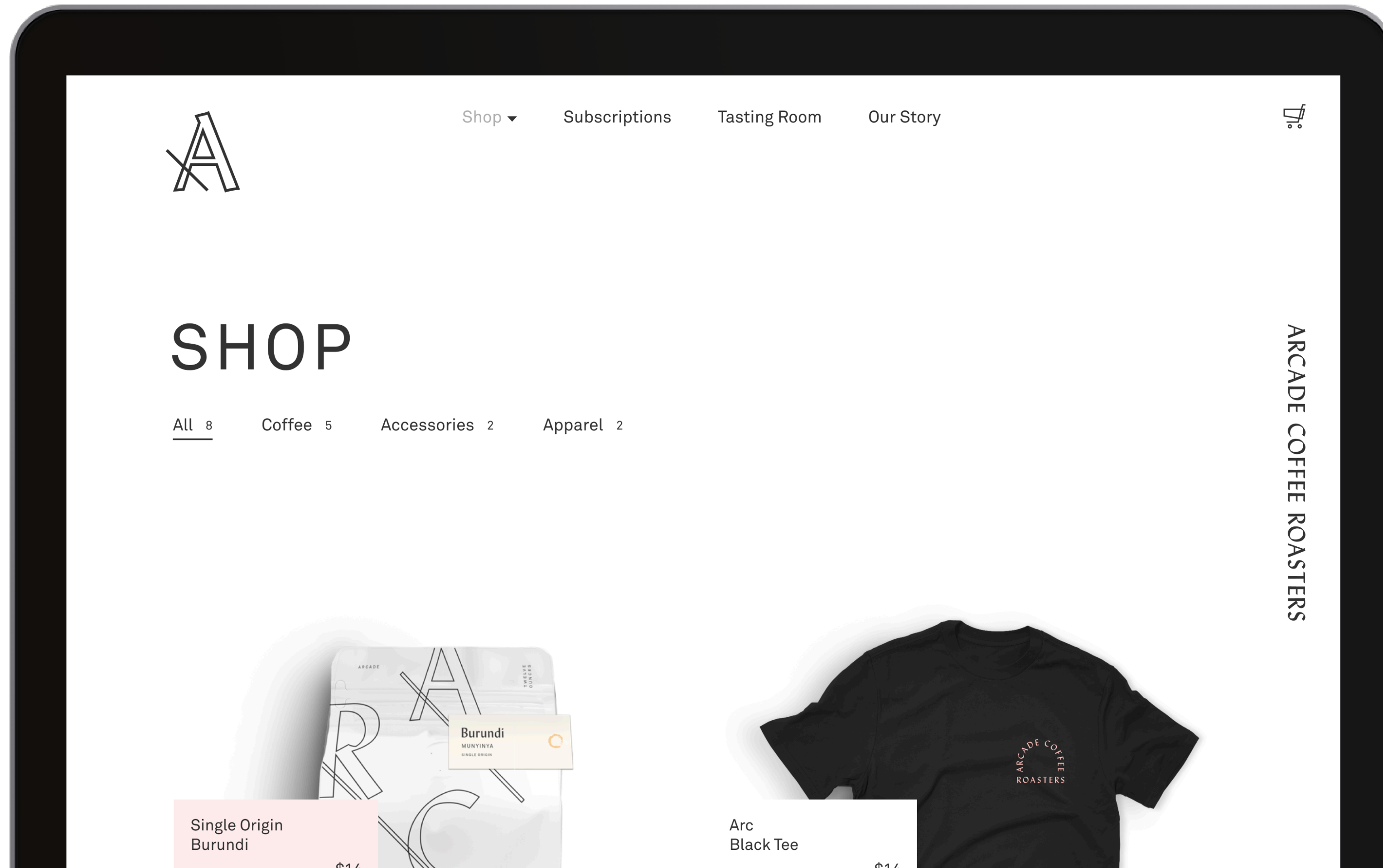
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# A digital storefront for selling beans and merch.

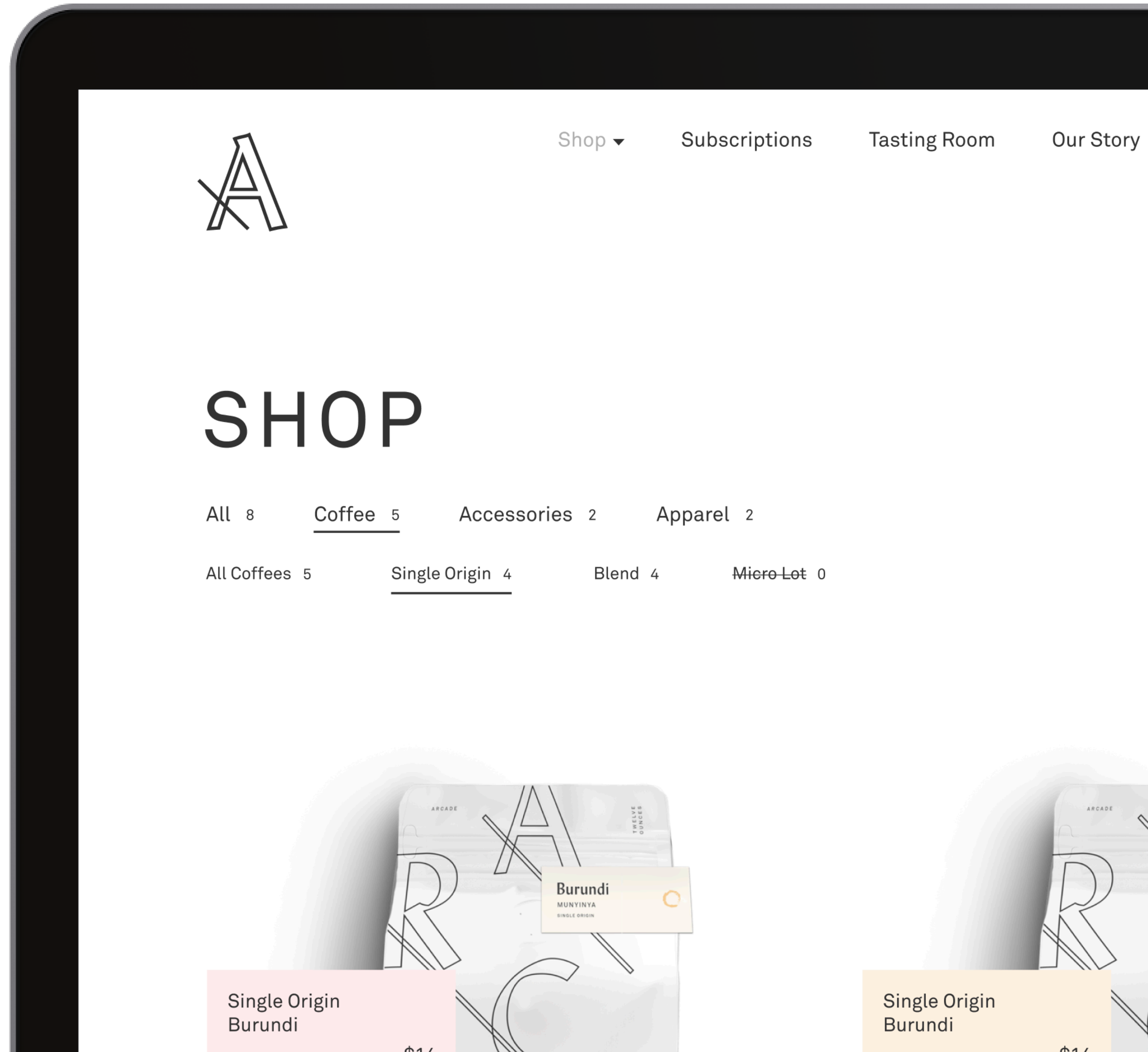
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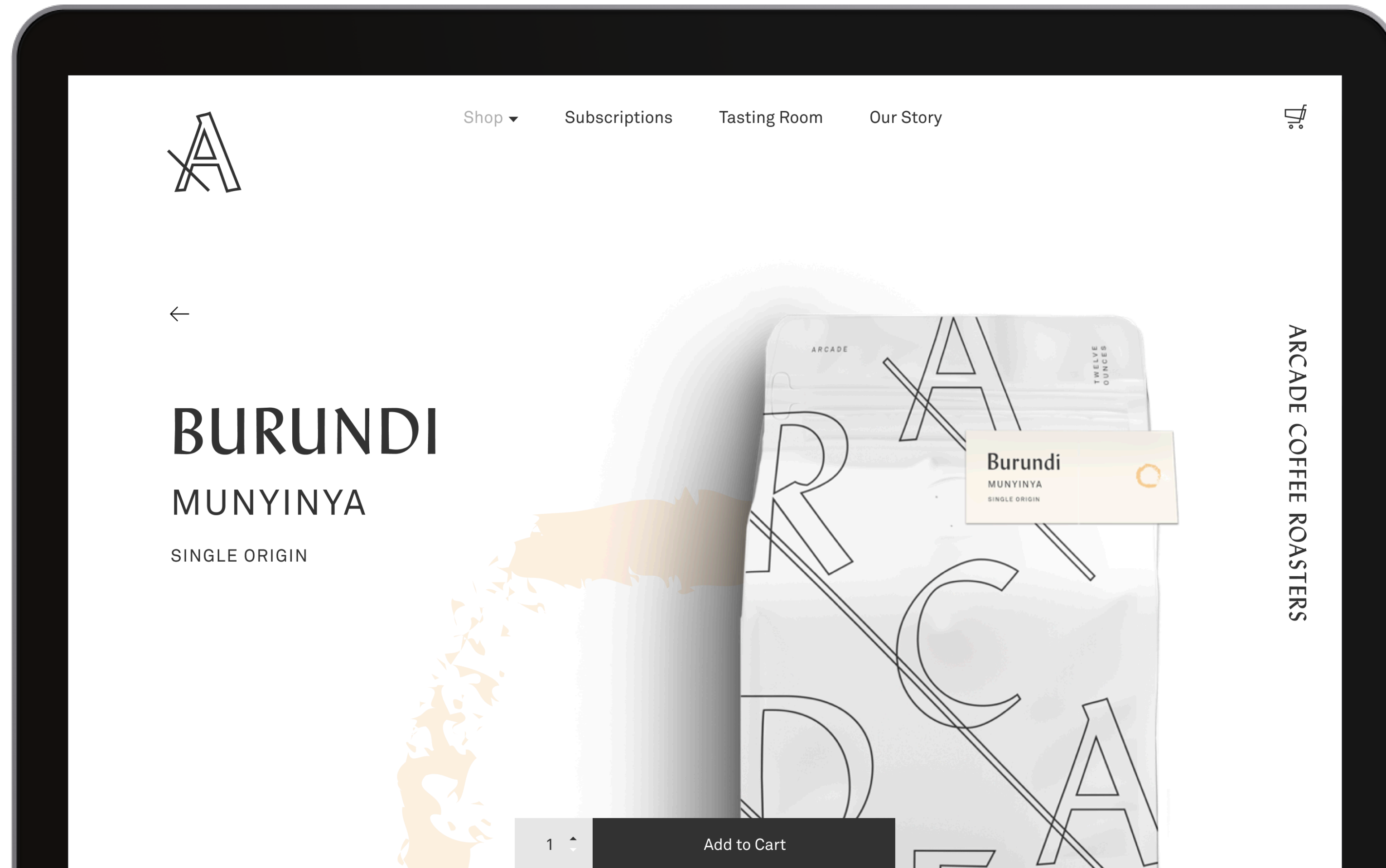
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Find products  
quick and easy.



Show the goods.  
Sell the goods.

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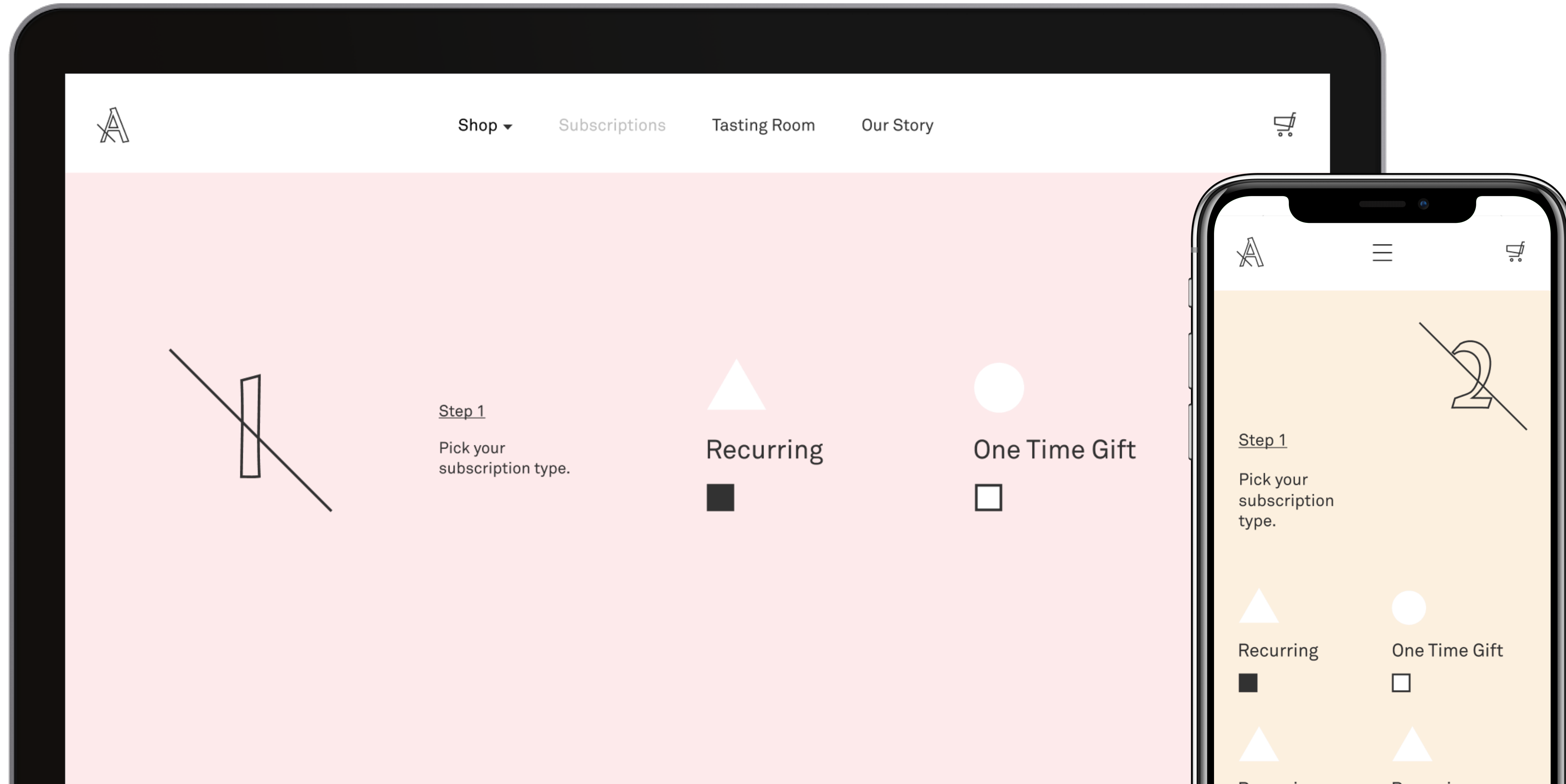
# Configurable Subscriptions

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# Make recurring coffee simple AF

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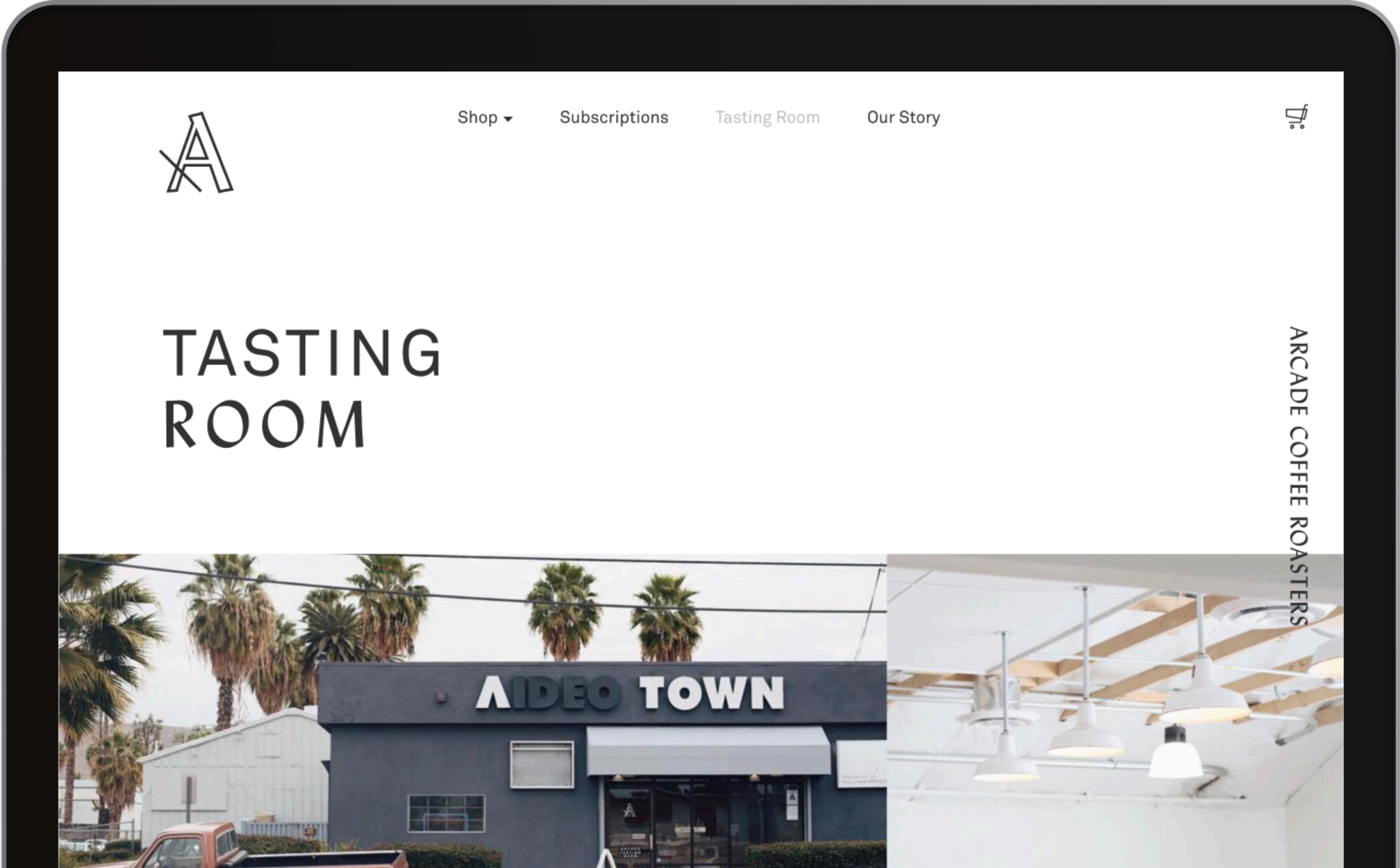
# Show The Shop

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# Be a show-off.

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Shop ▾ Subscriptions Tasting Room Our Story



## TASTING ROOM

ARCADE COFFEE ROASTERS

Arcade Coffee Roasters

# Photos, Menus & Maps

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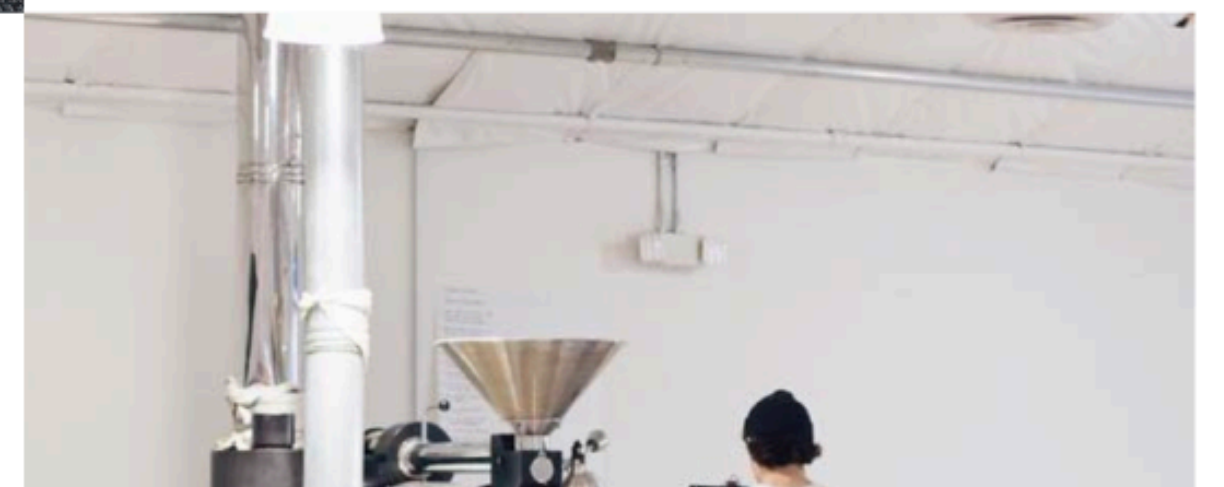
DRINK MENU	
ESPRESSO . . . . .	3
SPRING ESPRESSO ON BAR . . . . . KENYA/GUATEMALA	
GIBRALTAR . . . . .	4
CAPPUCCINO . . . . .	4
LATTE . . . . .	4.5
LATTE + SYRUP . . . . .	5
COLD BREW . . . . .	5
MOCKTAIL . . . . .	6
DRAFT LATTE . . . . .	6

MacBook



## A COZY CAFÉ

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.



## OUR ROASTING HQ

MacBook



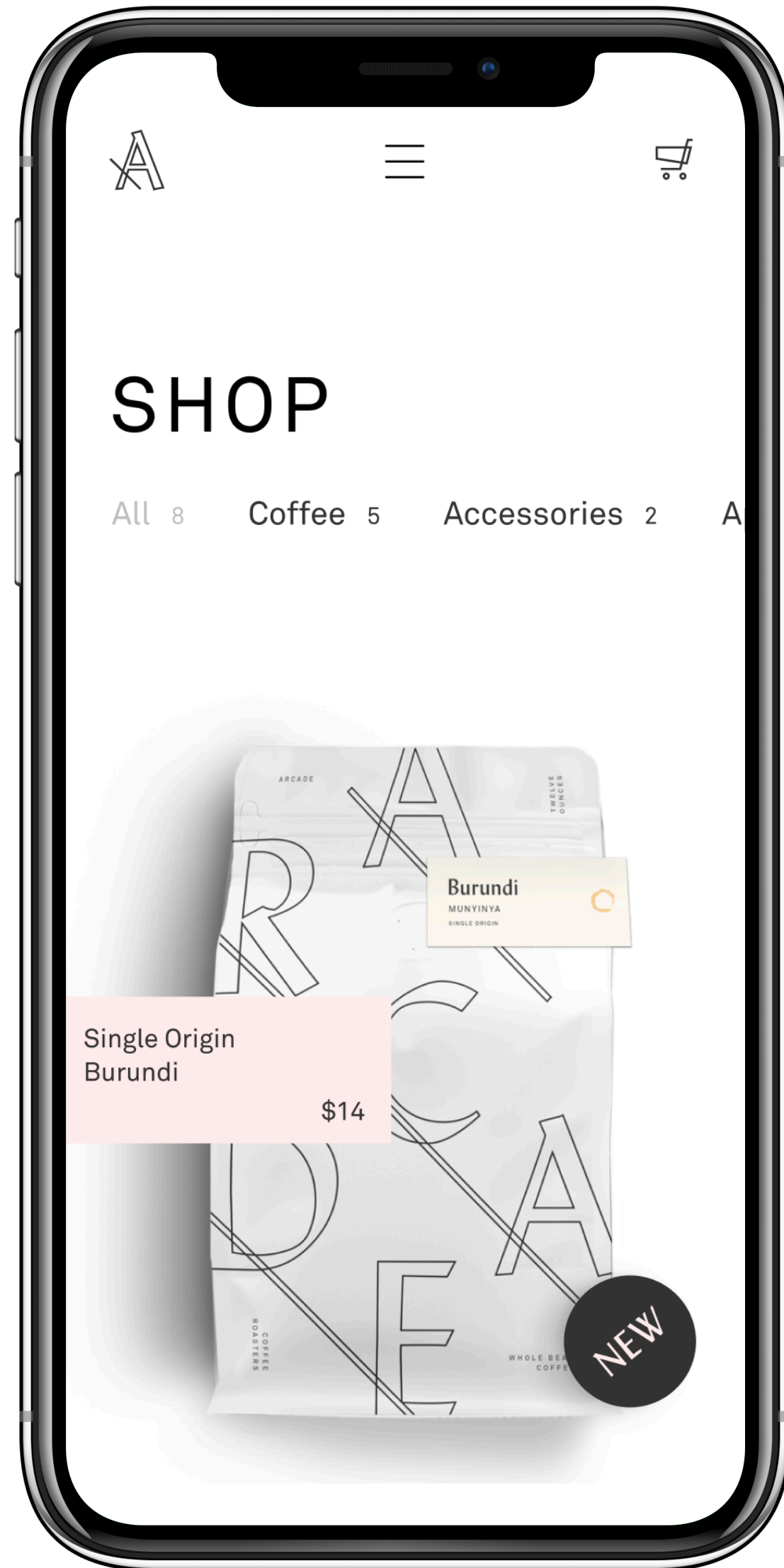
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# Mobile By Design

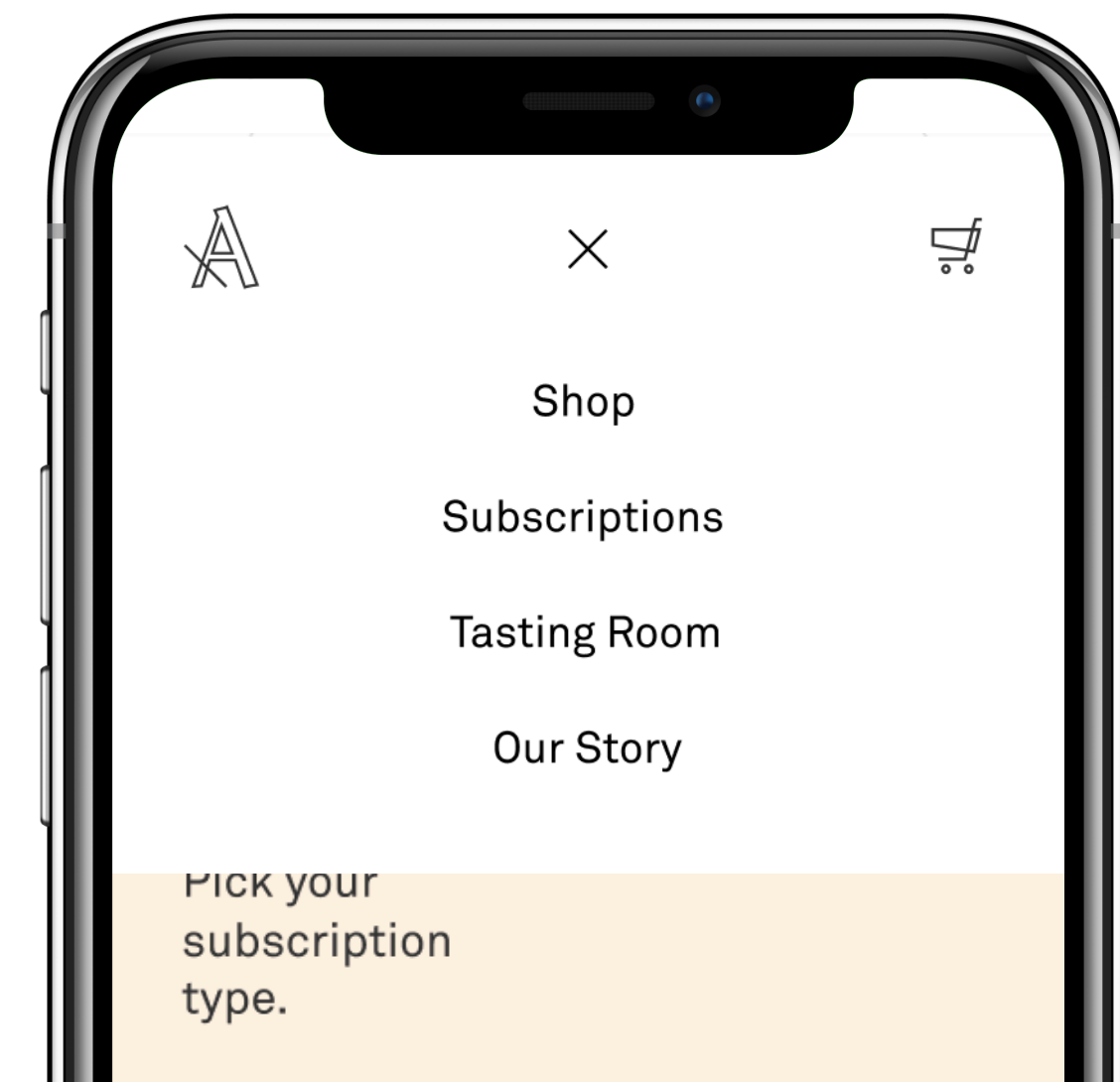
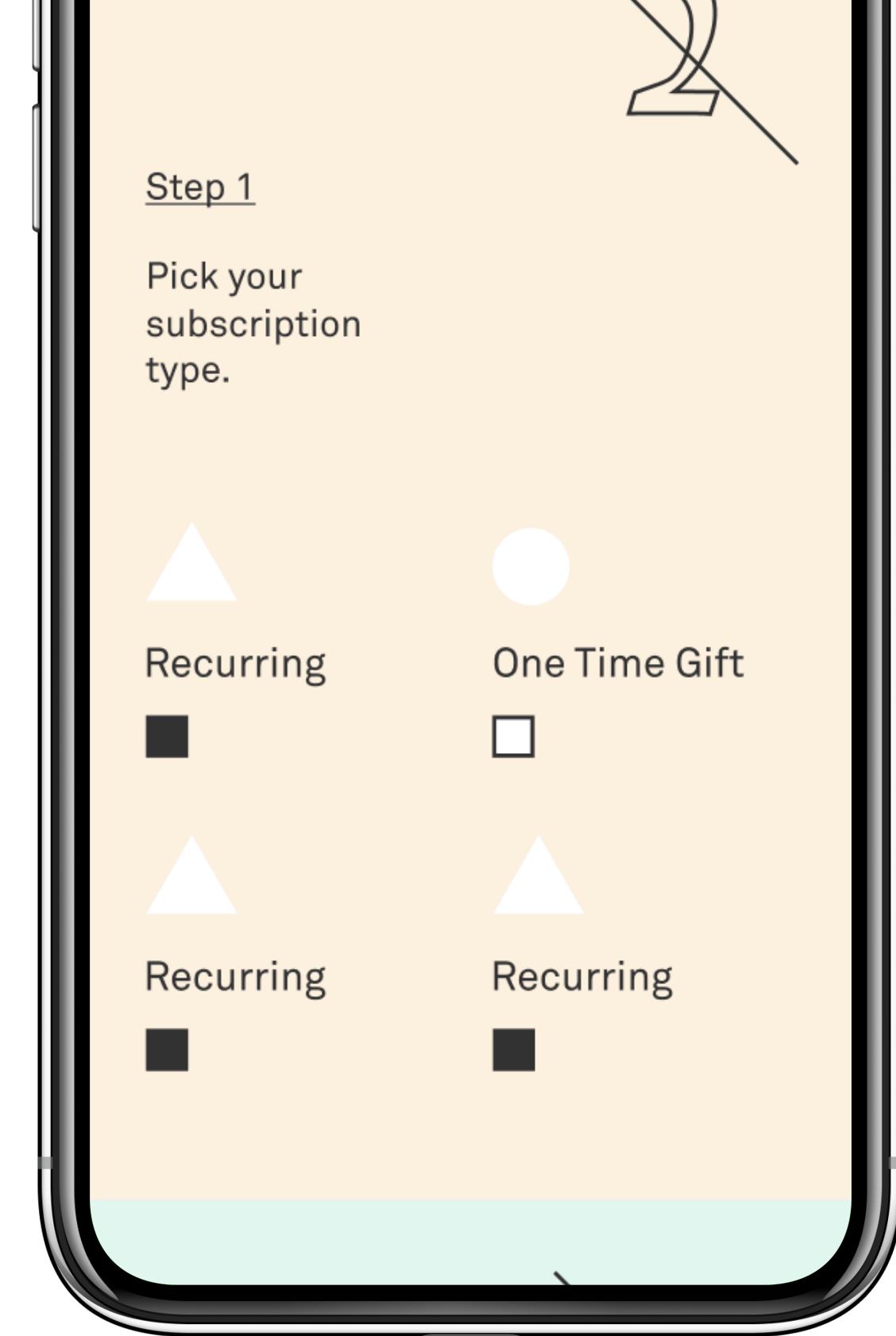
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# Designed to fit in your hand



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# So Much More

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# The rest...

## Shopify

Built on Shopify one of the best and easiest to use platforms for e-commerce.

## Easy Checkout

The whole site is a store, so checking out is a breeze.

## Custom Forms

Pages that require the end-user to contact for a specific reason get contextualized forms that fit the situation.

## Your Story

A page that tells the saga and purpose of Arcade Coffee Roasters

## Subscriptions Login

Users with subscriptions get a login and password to manage their subscription.

## Amazing UX Design

The site will be tested and proven to be usable and accessible by the end user.

## Custom Forms

Pages that require the end-user to contact for a specific reason get contextualized forms that fit the situation.

## Your Story

A page that tells the saga and purpose of Arcade Coffee Roasters

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# The Process

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# The Process

## Start with Content

2 weeks

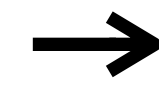
With the proposed website information architecture, we'll write the content for each page as well as document a catalog of the products that will be on the site



## Visual Design

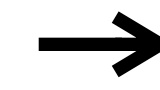
3 weeks

Using the brand's design system, the visual design of the website will be worked on in static form, similar to layouts for pages in a magazine or a book. Prototypes will be produced to simulate the experience of the site



## Design Approval

We'll review and go back and forth on the visual design, and aim to get the content and the visuals full approves before writing a line of code



## Write Code

1-2 month(s)

Once the visual design is approved, development will commence and the site will start coming to life



## Launch

Once the site is tested and approved, we'll launch and replace the existing site

# Okay, Next Steps

Next Steps

# Let's Get Started

**I've already begun a preliminary design of the site. Let's review those designs and make sure we're all on the same page in terms of the total scope of the project.**



Hasta la vista

**Thanks for you business.**

**<http://john.design>**

John Choura Jr.

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