



MILOS
COFFEE ROASTERS

Final Project Report

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About us

We're Milos Coffee Roasters. Founded in 2015 & based in San Diego. Our customer experience revolves around brewing the best coffee in order to create an experience everyone can bring home. We are committed to serving our customers high quality beans sourced from ethical and fair suppliers. We want to enable customers to be able to buy our freshly roasted beans online with the launch of an e-commerce website.

What do we do?

- Facilitate individuals purchases of small-batch beans of diverse origins.
- Serve customers prepared coffee at our multiple locations.
- Support the farms and producers economically, socially, and environmentally.

The problem we solve

- Nowadays, customers don't have multiple options to purchase freshly roasted beans or small quantities of these. We aim to change that.
- We offer pickup services for our customers who need their beans in the moment and will implement deliveries for customers who are far away from our locations.

Goals and objectives

- As a result of creating an e-commerce website, we're looking to:
- Introduce coffee subscriptions for our existing and new customers.
- Reach non locals by offering deliveries across the US.
- Increase the sales of our current products.

Competitors

Direct competitors:

- Dark Horse Coffee Roasters
- Bird Rock Coffee
- Jaunt Coffee Roasters

Indirect competitors:

- Starbucks

- Dunkin Donuts

Who we're building this e-commerce website for

1. Coffee Enthusiasts and Home Baristas:

- Age: 25-45 years old
- Gender: Male & female
- Income: middle class (annual income: \$40,000 - \$100,000+ per year)
- Occupation: Technology, creative and remote work
- Education: College (Bachelor's or above)
- Geography: Urban & suburban areas with a strong coffee culture
- Lifestyle:
 - Love experimenting with different beans, brewing methods, and flavor profiles.
 - Probably has a home coffee station (grinders, espresso machines, V60).
 - Get a taste of small-batch, responsibly sourced coffee.
 - Frequenting coffee shops but brewing at home for taste and financial reasons.

2. Busy Professionals:

- Age Range: 30-50 years old
- Gender: Male & female
- Income: Middle to high (\$60,000 - \$160,000+ per year)
- Occupation: Businessman, executives, consultants, doctors, etc.
- Education: Attends or graduated from college (Bachelor's or higher)
- Geography: Urban & metropolitan areas with a higher concentration of busy professionals
- Lifestyle:
 - Value convenience and quality, seeking out high quality products that integrate seamlessly into their busy, on the go lifestyles.
 - Probable coffee subscription user.
 - May prefer office or home brewing but enjoy premium coffee options.

3. Gift Givers:

- Age Range: 30-60 years old
- Gender: Both male & female
- Income: Middle to high class (\$50,000 - \$160,000+ per year)
- Occupation: Professional, Parent, Employee in Corporate workplace, Friend/Family purchasing gifts for coffee lovers
- Education: College educated

- Geography: National (including urban & suburban)
- Lifestyle:
 - Shop online quite a bit for unique, thoughtful gifts for friends and family.
 - Tend to buy more high-quality or special items for birthdays, anniversaries, and holidays.
 - Looking for gifts that are meaningful but usable.

4. Environmentally Conscious Consumers:

- Gender: Both male & female
- Income: Middle class (annual income: \$40,000 - \$90,000+ per year)
- Occupation: Environmental advocates, professionals, millennials, and Gen Z
- Education: College-educated or eco-conscious self-taught
- Geography: Urban (Phoenix, Portland, San Francisco, Brooklyn)
- Lifestyle:
 - Prioritizes sustainability, ethical sourcing & eco friendliness.
 - Looking for companies that promote fair trade, organic practices and sustainable packaging.
 - Probably an activist or favor brands with environmental and ethical causes.

Copy and pictures

All the text and images, such as product photos & headers, will be provided by us (the client).

Project specifications

We require the following pages for our e-commerce website:

- Homepage
- About us page
- Category page
- Product page
- Cart page
- Checkout page

The e-commerce website needs to adapt for customers to use in:

- Web
- Mobile
- Tablet

Benchmarks

Effective or relevant designs from competitors:

- 1. Clean and minimalist design:**

Our direct competitors follow the less is more philosophy when it comes to the simple minimalist approach, using product images that are both large and of the highest quality and the simple typography style even in the product's appearance. They have a homepage with a clean layout, where the product categories are listed so that one can navigate easily and find what they need.

- 2. Easy navigation & user experience:**

Having a well structured website with intuitive navigation where products are easy to find with clear categories, as well as having a smooth and clear checkout process.

- 3. Fun and youthful:**

While we mean business, we would like a fun approach with graphics and animations for the website to look approachable for our target audiences.

Design styles to avoid:

- 1. Cluttered design:**

Avoid saturating the pages with text, images and graphics.

- 2. Complex and not intuitive checkout process:**

A complicated or lengthy checkout process can deter customers from completing a purchase. If it's possible, avoid multipage checkout.

- 3. Overuse of Pop-ups:**

Intrusive pop-ups can disrupt the user experience, for now, let's just stick to one offering new customers 10% off their first purchase.

Budget

The budget for Milos Coffee Roasters e-commerce website is an essential investment for the success of our brand. The specific UI/UX budget for this project is \$18,000.

Deadline

The total estimated time for the project will range from 8 to 13 weeks.

- Phase 1: Consultation & Discovery (Week 1 - Week 2)
- Phase 2: Concept development & wireframes (Week 3 - Week 5)
- Phase 3: UI Design & Visual Concept (Week 6 - Week 8)
- Phase 4: Website development (Week 9 - Week 12)*
- Phase 5: Launch & final testing (Week 13)

*Designer involvement not required

PRIMARY LOGO



SECONDARY LOGO



LOGOTYPE



ICON



PRIMARY LOGO WITH BACKGROUND



SECONDARY LOGO/LOGOTYPE/ICON FOR REDUCED SPACES



LOGOTYPE FOR DARK BACKGROUNDS



PRIMARY COLORS



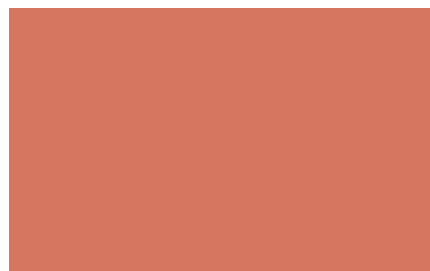
HEX: #2A3353
RGB: 42 51 83
CMYK: 90 81 41 38



HEX: #5B3C0F
RGB: 91 60 15
CMYK: 45 65 100 50



HEX: #EFAC2A
RGB: 239 172 42
CMYK: 5 35 95 0

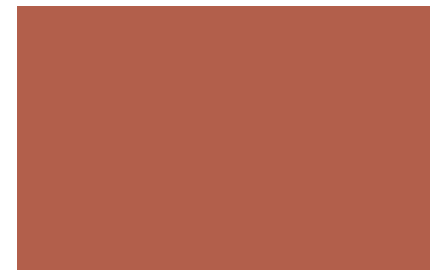


HEX: #D8765F
RGB: 216 118 95
CMYK: 12 64 63 1

SECONDARY COLORS



HEX: #EB9127
RGB: 235 145 39
CMYK: 5 50 98 0



HEX: #B25E4B
RGB: 178 94 75
CMYK: 24 71 72 10



HEX: #FFE8CC
RGB: 255 232 204
CMYK: 0 9 20 0



HEX: #303030
RGB: 48 48 48
CMYK: 70 64 63 61

Roboto Slab

Thin
Extralight
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

Napaention

Extralight
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

Lato

Hairline
Hairline Italic
Light
Light Italic
Regular
Italic
Bold
Bold Italic
Black
Black Italic

The photographs and illustrations used on the website should communicate diversity, care for our customers and coffee providers, and reflect who we are as a company. Photographs should reflect the calm and warm atmosphere of our coffee shops. Examples of our images show a coffee shop vibe, home baristas preparing coffee, and coffee elements. Photos should feel spontaneous rather than staged. Only use images that are relevant to our brand and are minimalistic in composition. Avoid content with clichés and racial and gender stereotyping.



Homepage Overview:

The goal of Milos Coffee Roasters homepage design is to produce an engaging online experience that instantly reflects the company's love of craftsmanship and quality. The main goal is to build trust and engagement by guiding users smoothly from brand introduction to product discovery.

Design Rationale:

I structured the homepage with a strong visual hierarchy. To guarantee instant engagement, the hero section features a full-width, high-resolution image together with a clear tagline, a short description and a noticeable call to action. Users can easily find product specifications, our story, coffee subscriptions, coffee-related products and a footer with relevant links and a subscriber form. A consistent experience is guaranteed on all devices thanks to the responsive design, and accessibility was carefully considered with the use of suitable color contrasts and legible typography.

Key Decisions:

- Emphasized storytelling to connect users emotionally with the brand.
- Integrated clear and direct navigation to reduce friction.
- Chose warm, inviting colors that reflect the artisanal nature of our coffee.

Usability Testing Summary

Objectives & Approach:

- **Purpose:** Assess the website's ease of use, navigation, clarity of product information, and the checkout process.
- **Method:** Five participants, representing a mix of ages and tech skills, performed six task-based scenarios (navigating to product categories, finding a specific product, returning to the homepage, completing a purchase, and locating support information) and provided overall impressions via post-test surveys.

Key Findings:

- Navigation:

Participants successfully located key sections (e.g., "All Coffee" category and product pages) with a 100% success rate. Confusion arose due to ambiguous menu labels—users often misinterpreted "Menu" and "Our Cafes" when trying to locate product categories.

- Product Discovery & Homepage Navigation:

Finding specific products (like "Midnight Roast") was quick and efficient. Returning to the homepage was straightforward, primarily via clicking on the logo.

- Checkout Process:

The checkout was efficient (100% success rate with an average completion time of 15 seconds). A notable issue was that users became frustrated when they encountered an extra product in the shopping bag that they could not remove.

- Support/Contact Information:

Locating customer support details was generally easy, though one participant suggested a more prominent contact link in the main menu.

- Overall Satisfaction:

The site received high satisfaction ratings (average score of 9.4/10), with users praising its clean design and intuitive layout.

Improvements

Navigation Enhancements:

- Menu Reorganization:

- Renamed menu items for clarity—changing “Shop Coffee” to “Our Coffee” and “Our Cafes” to “Locations.”
- Added sub-menu items like “Menu” and “Order Ahead” to logically group purchase-related links.
- Included a clear “Contact” link in the main menu to make support information more accessible.

Checkout Process Adjustments:

- Clean Prototypes:

- Ensured that prototypes start with an empty shopping bag to avoid user confusion and frustration from unintended extra items.

- Avoiding Negative Patterns:

- Addressed the issue of the undeletable extra product, which was perceived as a potential “dark pattern” that could harm user trust.

Overall Impact

The usability testing confirmed the website’s strong foundation in terms of design and functionality. However, targeted changes, especially in navigation structure and the checkout process, were recommended to further enhance the user experience and minimize any friction during the customer journey. These insights and improvements were integrated into the next iteration of the website design to ensure a more intuitive and satisfying user experience.

Final Figma Prototype:

Click on the image to view the prototype or copy-paste the following url into your browser: <https://www.figma.com/design/bj4NuQTziU3Lc9f34py9G9/Milos-Coffee-Roasters-Prototype-Final?node-id=0-1&t=uUE9otcgwff9EBWK-1>

