

Content

Identify the problem that the product or service solves?

for the Web

3

Breanna Simmons

Worksheet
Infographic

<p>Target</p> <p>Who is the item for? (audience)</p>		<p>Business Type and Name: Coffee Shops</p>		<p>Company Profile: Provides coffee to customers</p>		<p>Marketing Plan: Bring coffee work on staff/ meet w friends.</p>	
<p>Why: What is the item's job?</p>		<p>Select the problem Give people a quick easy way to get coffee. Give people a place to hang out/work.</p>		<p>Who is the audience? Coffee lovers / tea lovers / anyone who wants a quiet space to work.</p>		<p>Frame the Question that is to be answered? Coffee shops: Big Chain vs. Small Business</p>	
<p>Why: What is the value to the audience?</p>		<p>Where will the infographic be located? Where will the infographic be created?</p>		<p>How will the infographic be created? Canva</p>		<p>What is the goal of the data visual? To determine which one is a better option.</p>	
<p>Where will the item be located?</p>		<p>What Data will be used? (Use the mind map and research table included in this worksheet) Data I find from articles.</p>		<p>What is the infographic type? Comparison</p>		<p>Wireframe: content layout</p>	
<p>What elements will the content item have?</p>		<p>How will you create the item?</p>		<p>Styling Elements:</p>		<p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p>	
<p>What are the delivery specifications? examples: aspect ratio / dimensions</p>		<p>Design</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 					

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TARGET

Company: (offe shops

Profile:

sell coffee / provide welcoming atmosphere

Marketing Campaign:

bring people in to buy coffee / meet w/ friends.

Problem:

Give people a quick, easy way to get coffee. Provide an edgy new place to hang out.

Audience: coffee lovers, tea lovers, anyone who needs a place to hang out.

Framed Question

Coffee Shops: Big Chain vs. Small Business

PLAN

Data Collection:

See data mind map and research results

Data Visual Goal: Comparison

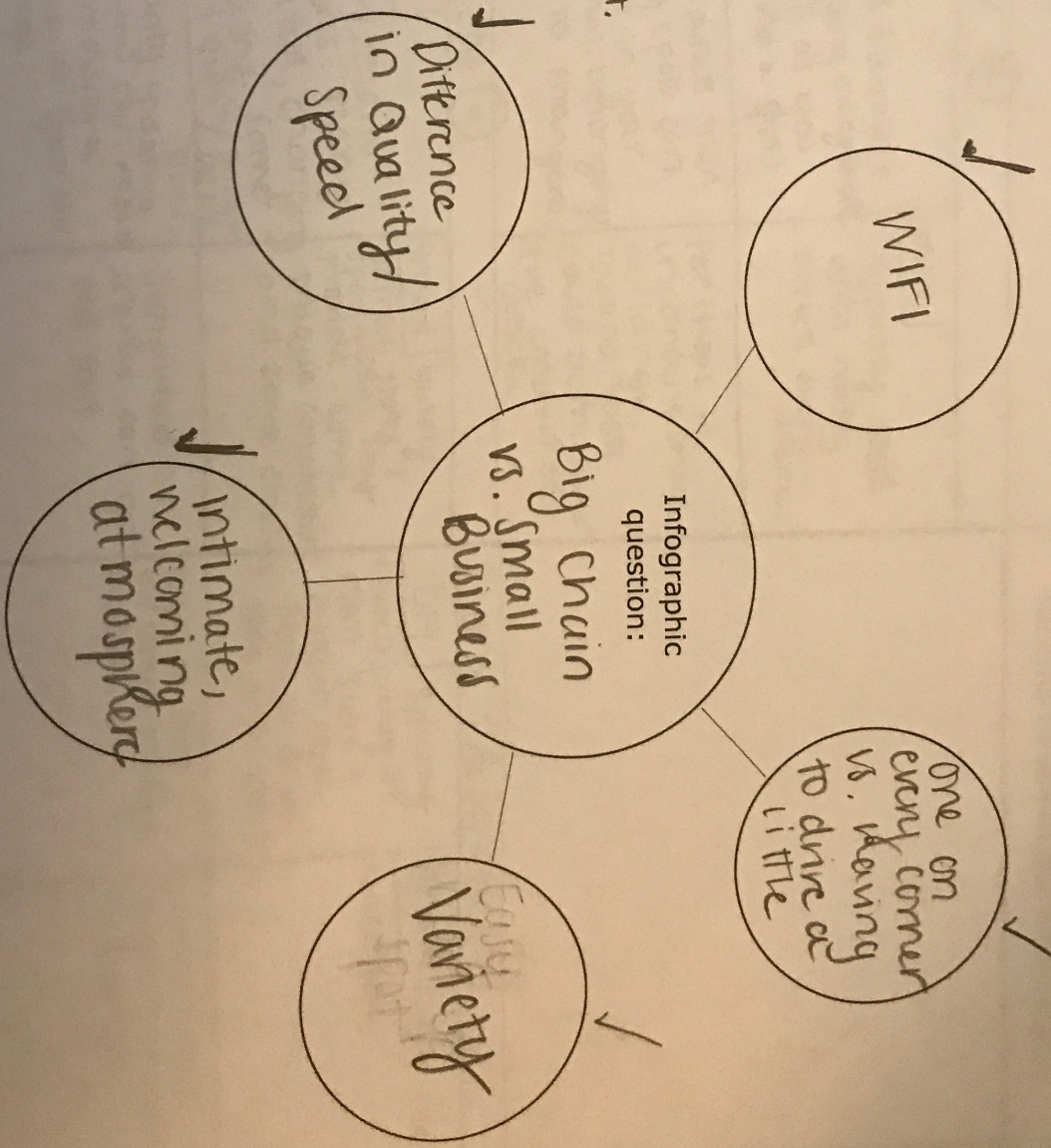
Infographic Type: Comparison

DESIGN

Layout Elements: Wireframe

Select styling elements:

color, type, shapes, graphics, icons, etc.



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Infographic

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like shops: Big chain vs. small shop

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Infographic

Data Research

Results to use in the infographic

Accessibility ①		Power ②		Results to use in the infographic	
Big	Small	Big	Small		
On every corner, it not every other. Some are even on campus.	Solo stores, so you won't find the same one on every corner. The difference in each one is part of the appeal.	Outlets & wireless charging everywhere (as long as you can find a spot)	Typically good outlets everywhere.		
Crowded		More outlets than seating spots can result in your personal belongings next to strangers.	For shops in unconventional buildings, seating spots could outnumber the amount of outlets.		
Speed ③		Variety ④		Roomy & Aesthetic ⑤	
Big	Small	Big	Small	Big	Small
Fast coffee to go. Faced sure no one waits too long. Drive thru & online ordering.	Makes sure no one waits too long. Barista's might take extra time to make your drink special.	Many, many options. Many updated, changing options. Some recipes & quality through stores.	variety & between stores they provide. Some unique concoctions and some classics.	Typically of there's plenty of room, sleek & modern style that's almost the same at all stores.	Vary in size & aesthetic
Tailored for people on the go, making the making of your drink and interaction less meaningful. Drive thru line is the complete opposite in the morning or other busy times.		The extra time used to make your drink special & unique is worth it. Better quality.		constantly updating the menu can result in removing a classic or your fav beverage.	
		simplified menus can get old fast.		Might be large, but almost always packed.	
		Lesser known shop will also fill up quickly.			

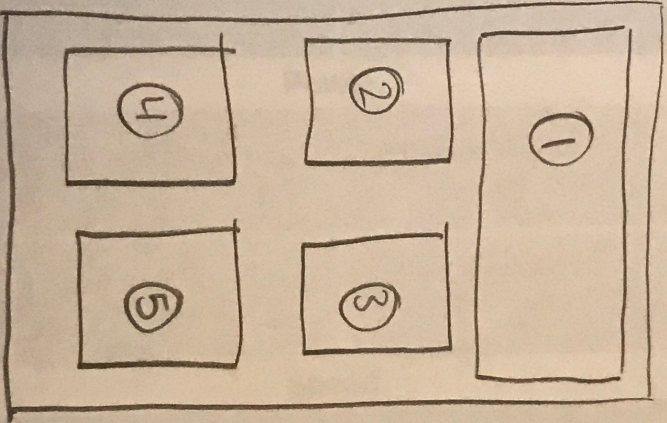
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Infographic

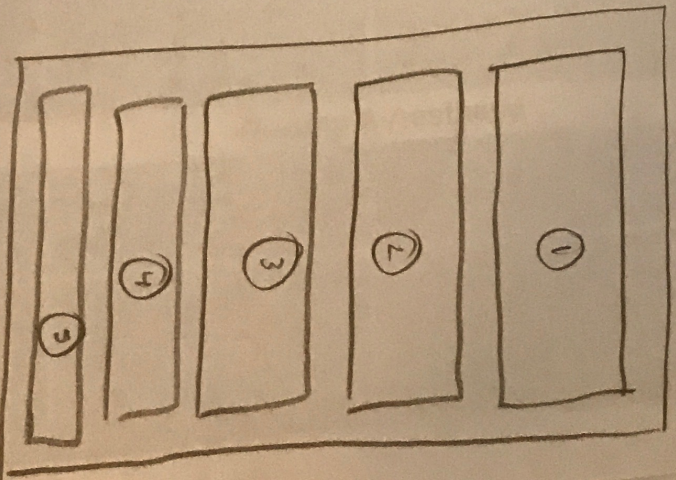
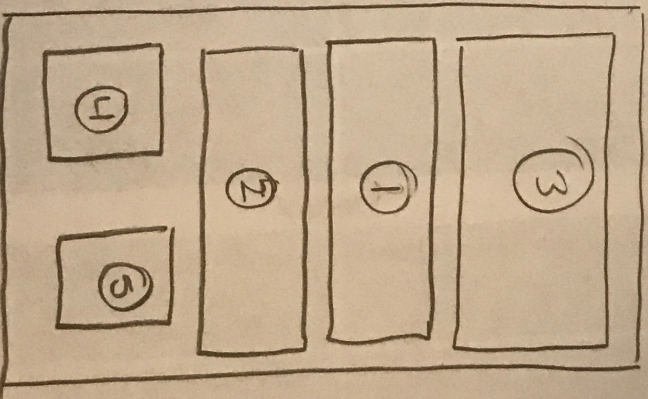
Coffee Shops:
Big Chain vs Small Shop

	Big	Small
Pros		
Cons		

Content Layout - Wireframe Area
Accessibility



Speed



- ① Accessibility
- ② Power
- ③ Speed
- ④ Variety
- ⑤ Roomy & Aesthetic

Big	Small
Pros	Accessibility
Cons	
Pros	Power
Cons	
Pros	Speed
Cons	