

# Content

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## for the Web

## Worksheet Infographic

<b>Target</b>	Business Type and Name: Coffee distributor	Company Profile:	Marketing Plan: Increases performance and mood
<b>Who</b> is the item for? (audience)	Select the problem <del>to</del> Bring attention/educate people on coffee	Who is the audience? Bosses/employees	Frame the Question that is to be answered? How <del>does</del> <sup>work</sup> coffee <del>do</del> in the work place?
<b>Why:</b> What is the item's job?			
<b>Why:</b> What is the value to the audience?			
<b>Plan</b>	Where will the infographic be located?		
<b>Where</b> will the item be located?	How will the infographic be created? in canva		
<b>What</b> elements will the content item have?	What Data will be used? (Use the mind map and research table included in this worksheet)	What is the infographic type? Visual/Information	What is the goal of the data visual?
<b>What</b> are the delivery specifications? examples: aspect ratio / dimensions			
<b>How</b> will you create the item?			
<b>Design</b>	Wireframe: content layout	Styling Elements:	
Attach layout wireframes – simple squares design thumbnails – graphic detail			
<ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>			

# Content

## for the Web

## Worksheet Infographic

### TARGET

*Company:*

*Profile:*

*Marketing Campaign:*

*Problem:*

*Audience:*

*Framed Question*

### PLAN

*Data Collection:*

See data mind map and research results

*Data Visual Goal:*

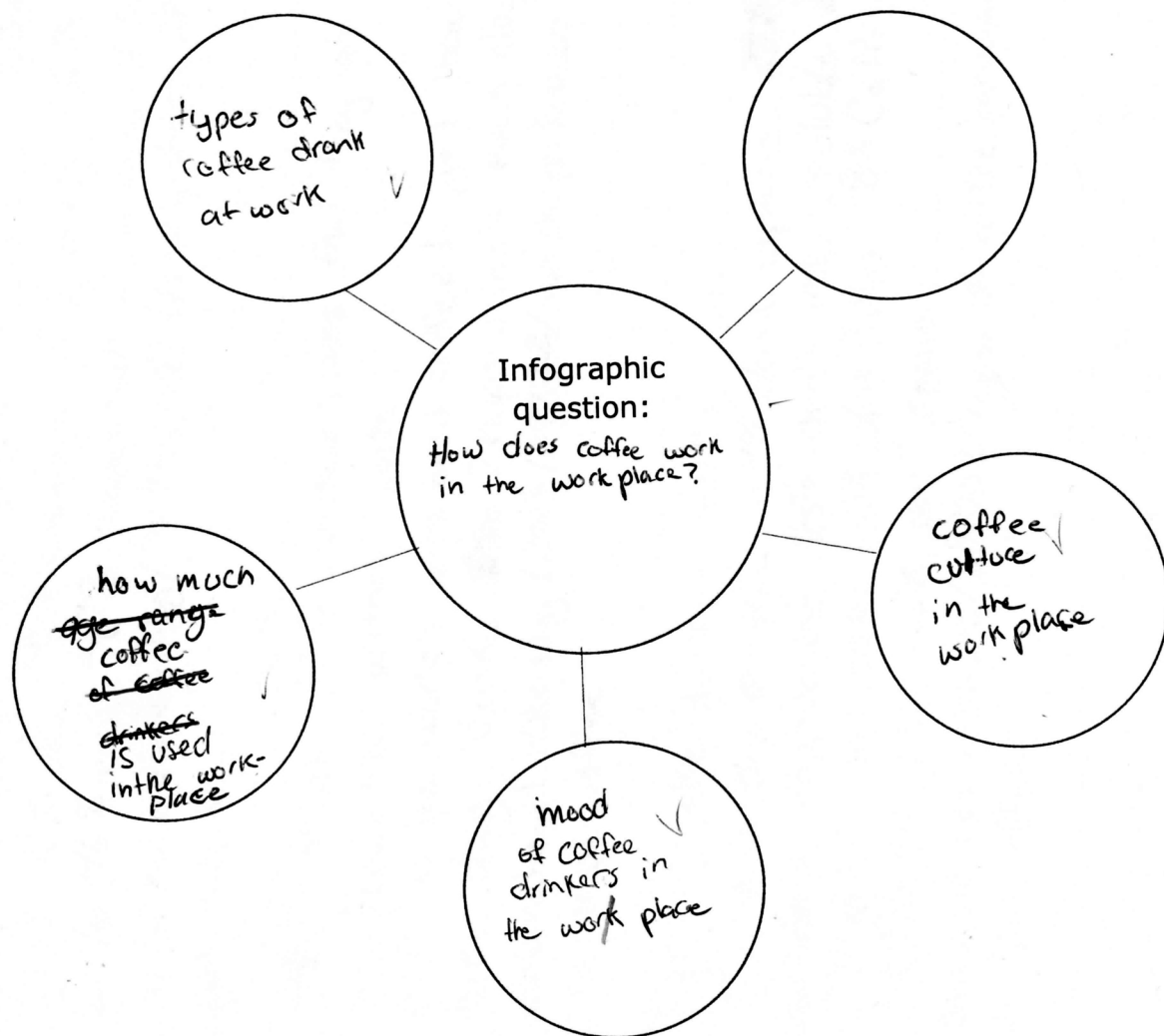
*Infographic Type:*

### DESIGN

*Layout Elements:* Wireframe

*Select styling elements:*

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



Coffee in the workplace

- \$2.6 B office coffee service industry for comparison
- Workplace consumption has increased from 16% to 21% in 2016 Source
- 4.4 B cups of coffee served
- 50 M cups were cold-brewed | 65% increase from '15
- 48% of Millennials say they weigh the perks (like coffee)

Coffee satisfaction - of 71% of coffee drinkers only 46% were satisfied  
2012 40% very satisfied 41% somewhat 13% not very 7% not at all

2013 42% very 41% somewhat 12% not very 5% not at all

2014 42% very 42% somewhat 11% not very 5% not at all

2015 46% very 40% somewhat 8% not very 6% not at all

2016 46% very 40% somewhat 8% not very 6% not at all  
[www.nationalcoffee.blog/2017/02/01/data-snapshot-coffee-culture-goes-corporate](http://www.nationalcoffee.blog/2017/02/01/data-snapshot-coffee-culture-goes-corporate)

46% of all U.S. workers claim that they are less productive without coffee

61% of the workers who need coffee to get through their day drink ~~two~~ 2 cups or more each day.

[www.nationalcoffee.blog/2016/09/22/which-profession-drinks-the-most-coffee](http://www.nationalcoffee.blog/2016/09/22/which-profession-drinks-the-most-coffee)

Types of coffee drink at work.

59% drink drip coffee 24% drink espresso ~~22% drink espresso~~

22% drink Cappuccino 18% drink instant/soluble coffee

17% drink iced coffee 13% drink lattes 8% Caffé crema

7% French press 2% don't know

[statista.com/statistic/680052/types-of-coffee-consumed-at-work-office/](http://statista.com/statistic/680052/types-of-coffee-consumed-at-work-office/)

Why do you drink coffee at work  
56% like the taste 40% have time to rest  
58% feel less tired / more alert 26% socialize with  
colleagues 24% more focused 14% because its free  
13% feel less stressed 11% thirst 10% because others do  
3% other 1% dont know

cite Ref:

when do you drink coffee at work?

46% Before 9am 59% 9am-11am 38% 11am-1pm  
41% 1pm-3pm 29% 3pm-5pm 16% 5pm-7pm  
3% after 7pm 1% I don't know

coffeeandhealth.org

~~Coffee~~ ~~coffee~~ ~~coffee~~ ~~coffee~~ ~~coffee~~

37% of employees said they would choose free coffee  
JoshKent.com/5-reasons-why-every-business-owner-should-  
provide-free-coffee

Top 5 heaviest coffee drinkers

5. Healthcare Administrator
4. Editor/Writer
3. Education Admin
2. Marketing / PR professional
1. Scientist / Lab Tech

National coffee blog / 2016/09/22 / which-profession-drinks-the-  
most-coffee

Data Research		Results to use in the infographic
		<ul style="list-style-type: none"> <li>• \$2.6B office service industry</li> <li>• 4.4B cups served</li> <li>• Coffee statistics ①               <ul style="list-style-type: none"> <li>• 2012</li> <li>• 2014</li> <li>• 2016</li> </ul> </li> </ul>
		<ul style="list-style-type: none"> <li>• mood of coffee workers</li> <li>• 46% feel less productive</li> <li>• 61% need to drink 2 or more to get through the day</li> <li>• why do you drink it? ②               <ul style="list-style-type: none"> <li>• 58% feel more alert</li> <li>• 56% like the taste</li> <li>• 40% to rest/relax</li> <li>• 26% to socialize</li> <li>• 13% feel less stressed</li> </ul> </li> </ul>
		<ul style="list-style-type: none"> <li>• <del>coffee culture to</del></li> <li>• types of coffee ③               <ul style="list-style-type: none"> <li>• 59% drip</li> <li>• 24% espresso</li> <li>• 22% cappuccino</li> <li>• 18% instant</li> <li>• 13% lattes</li> <li>• 7% French press</li> </ul> </li> <li>• <del>70% of millennials say they will reach the peak of coffee</del></li> <li>• Coffee culture               <ul style="list-style-type: none"> <li>• when do you drink coffee ④</li> <li>• Top 5 newest coffee drinkers.</li> </ul> </li> </ul>

## Content Layout - Wireframe Area

Title
2
1
3
4

Title	
4	2
1	3

Title

1

4

2

3 coffee cup

pie chart

