



Brand Identity

Stag Coffee Co. is a Pacific Northwest coffee chain that specializes in quality beverages and food for the customer on the go. Stag is ideal for customers who want to place their order quickly and easily, and pick it up in record time.

Stag is open for breakfast and lunch, and serves a variety of drinks, snacks, meals, and merchandise. Food and drink orders can be placed both online and in person for quick pick-up. Customers can submit advance orders for upcoming meetings and parties, as well as schedule repeat orders for those who rely on their morning coffee too much to miss a single day. The primary methods of ordering are online and via the mobile app, streamlining the entire transaction.

Merchandise and gifts, such as bags of whole coffee beans, travel coffee mugs, and t-shirts can be ordered online and shipped to customers. A limited selection can also be purchased in stores.

The brand identity design is a clean take on the classic Americana look, traditional yet accessible to contemporary users.

Business Goals

The primary objective of the Stag Coffee Co. website and mobile app is to increase sales, through methods that will improve efficiency and customer experience. Those methods include, but are not limited to the following:

- Allow for easy and intuitive ordering anytime, anywhere. This, in turn, will save customers' time as well as allow for accommodating higher customer traffic.
- Display detailed and precise descriptions of each item sold by Stag, in order to ensure customers can order confidently and consistently.
 - Example: including accurate information regarding each product's nutritional value, ingredients, and whether it contains common allergens.
- Notify customers of current and upcoming promotions and specials.
- Allow customers to access order history and favorite items for simple re-order.

Success Metrics

Success of Stag Coffee Co.'s website and mobile app will be measured by:

- Improved conversion rate of visitors to the site/app to sales,
- Increase in average dollar amount per sale,
- Increase in repeat business from established customers,
- Increase in new customers registering and placing orders, and
- Marked interest in coupons and other promotional events, as advertised on the website, app, and social media. This will be measured by tracking clicks/downloads of coupons, as well as how many are redeemed.