

# Jitter Cup

Homemade Coffee

# Background

## Informal

Someone could use this website to learn common techniques and/or advance ways to brew coffee i.e. “how to make cafe mocha”

## Experimental

This tutorial is useful for someone who wants to learn how to brew coffee with ease, types of brewing methods, and where to purchase coffee kits

# Design objectives & strategy

The goal of the Jitter Cup is to...

- learn simple and quick ways to brew coffee from home
- Keep web content simple and clean for visitors

# Site audience

**Jitter Cup will help people who...**

- want to learn the basic or more advance methods for brewing coffee.

**Visitors...**

- are newcomers or someone who wants a refresher on many ways to brew coffee.

# Competitors

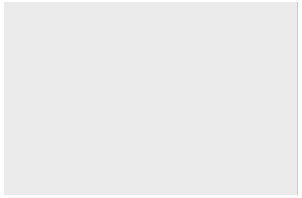
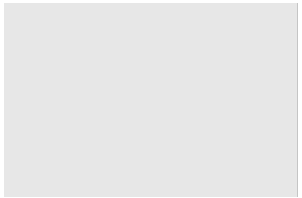
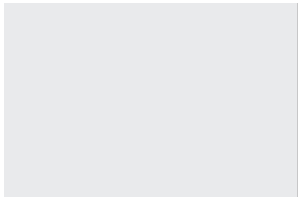
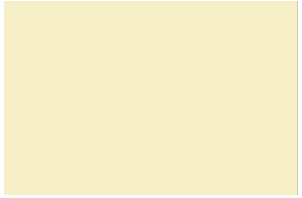
The screenshot shows the NCA website's 'How to Brew Coffee' page. The header includes navigation links like 'ABOUT NCA', 'NEWSROOM', and 'MEMBERS'. The main content area features a large image of a Chemex coffee maker on a table. To the right is a table of contents with links to sections like 'ALL ABOUT COFFEE', 'WHAT IS COFFEE?', 'HISTORY OF COFFEE', '10 STEPS FROM SEED TO CUP', 'HOW TO STORE COFFEE', 'HOW TO BREW COFFEE', 'COFFEE ROAST GUIDE', 'COFFEE AROUND THE WORLD', 'COFFEE, CAFFEINE, AND HEALTH', and 'ADDITIONAL RESOURCES'. Below the image, the article title 'How to Brew Coffee' is followed by the subtitle 'The NCA Guide to Brewing Essentials'. The text begins with 'Coffee is personal - the right way to make it is how you like it best.' and continues with 'That being said, mastering a few fundamentals will help you perfect your technique. From here, we encourage you to experiment with different roasts, origins, or preparation methods. Here are our tips to brew a classic cup of coffee.' A section titled 'The Equipment' is partially visible at the bottom.

The screenshot shows the 'Coffee Brewing Methods' website. The header features the site title in red and navigation links for 'Coffee Brewing Methods', 'Espresso Machine Reviews', 'Single Cup Coffee Makers', 'Contact', and 'Home'. The main article is titled 'Coffee Brewing Methods - Let's Get Started' and includes a large image of an espresso machine dispensing coffee into two cups. To the right, a 'Recent Posts' sidebar lists several articles with small thumbnail images, including 'What The Heck Is A Bone Dry Cappuccino?', 'Breville BES980XL Oracle - Espresso Machine Review', and 'Kopi Luwak Is the Most Expensive Coffee - Is CVet Coffee Worth the Price?'. Below the main article, a short paragraph states: 'Coffee-Brewing-Methods.com aims to help visitors understand the various methods of preparing coffee, to guide them choose the right brewing equipment, and to make sound decisions about their morning cup of joe.'

The screenshot shows the coffeeAM website's 'Brewing Coffee' page. The header includes the coffeeAM logo, a search bar, and navigation links for 'Gourmet Coffee', 'Gourmet Tea', 'Flavorings & Mixes', 'Gift Sets', 'Accessories', 'Wholesale', 'What's Trending', and 'Blog'. The main article is titled 'Brewing Coffee' and has a sub-section 'Common Coffee Brewing Methods'. The text states: 'Here is a quick list starting from the best: French Press'. It then explains that choosing a fresh-roasted gourmet coffee is only half the battle and that the brewing method is just as important. The article provides detailed instructions for making French Press coffee, including the equipment needed and a five-step method: 1. Begin heating the water. 2. Grind 8 TBS of fresh, coarse ground coffee and place in the empty French Press. 3. Just before boiling is reached remove from heat, start the timer and pour over the grounds. 4. Stir the water and coffee for a couple second just after you have finished adding the water. 5. Stir the water and coffee for a couple second just before you have reached the desired brew time.

The screenshot shows the 'I Need Coffee' website's 'Coffee Brewing Guide' page. The header includes the site title and navigation links for 'COFFEE BREWING GUIDE', 'ABOUT', and 'SUPPORT THIS SITE'. The main article is titled 'Coffee Brewing Guide' and states: 'I NeedCoffee has several tutorials on how to brew coffee. Here are a few to get you started.' It features a list of coffee-making equipment and methods, including AeroPress, Bonavita Dripper, Chemex, Clever Coffee Dripper, Coffee Sock, Cold Brew Coffee, Cold Brew Coffee in a French Press, Espresso Tamping, Eva Solo (Cafe Solo), French Press, Hario Pour Over, Iced Coffee with a Clever Coffee Dripper, Kalita Wave, Moka (Stovetop Espresso) and traditional method with sugar, Pour Over (Java Maestro), Pour Over (Nee Brewer), Primula Cold Brew Coffee and Travel Bottle, Swedish Egg Coffee, Toddy Coffee Maker, and Turkish Coffee. To the right, there is a social media sharing section, a search bar, and a newsletter sign-up form.

# Colors and textures



# Keywords

## Site should be

- *Easy*
- *Fun*
- *Clean*

## Site shouldn't be

- *Formal*
- *Messy*
- *Too fancy*

# Content for the site

The site should include content like...

- illustrations or photos
- sample tutorial
- where to buy