Website Blueprint

OP-86150

Location: Lakewood & Mayville, New York, USA

Business Type: Specialty Coffee Roaster & Café

Target Audience: Coffee enthusiasts and experience-driven consumers who value quality, creativity, and meaningful connections. Includes local residents around Chautauqua Lake, regional visitors, and a growing national customer base seeking premium, responsibly sourced coffee and unique café experiences. Appeals to individuals who appreciate organic products, small-batch craftsmanship, and support woman- and veteran-owned businesses.

Executive Summary

Stedman Coffee Roasters sets itself apart by offering premium, small-batch roasted coffee made with high-quality, organic beans sourced from top regions around the world. As a woman- and veteran-owned business, Stedman stands out for its heartfelt dedication to freshness, quality, and service, delivering an experience that goes beyond just coffee—it's about bringing people together. Their direct-to-consumer coffee sales, subscriptions, and unique flavor blends, along with local and nationwide delivery, make the business a destination for coffee lovers seeking authentic taste and personal connection.

Primary Goals

- Deliver exceptional, fresh-roasted specialty coffee to local and nationwide customers
- Expand wholesale, private label, and gifting partnerships with retail shops, restaurants, and offices
- Enhance brand recognition as a woman- and veteran-owned business focused on quality and community
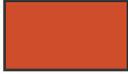
Brand Values

- Purposeful sourcing from high-quality, organic, and responsible farms
- Small-batch roasting for peak freshness and flavor
- Community, service, and authenticity as a woman- and veteran-owned company

Competitive Advantages

- Globally sourced, organic beans selected for unique flavor and integrity
- Small-batch roasting ensures peak freshness and superior taste
- Woman- and veteran-owned, with a mission-driven approach and strong community values

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#5A4636
Secondary		#E6D3B3
Accent		#CF4D2A

Rationale: The main color is a deep coffee brown to reflect the core product and evoke warmth. The secondary is a soft cream that feels inviting, clean, and makes content easy to read—much like fresh coffee with light cream. The accent color is a rich, roasted red-orange, expressing energy, creativity, and drawing attention to buttons or special offers. This combination gives a cozy, high-quality look and matches a premium coffee experience.

Typography

Heading Font: Playfair Display

Body Font: Montserrat

Google Fonts Url: https://fonts.googleapis.com/css2?family=Playfair+Display:wght@700&family;=Montserrat:wght@400;700&display;=swap

Imagery Style

Use real photos from your café and roasting process, as well as close-ups of coffee beans, drinks, and friendly interactions among staff and guests. Images should feel bright, authentic, and inviting—showcasing the hands-on, local nature of your business. Include clutter-free backgrounds, natural light, and visible elements of your café to build trust with both new and returning customers.

Overall Aesthetic

Cozy, authentic, and approachable. The site should feel welcoming, highlight your local roots, and make customers feel they are getting a special, high-quality product. Use lots of open space and large, easy-to-read sections to avoid clutter. Blend a sense of craft, community, and a modern shopping experience.

Theme Style

Modern café with rustic touches—combine clean lines and simple shapes with soft textures and natural details (such as wood grains, burlap, and light backgrounds). Add subtle design elements inspired by coffee beans, latte art, and global origins to emphasize your storytelling and expertise.

Layout Approach

Easy-to-use and clear navigation. Feature your bestselling coffees and subscriptions at the top of the home page, with clear product categories for shopping. Use large, readable text and obvious buttons so all customers, including mobile users, can easily browse and buy. Keep the checkout process as simple as possible, with steps clearly labeled. Highlight special offers and discounts with banners that match the accent color.

Regional Recommended

- Highlight local pride with photos of your Lakewood and Mayville cafés.
- Include scenic shots of Chautauqua Lake to connect to regional visitors.
- Feature messaging about woman- and veteran-owned status and support for other local businesses.

Regional Avoid

- Do not use dark, heavy backgrounds that hide the warm, welcoming feel.
- Avoid images that appear generic or stock—focus on your own team, café, and products.
- Skip harsh, cold color schemes that feel corporate or impersonal.

Requirements & Features

string

Description: string

Validation: string

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, introduce Stedman Coffee Roasters, showcase what makes the coffee and café experience unique, and encourage people to explore products, visit in person, or buy online.

Sections

Hero

Purpose: Grab attention right away by sharing your promise of exceptional, small-batch coffee and welcoming people to your café and online shop.

Key Elements:

- Inviting headline about specialty coffee and café experience
- Short tagline: 'Globally sourced. Locally roasted. Perfect is good enough.'
- Striking photo of coffee, café, or roasting process
- Button to view the coffee shop menu or buy coffee online

Strategy: Let visitors know what makes you different from the very first moment and make it simple for them to see your menu, buy coffee, or plan a visit.

Psychology: People want to feel welcome and find a reason to stay. Telling them what makes your business special right away builds trust and curiosity.

Tone: Friendly, genuine, warm, and proud—focus on expertise, the care behind every cup, and your community roots.

Cta Block

Purpose: Give clear and easy next steps to get in touch, shop online, or visit your café.

Key Elements:

- Button to order coffee online
- Button to contact you
- Mention of veterans and first responders discount
- Store locations and hours with a small map

Strategy: Make it easy for customers to act right away, whether they want to buy coffee, get in touch, or visit.

Psychology: People are more likely to reach out or make a purchase if it's simple and there are clear benefits.

Tone: Encouraging, clear, and helpful—remind visitors of your special offer and the ways to connect with you.

Other Pages ()

Recommended Sections

- Company Story
- Team Profile

• Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: string

Application: string

Implementation: string

Content Strategy

Area: string

Recommendation: string

Implementation: string

Conversion Optimization

Technique: string

Rationale: string

Implementation: string

Priority Focus

Category: string

Description: string

Reason: string

Implementation Order

1. array

Risk Mitigation

string

Category: string

Suggested Action: string

Business Impact

Impact Level: High | Medium | Low