**Premium Coffee Website**

1. **Links at the header**

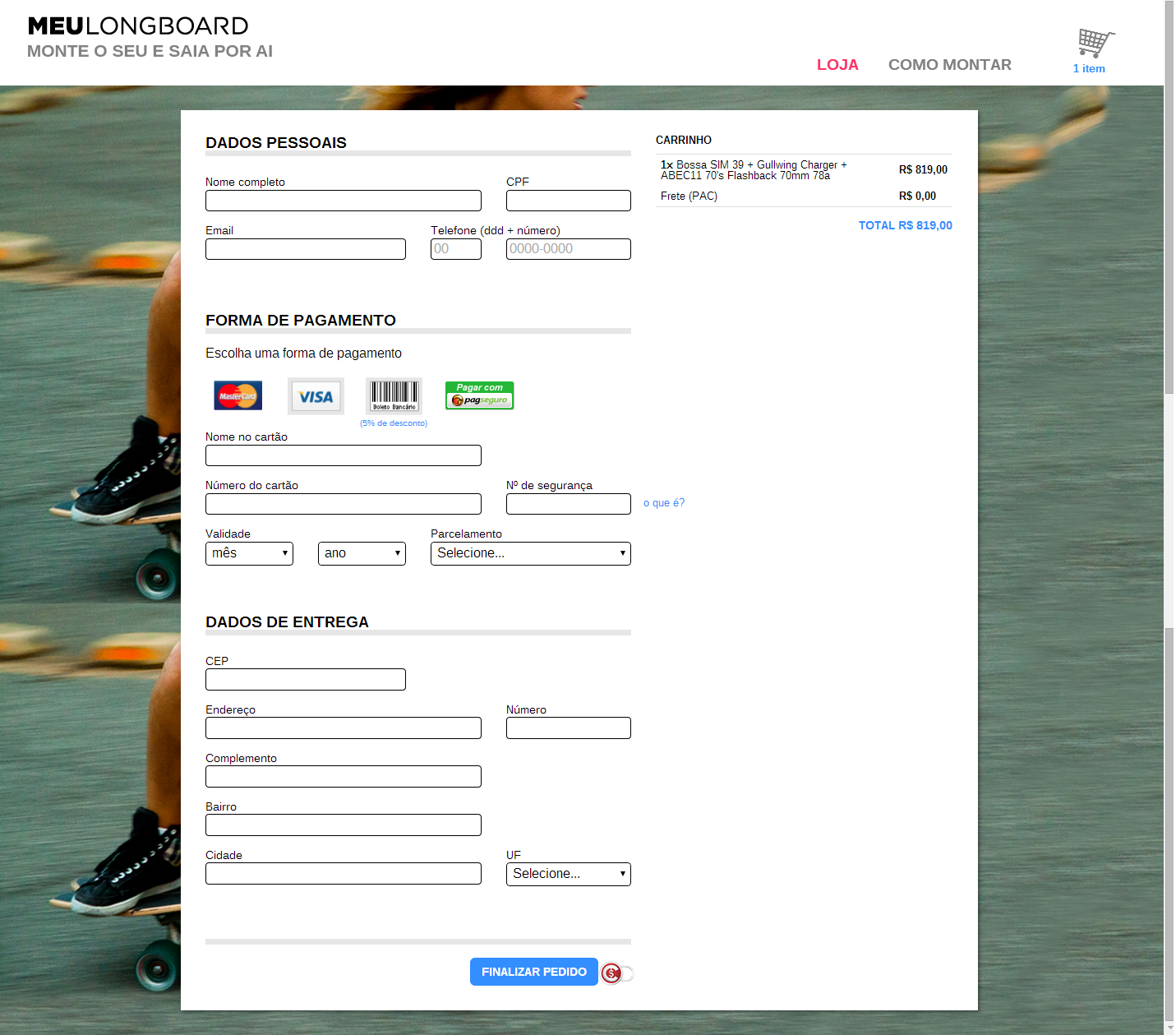
* **Home page** (the logo link (same idea as **mokaclube.com.br**/ with **bluebottle.com** footer))
  + Comment: Everything below **mokaclub** header, with **bluebottle** footer (which will be the same for all pages)
  + Comment: We need icons for: 1) a coffee plant, 2) a coffee roasting machine, 3) shipping process (box, truck…) and 4) cup of coffee(looking tasty)
  + Icon references:
  + <https://www.behance.net/gallery/16424857/Flat-Design>
  + <https://www.behance.net/gallery/15064063/Fifa-World-Cup-Brazil-2014-Flat-Design-Shields>
* **Brewing guides** (same idea as **bluebottlecoffee.com/t/categories/coffees** (drawings/icons)+ brewing guide pages (like **bluebottlecoffee.com/preparation-guides/drip**))
* **Subscriptions**  (see detailed explanation below)
* **Merchandise** (same idea as **bluebottlecoffee.com/t/categories/merchandise** (drawings/icons) + product pages. We also need one “Compare page” for the procucts, just like **apple.com/mac/compare/notebooks.html** with the “click to drag” pointer)
* **Blog** (same idea as **bluebottlecoffee.com/press** + right lateral like **haveacoffee.com.br/blog/** (like uson facebook; categories; tags))
* **Our Story** (same idea as **bluebottlecoffee.com/our-story**)
* **Cart** (same idea as **bluebottlecoffee.com/cart**)

1. **Links at the footer**

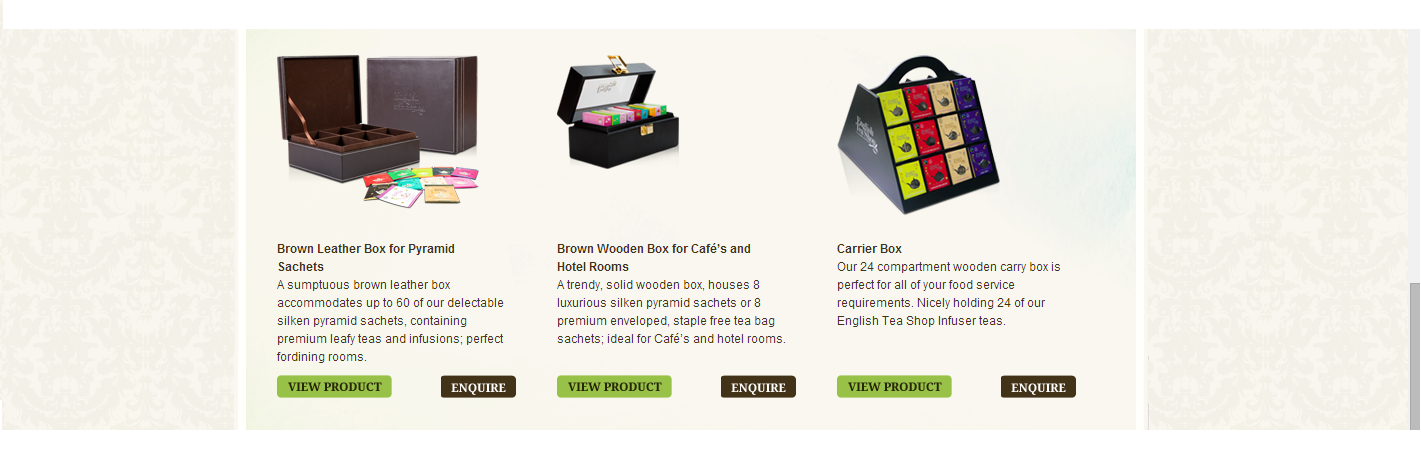
* **Contact** (same idea as **bluebottlecoffee.com/contact**)
* **Special Orders** (same idea as **bluebottlecoffee.com/special-orders**)
* **Wholesale** (same idea as **bluebottlecoffee.com/wholesale**)
* **Press** (same idea as **bluebottlecoffee.com/press**)
* **FAQ** (same idea as **mokaclube.com.br/faq**)

1. **Another links / pages / features**

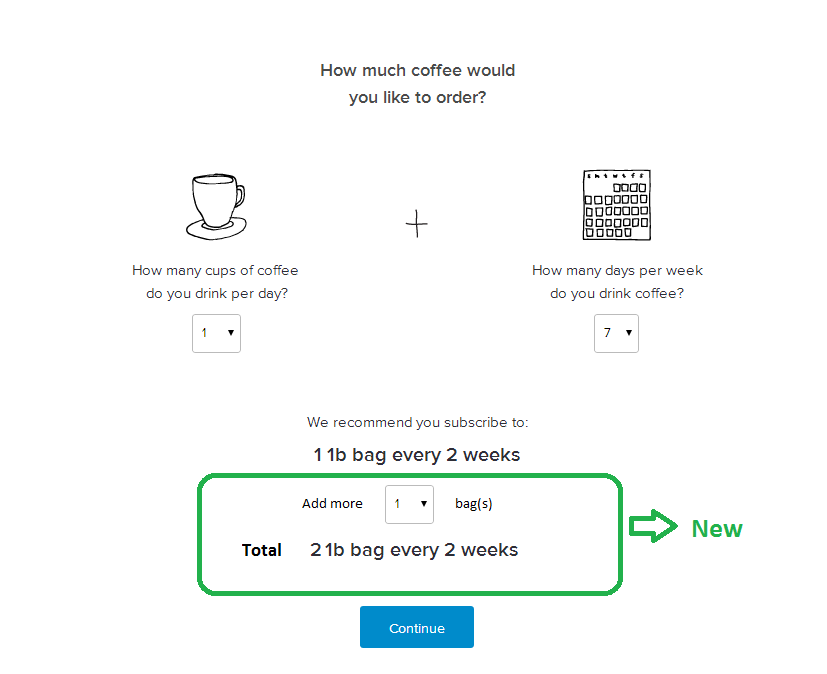
* **Sign up bar** (same idea as **bluebottlecoffee.com**)
* **Checkout** (same idea as **meulongboard.com.br/checkout** (see *image 1* below or in attachment)
* **Subscriptions** – the buying experience is basically the same as **bluebottlecoffee.com/coffee-subscriptions**. However, there are a few singularities.
  + 1) We will start from a product catalog (see *image 2* below or in attachment) displaying three products (diferent types of coffee) along with their a name and short description. For the first two products the customer will have two options of subscriptions to choose from (like **bluebottlecoffee.com/coffee-subscriptions** “ongoing subscription” and “gift subscription”). The thirsd product only takes “gift subscriptions”.
  + 2-a) If the customer choose the “ongoing subscription”, the page scrolls down just like on **bluebottle**, and the options as shown in *image 3* appears. The person will select its preferences and click “Continue”. Then, the page will scroll down again and the customer will choose the brewing method (there won’t be the “which coffee would you like” part from bluebottle- see *image 4*). 2-c) Finally, the “order summary” part is just like on **bluebottle**.
  + 3-a) If the person (back in the product catalog) choose “gift subscription”, we there will be an extra step on the order which is to choose how long will the subscription last (like on **bluebottle**), and then the process continue just as the “ongoing subscription”.



*Image 1 – Checkout*

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*Image 2 – Subscription - Products*

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*Image 3 – Subscription - Quantity Option*

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*Image 4 – Subscription – Brew Method*