

The Perfect Brew

The Perfect Brew is an ambitious project at a micro-scale to make the world's best digital coffee platform for De Clieu Coffee. It will replace the existing non-mobile compatible website by providing a dynamic, cross-platform experience tailored to De Clieu's customers and relevant stakeholders.

The new website and experience will more effectively communicate De Clieu's story and brand, menu offerings, and role in the community through clear and engaging methods that are enjoyable to the user. A refined core narrative will also be established to guide social media presence, improve reach, and strengthen De Clieu's brand. The Perfect Brew will also work with the City of Fairfax to provide an experience that is seamless with the community and the user's day to day life.