

CASE STUDY

Acme Coffee: online orders live in 8 weeks (fictional example)

Client	Acme Coffee, independent coffee shop, 2 locations
Service	Website redesign and online ordering
Timeline	8 weeks, October to December 2026

The challenge

Acme's 2019 website was slow on phones and could not take orders. Customers queued at the counter at 8 am and some left.

The approach

A 2-hour discovery workshop with staff, five page designs focused on ordering in two taps, a Webflow build connected to Square, and a recorded training session so staff can change the menu themselves.

The result

Illustrative figures for this example: 180 online orders in the first month, average queue at 8 am down from 9 to 4 people, menu updates now done by staff in minutes.

In their words

"We change prices ourselves now, and the morning queue is half what it was." : Maria Lopez, Owner (example quote)

At a glance

Before	After
No online ordering	Order in two taps on a phone
Menu changes needed a developer	Staff update the menu themselves
9 people queueing at 8 am	4 people queueing at 8 am