



# Business & cultural context



Cultural context:

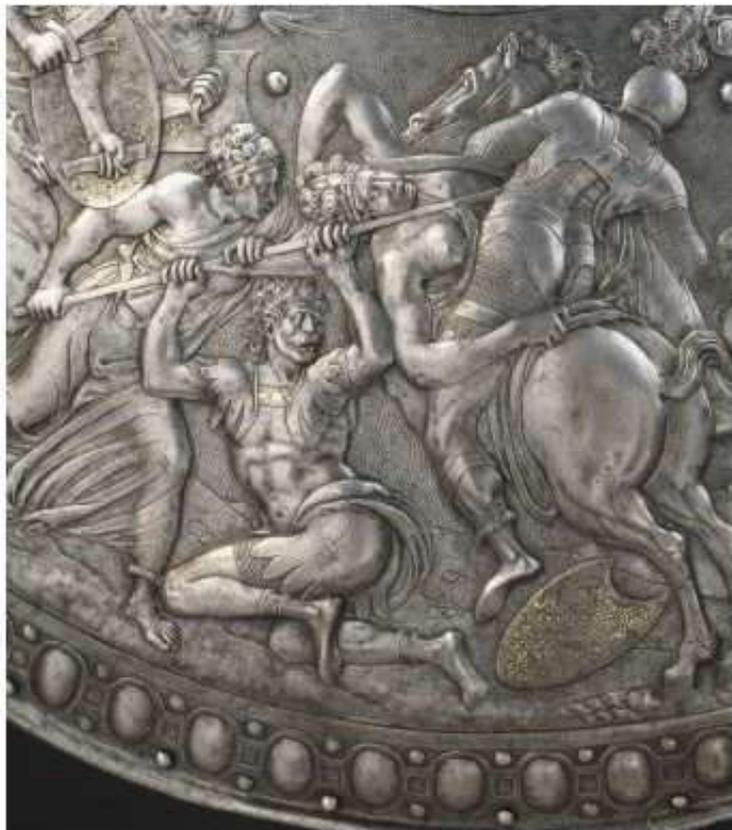
“

*Swedes prefer not to translate the word fika. They don't want it to lose significance and become a mere coffee break.”*

*- sweden.se (part of the Swedish Institute (SI))*



FÖRE FIKA:



EFTER FIKA:





# Impact of COVID-19...



## Illustration:

Has been used by humans throughout history for story-telling

The invention of the printing press in 1452 allowed art, music, literature and publications to be mass-produced and distributed

Developments in modern technology has enabled more change in illustration and the wider field of design

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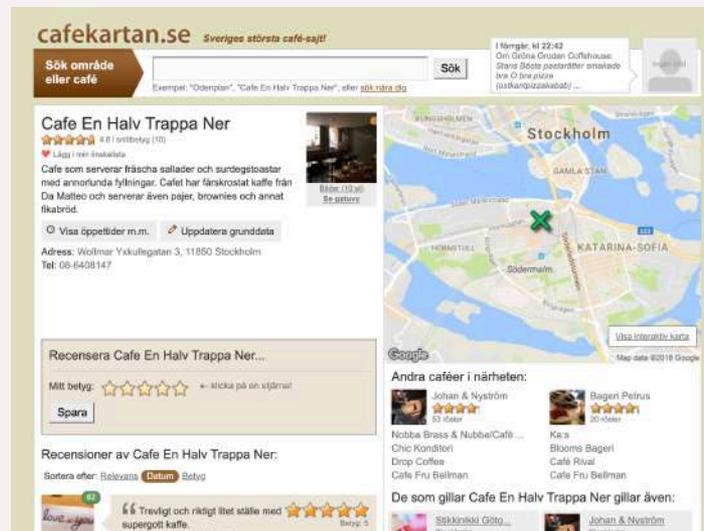
But while so much has changed,  
the purpose of illustration has  
remained the same: *to provide a  
visual experience that  
communicates meaning beyond  
what words alone can do.*” –  
*illustrationhistory.org*

# Business Context:

# cafekartan.se

Very comprehensive – covers any city/town in Sweden!

User-submitted reviews form the focus of its content  
Less visual appeal?

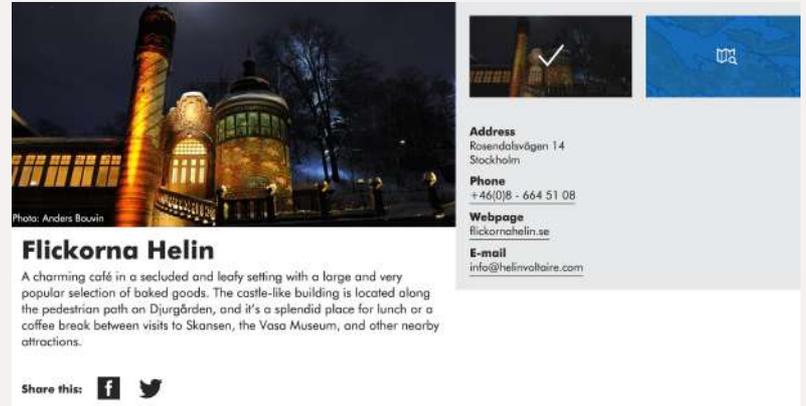


# visitstockholm.com

Run by Visit Stockholm AB (the official tourism promotion agency in Sweden

Covers several things to see and do in Stockholm

Probably the best in terms of responsive design



# europeancoffeetrip.com/ stockholm

Has café guides for cities  
around the world

Very specific – even has info on  
what coffee machine they have!

A lot of the information in the  
Stockholm listings are  
incomplete/very brief

The image shows a screenshot of the European Coffee Trip website. At the top, the logo "EUROPEAN COFFEE TRIP" is visible, along with navigation links for "MAGAZINE", "CITY GUIDES", and "BREW GUIDES". Social media icons for Facebook, Twitter, Instagram, YouTube, and a search icon are in the top right corner.

The main heading is "SWEDEN STOCKHOLM". Below this, there are two summary boxes: "MAP WITH 9 CAFÉS" and "8 ARTICLES AND 0 EVENTS".

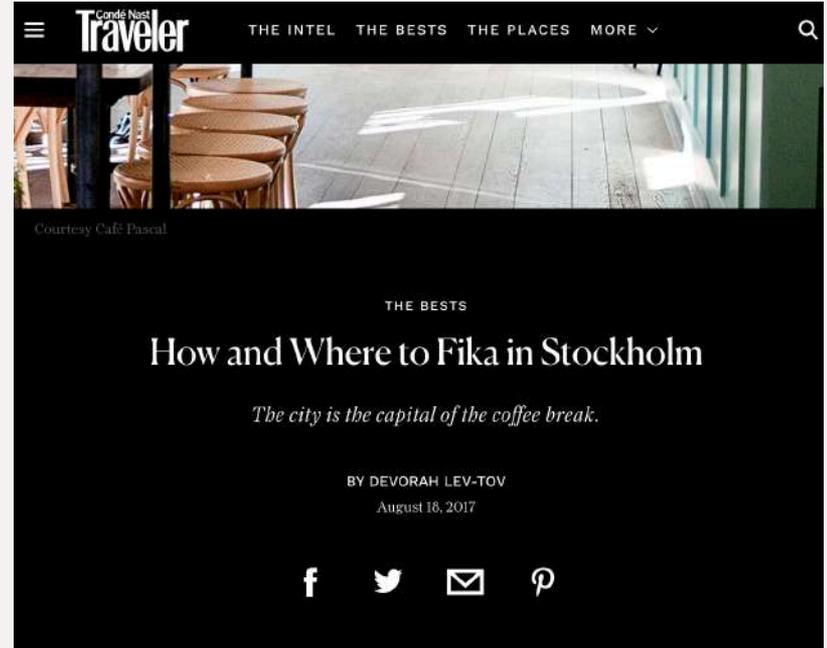
A map of Stockholm is displayed, showing various districts like Vasastan, Norrmalm, and Östermalm. Several coffee shop locations are marked with numbered pins (1-9).

Below the map, there is a detailed listing for "PASCAL CAFÉ & BAKERY". The address is "Skånegatan 76, Södermalm, 116 37 Stockholm, Sweden". There are social media icons for Facebook, Instagram, and YouTube. A red box contains a COVID-19 warning: "Due to COVID-19 pandemic, opening hours may vary." The operating hours are listed as: "Mon: 07:00-19:00", "Tue: 07:00-19:00", and "Wen: 07:00-19:00".

To the right of the listing is another map showing the location of Pascal Café & Bakery in Södermalm, with various other points of interest like "Biograf Victoria Svenska Bio" and "Urban Deli Nytorget" marked.

Others:

The likes of TimeOut,  
Tripadvisor, CN Traveller



*Fika*, or the act of taking a break over coffee and a snack, is a Swedish tradition that, at its roots, encourages people to pause and reset. Contrary to grabbing a cup of joe

## Cognate texts:

Citi x 60: Stockholm  
Monocle guide to  
Stockholm



## Revenue:

The site will be free for all visitors to access

The site will be personally funded initially, as it is not intended to initially generate revenue

A second phase for the site may start to include some attempts at monetization - dependent on results from the first stage!

## Strengths:

Visually appealing, a different take on an otherwise popular subject, my own personal knowledge and personal contacts, the ever-lasting popularity of cake with all ages 😊

## Weaknesses:

Wide scope, may not be initially comprehensive, the illustration side will likely take...time!

## Opportunities:

To make a dual language site, to make a site that showcases the cafes in a more creative and detailed way, later stages to move out from Stockholm – out of Sweden even?

## Threats:

It's a popular topic, with tough competition from some very big names with established followings.

# Twitter description:

An illustrated map & guide for visitors and locals to explore Stockholm through its coffee houses. (98 characters)

