



Project Brief: Café Molécula

History

“Café Molécula” is a specialty coffee roaster and online retailer based in Santurce, Puerto Rico. Founded in 2016 by a former chemistry major at La Universidad de Puerto Rico, Isa turned her collegiate side hustle into a fun and quality focused coffee roast & brew experience.

Isa started her barista journey during her freshman year of college and being a process driven chemistry student became enamored with the idea that a fruit could become everyone’s preferred stimulant of choice. She started working in local coffee shops and training in some of Puerto Rico’s largest coffee fields, learning everything from roasting and brewing to latte art and finding ways to connect people with quality coffee beans.

After saving up for five years and obtaining her chemistry degree, she decided to open up a coffee bus just outside the marina of Old San Juan. Ten years later, Isa is the proud owner of 6 locations all over the island and has since extended her reach from serving quality coffee to building community both inside and outside of Puerto Rico.

As of January 2026, “Café Molécula” has:

1. Worked directly with local farming cooperatives, helping increase their visibility and obtaining stable resources for the farming community of Puerto Rico in attempts to create a more stable local economy.
2. Small batch roasting in batches of 20-30lbs to ensure freshness and quality control.
3. Funded a Barista school in Old San Juan, offering two full scholarships a year for local high school graduates interested in joining the world of quality coffee.
4. Fostered community by giving brewing workshops at her store and collaborating with local artists to create merchandise for her online platform.

Primary Contact Information:

Isa Casandra Ramirez, Founder and CEO

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Secondary Contact Information:

Emilio Luis Rangel, Director and Head of Customer Experience

Email: emilio@cafemolecula.co

Target Market Summary

Ages: 25-40 years old.

Location: Urban professionals in Santurce and the greater San Juan metropolitan area. Some Puerto Rico-wide coffee enthusiasts. Puerto Rico is a small island with a large coffee culture, so interaction from other municipalities is highly anticipated.

Income: 35k-75k anual salary

Education: College educated, many with STEM backgrounds

Occupation: Young professionals, graduate students, creatives, entrepreneurs and remote workers.

Values + Interests:

- Intellectual and curious
- Craft focused and process driven individuals who enjoy quality over quantity products
- Seeking authentic environments and experiences
- Interested in supporting local agriculture and economy

Lifestyle:

- Looking for spaces to work, meet and socialize
- Interest in workshops and skill-building
- Active on social media and/or content creators
- Environmentally and socially aware
- Seeking brands with authentic stories and local roots

Coffee habits:

- Frequent coffee shop visitors (1-3 times a week)
- Willing to pay \$3-\$5 for specialty coffee
- Interested in the specialty coffee experience:
 - Pour-over espresso, chemex, nitro brewing and alternative roasting and brewing methods.
- Likely to purchase beans, coffee mugs and merchandise to take-home/gift.

Local competitors →

- Café con Cé
- Café Regina
- Cuatro Sombras

Apps + Social Media used by this demographic →

- Instagram
- YouTube
- TikTok
- Google Maps
- Notion
- Eventbrite
- Spotify/Apple Music
- Whatsapp

Lifestyle Brands (Merchandise References) →

- Patagonia
- Valija Gitana
- Sixne
- ViceVersa

Sources:

1. <https://perfectdailygrind.com/2023/10/puerto-rico-coffee/>
2. <https://baristalife.co/blogs/blog/cafe-customer-demographics>
3. <https://www.grandviewresearch.com/industry-analysis/specialty-coffee-market-report>
4. Me → Grew up in Puerto Rico, worked as a barista for 6.5 years.

Project Goals

Business objectives

1. Increase conversion rate → More people ordering, subscribing and purchasing merchandise.

2. Reduce drop-off → Make sure the process of adding things to cart, whether it be from the menu or your merch pages, is intuitive. Make it easy for people to complete their purchases.

Design Direction

1. Clean, modern, minimalist with a lab aesthetic
2. Mobile-first design ("To-go" order accessibility)
3. Easy to find location and directions (Considering adding a map or linking to Google Maps/Apple Maps option)
4. School and Workshop registration
5. Scholarship application and process
6. Online merch shop
7. Detailed menu (Ideal bean per drink, brewing methods, geographical information for each bean)

Experience priorities

1. Fast loading times (How can we get all the information in without overwhelming the server?)
2. Intuitive user flows (Consider the coffee shop is a fast paced environment and people either want to grab their coffee and go, find information quickly or order and find a table. Make it easy)
3. High quality photography and strong story-telling.
4. Bilingual content or translation options. (English, Spanish and others as well. Puerto Rico is highly touristic and receives many visitors from around the world)
5. Social media connections
6. Newsletter signup → Just draw it out, we won't get into Java in this class. So don't worry about the form functioning yet.

Success Metrics

1. Increased customer retentions
2. Increase in orders and order value
3. Time spent on our website

Contents and Assets

1. Logos
2. Brand Identity
3. Stock imagery
4. Illustrations
5. Product catalog
6. History + About Me sections
7. FAQ
8. Testimonials + Reviews

User Personas

 Sofía Nidia Álvarez (29 years old)

Location: Lives in Ocean Park, Condando.

Occupation: Remote Social Media Marketer

Education: B.A. in Communications from Sagrado Corazón

Income: 40k anual salary

Relationship status: Single

Languages: English, Spanish and Portuguese

Sofía is a young social media marketer who mostly works from home and on-location. She is always on Pinterest and loves keeping up with the latest design trends, coffee culture and enjoys hiking el Yunque on the weekends with her friends and values supporting her local artists and businesses.


Technology: Macbook, iPhone14, iPad.

Apps + Social Media: Instagram, Spotify, Canva, Notion, ATH Móvil, Figma and Adobe Suite.

Coffee Habits: Works from a coffee shop 2-3x a week, orders a matcha latte and egg bites in the morning and iced americanos the rest of the day. Always brings her own cup full of stickers from all her favorite local shops. Buys 2 bags of beans a week to take home.

Wants: To find inspiring spaces to work outside of her home, learn more about coffee techniques and discover new food + drink, support local Puerto Rican businesses, networking opportunities and to document her life on social media.

Needs: Easy to find event calendar, easy access to WiFi and menu items, Instagram worthy visuals, easy merch browsing.

 Carlos Andrés Rivera (34 years old)

Location: Hato Rey, San Juan

Occupation: Chemistry Professor at Universidad de Puerto Rico, Río Piedras

Education: Ph.D. in Organic Chemistry from the University of Austin Texas

Income: 68k anual salary

Relationship status: Married, 1 daughter (4 years old)

Languages: English and Spanish

Carlos is a young college professor at the best University of Puerto Rico. Other than Chemistry, his interests include: education initiatives, community development and mentorship. Raised in a coffee farm in Yauco, Puerto Rico. He is analytical and passionate, appreciates craft and precision and likes to discuss scientific journals with his colleagues at his favorite coffee shops.

Technology: Samsung Galaxy, Windows laptop, Kindle

Apps + Social Media: Only uses LinkedIn for professional networking, but uses Google Scholar, Gmail, Whatsapp, ATH Móvil, Strava and Youtube on a regular basis.

Coffee Habits: Works from a coffee shop 2-3x a week, orders a double espresso with 4 sugars and two hard-boiled eggs with "pan sobao" in the morning and drinks sparkling water and single-origin pour over in the afternoon. Often leaves with a box of pastries for his wife and daughter.

Wants: To connect with the chemist founder (a kindred spirit) and support the coffee farm community that raised him. Interested in taking coffee roasting and brewing workshops and build relationships with people who are passionate about clean and quality food and drink processes.

Needs: An easy to find "About Us" section, clear information about fundraising events, programs and impact. A workshop calendar and a menu with detailed product descriptions (coffee origins and history, where applicable) and easy to find contact information and forms.

Site Map

