

PROJECT REPORT

TEAM ID : NM2023TMID05661

BATCH : 4

TEAM MEMBERS :

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Project Title : **Building A Website Using Canva**

1) INTRODUCTION

1.1 OVERVIEW

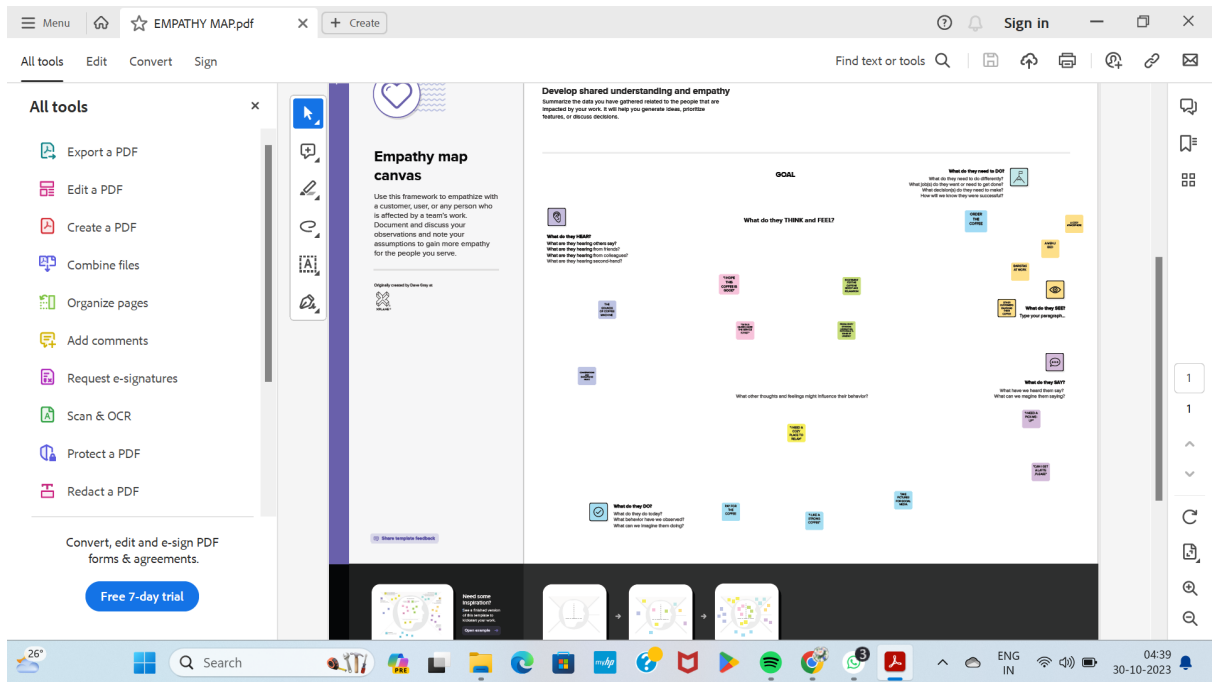
Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website. Canva, primarily known for its graphic design capabilities, now offers a feature called Canva Websites, which simplifies website creation for users without extensive coding or design skills. Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

1.2 PURPOSE

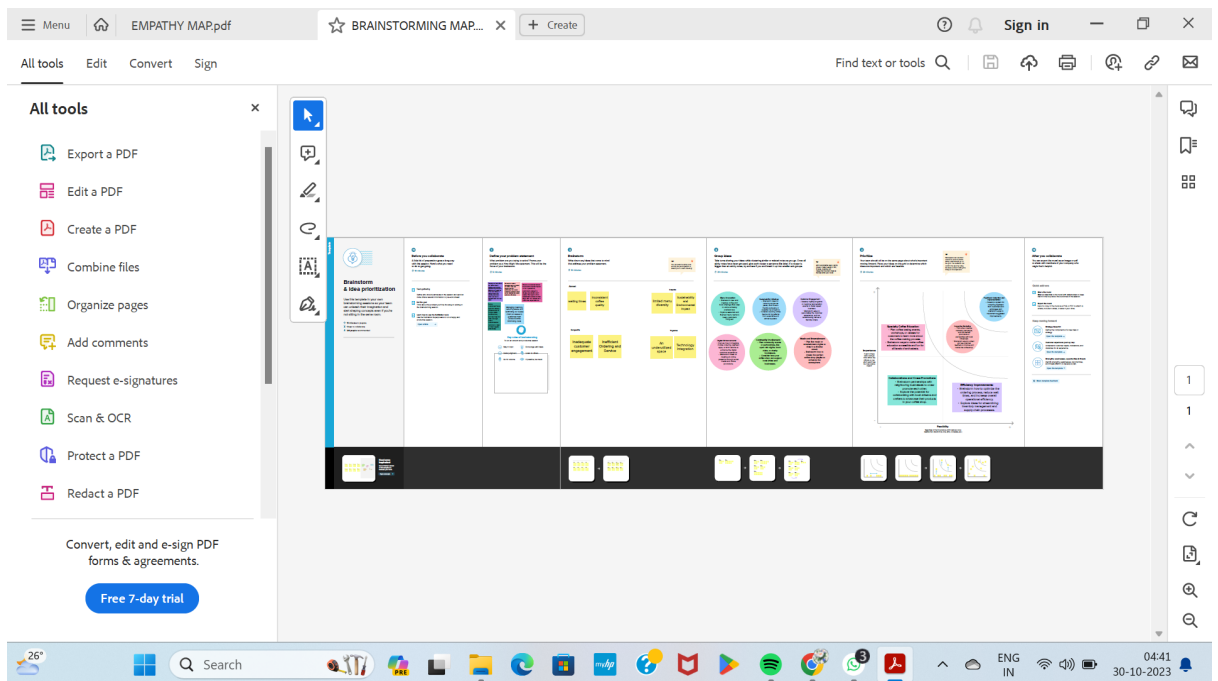
From a cultural standpoint, coffeehouses largely serve as centers of social interaction: a coffeehouse provides patrons with a place to congregate, talk, read, write, entertain one another, or pass the time, whether individually or in small groups. A coffeehouse can serve as an informal club for its regular members.

2) PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



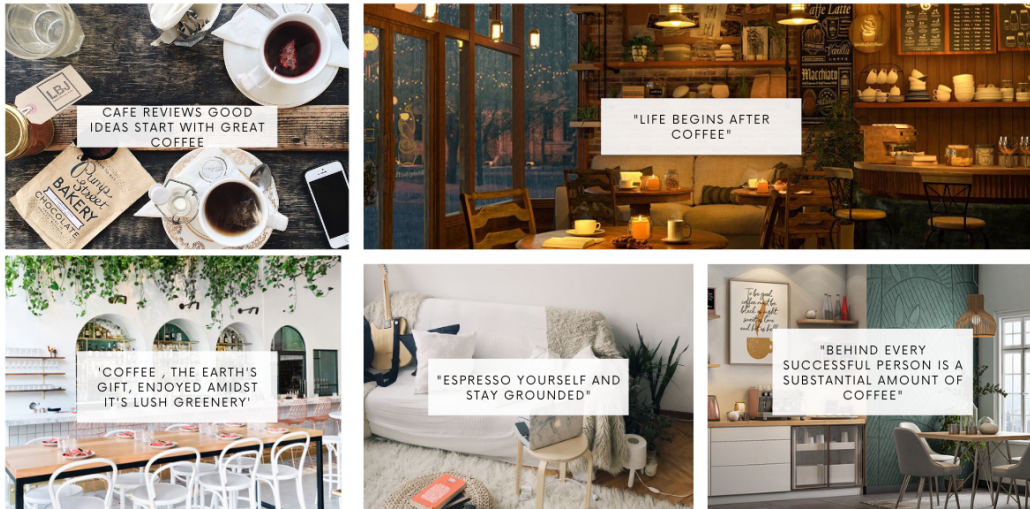
2.2 IDEATION & BRAINSTORMING MAP



3) RESULT

JOAN BAY CAFE

SIP,RELAX,AND ENJOY THE MOMENT WITH JOANBAY



4) ADVANTAGES & DISADVANTAGES

ADVANTAGES

1.Profit

2.Scheduling

3.More occasional food options

4.Low Investments

5.Less decorative effort

DISADVANTAGES

1.Time-consuming

2.Highly competitive industry

3.High overhead costs

4.Chance for failure

5.Complete accountability

5) APPLICATIONS

Coffee shops have a wide range of applications and serve as versatile social and business spaces. Here are some common applications of a coffee shop:

1. **Café: The most obvious use of a coffee shop is to serve coffee and other beverages to customers. People visit coffee shops for their daily caffeine fix or to enjoy a variety of hot and cold beverages, including espresso, cappuccino, lattes, and iced coffee.**

2. **Meeting and Workspaces: Coffee shops provide a relaxed and often quiet environment, making them great places for people to meet for business discussions, work on laptops, or study. Many people**

use coffee shops as an alternative to traditional office spaces.

3. **Social Gathering: Coffee shops are popular places for socializing with friends, family, or colleagues. They offer a comfortable and casual setting for conversations and catching up.**

4. **Networking: Coffee shops can be excellent locations for networking events, where people with common interests or in the same industry can meet and exchange ideas. They often offer a neutral and non-intimidating setting for such interactions.**

5. **Art Galleries: Some coffee shops display and sell artwork, turning the space into a mini art gallery. This adds character to the shop and provides a platform for local artists to showcase their work.**

6. **Live Music and Open Mic Nights: Many coffee shops host live music performances, open mic nights, and other entertainment events. These events can attract a diverse audience and create a lively atmosphere.**

7. **Book and Poetry Readings:**

8. **Study and Reading Space**

9. **Community Events:**

10. **Local Business Support:**

11. **Mini-Marketplace:**

12. **Educational Workshops:**

13. **Workspace for Writers and Creatives:**

14. **Quick Bites:**

15. **Relaxation and Solitude**

16. **Tech Hub:**

6) CONCLUSION

A coffee shop is more than just a place to grab a cup of coffee; it's a multifaceted space that caters to a diverse range of needs and desires. Whether you're seeking a caffeine boost, a cozy spot to work, a venue for social gatherings, or a platform for artistic expression, coffee shops offer a unique and versatile setting.

From the aroma of freshly brewed coffee to the soothing background music and the warm embrace of a comfortable chair, coffee shops create an ambiance that appeals to a broad spectrum of people. They serve as hubs for community interaction, fostering connections, and encouraging dialogue among patrons.

In today's fast-paced world, coffee shops stand as oases of tranquility, offering a respite from the chaos of daily life. They serve as more than just establishments for caffeinated beverages; they are social spaces, workspaces, creative hubs, and culinary destinations rolled into one.

So whether you're savoring a latte on a quiet morning, collaborating with colleagues on a project, enjoying a lively music performance, or simply finding a moment of solitude with a good book, the coffee shop has become an integral part of modern life, offering a little something for everyone. It's a place where people come together to enjoy the simple pleasures of life, and that is why the allure of the coffee shop endures, and its significance continues to grow.