

# Website Name, Purpose and Client Expectations

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The web page we are going to implement it called “Soul of Coffee”. The main purpose of this webpage is to allow the users to find and see the foods and drinks available in the café. Moreover see the ingredients in it as many users/customers tend to check the ingredients in the food are ‘Halal’ or if they are allergic to any of the ingredients in the food.

We have conducted a short survey, asking what their expectations for the webpage are. Many have responded that they would like to see an easy access to web page and plenty of pictures with the description of the ingredients in it. They also want the website to be as simple as possible, yet attention grabbing.

## Target Audience

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The targeted audience for the web page are people mostly above 16, coffee lovers and food critics of both genders. People above 16 usually are the ones enjoy coming to cafes with their friends to chat and have some quality time together.

Coffee lovers are mainly the reason that there are so many coffee shops all around the world.

Food critics are the people who write about the places they have visited for food. They are a good way to advertise the coffee shop and a good way to improve and get ideas.

## Competitor websites

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Starbucks, The Coffee Bean & Tea Leaf and Coffee Club are one of the most frequently visited coffee cafes. These places have similar websites as the one we are implementing. Starbucks, URL <https://www.starbucks.com/>, for its strength, the webpage has the logo of the cafe and has a good contrast between the text and the background. The Navigation links are clearly labeled and it all works As for its weaknesses, it does not leave a good impact on the viewers (not very appealing). It is way too simple and a bit hard to navigate, even if the the navigation links are labeled. Some of the navigation links are doubled, making it confusing for the users. The color scheme of the web site is too bright as it mainly consists of white and green.

The Coffee Bean & Tea Leaf, URL <https://www.coffeebean.com/>, has some weaknesses. One is that the navigation links are way below the home page, the users have to scroll down a lot to find it. Also in the Home page, there is one huge picture that does not serve a purpose. For their strength, the webpage fits according to the size of the opened browser and they have not used many different fonts.

The Coffee Club, URL <http://www.coffeeclub.com.au/>, their copyright date is not accurate, the latest update was on 2016 and most of the pictures they have used in the menu are alike. This will lead to misconception. As for their strengths, the Navigation Links are labeled and has a balance of text/graphics/white space on page. They have also used one simple font.

## Page Titles

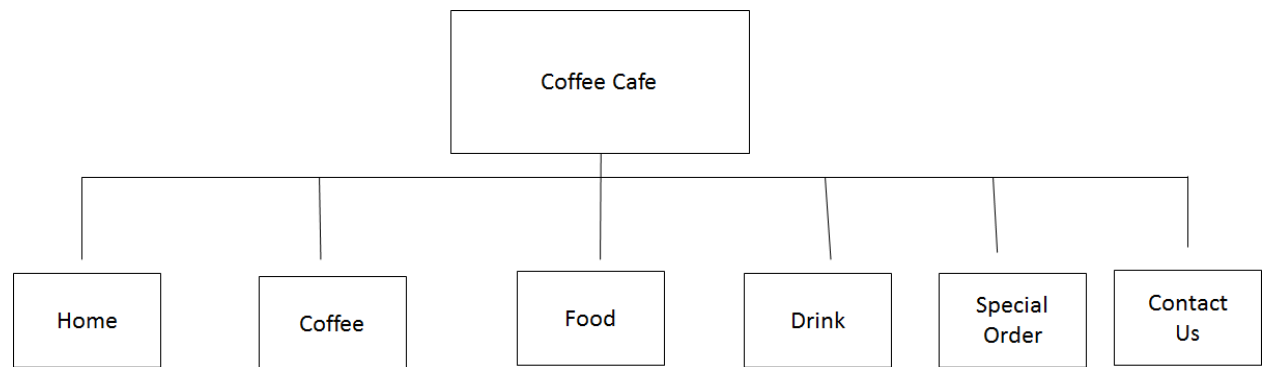
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In the webpage we will be implementing, there would be total 6 pages.

1. Home
2. Coffee
3. Food
4. Drink
5. Special Order
6. Contact Us

## Site Map

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## Wireframe

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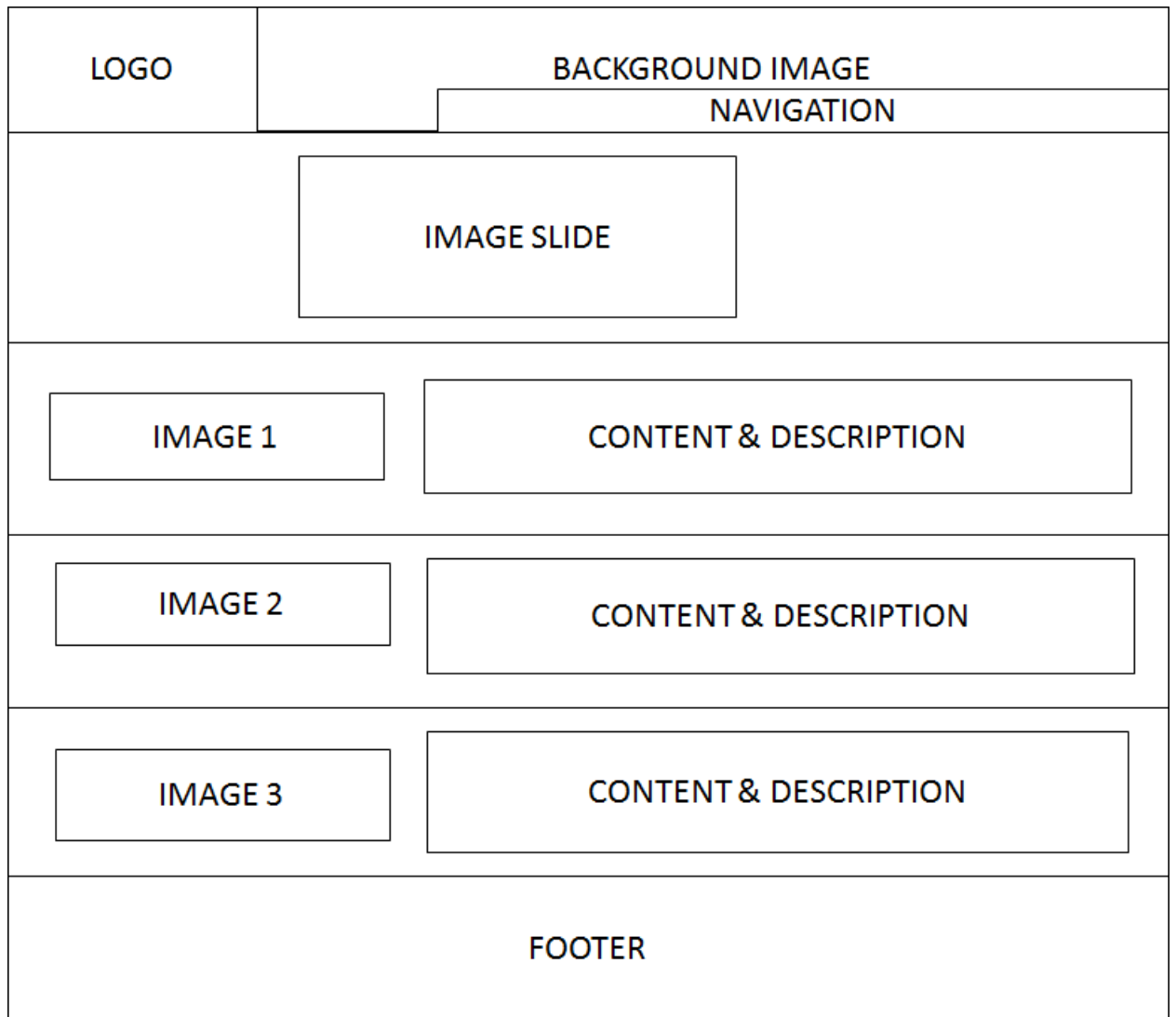


Image 1: Home Page

LOGO	BACKGROUND IMAGE	
		NAVIGATION
IMAGE 1		
CONTENT & DESCRIPTION		
IMAGE 2		
FOOTER		

Image 2: Coffee Page

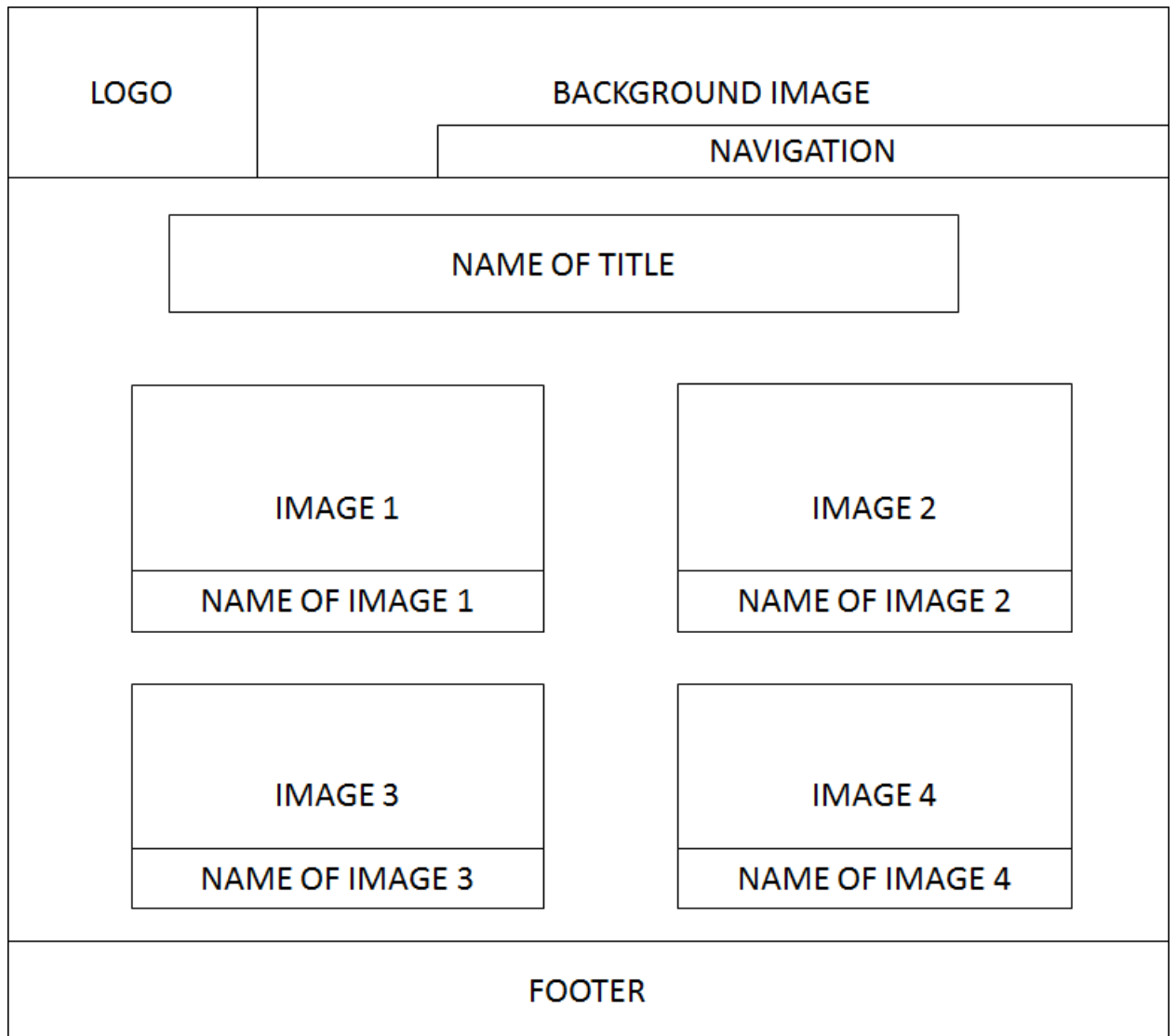


Image 3: Food Page

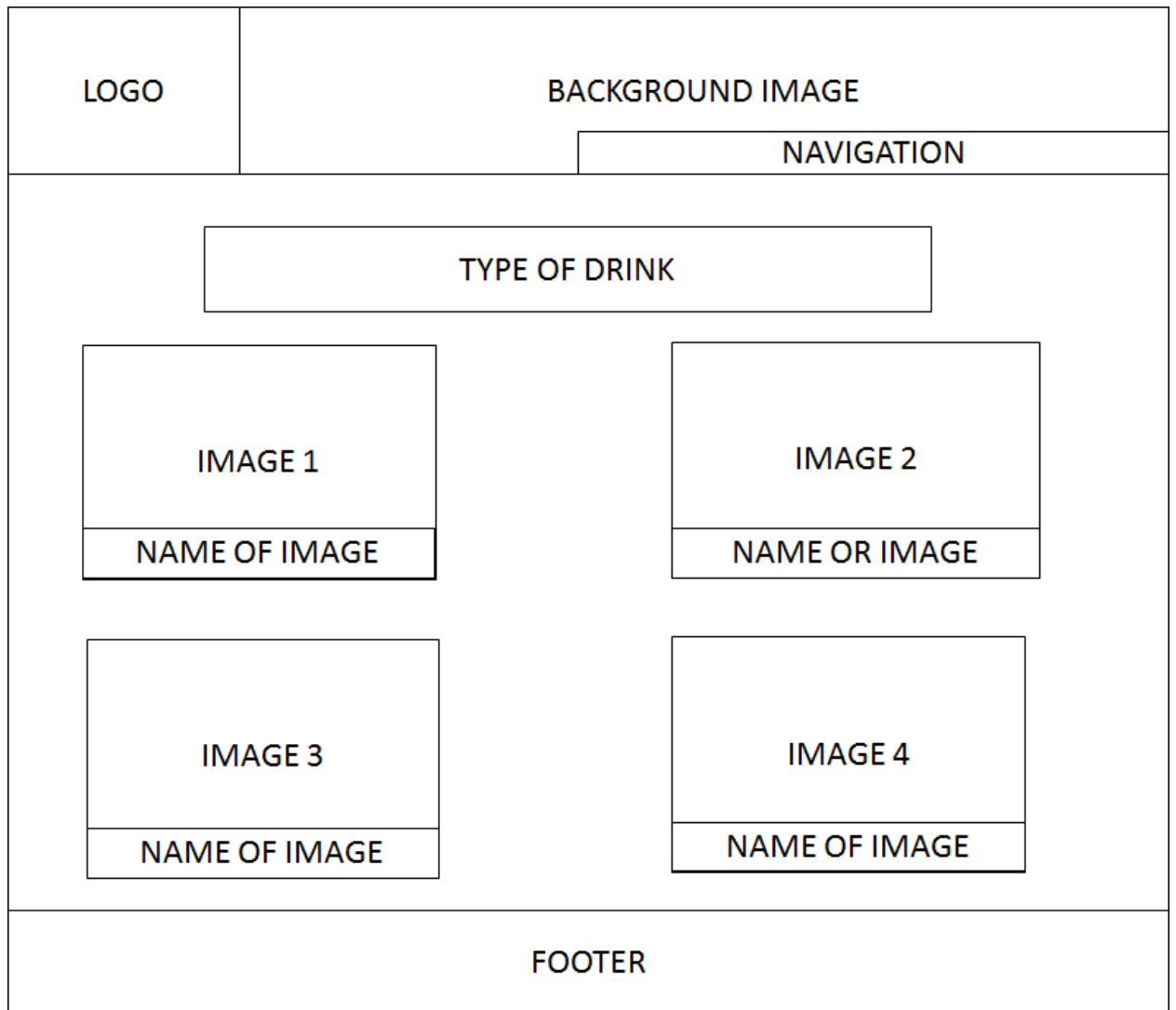


Image 4: Drink Page

LOGO	BACKGROUND IMAGE
	NAVIGATION
NAME OF TITLE	
IMAGE 1	CONTENT & DESCRIPTION
IMAGE 2	CONTENT & DESCRIPTION
IMAGEB 3	CONTENT & DESCRIPTION
FOOTER	

Image 5: Coffee & Chocolate Page

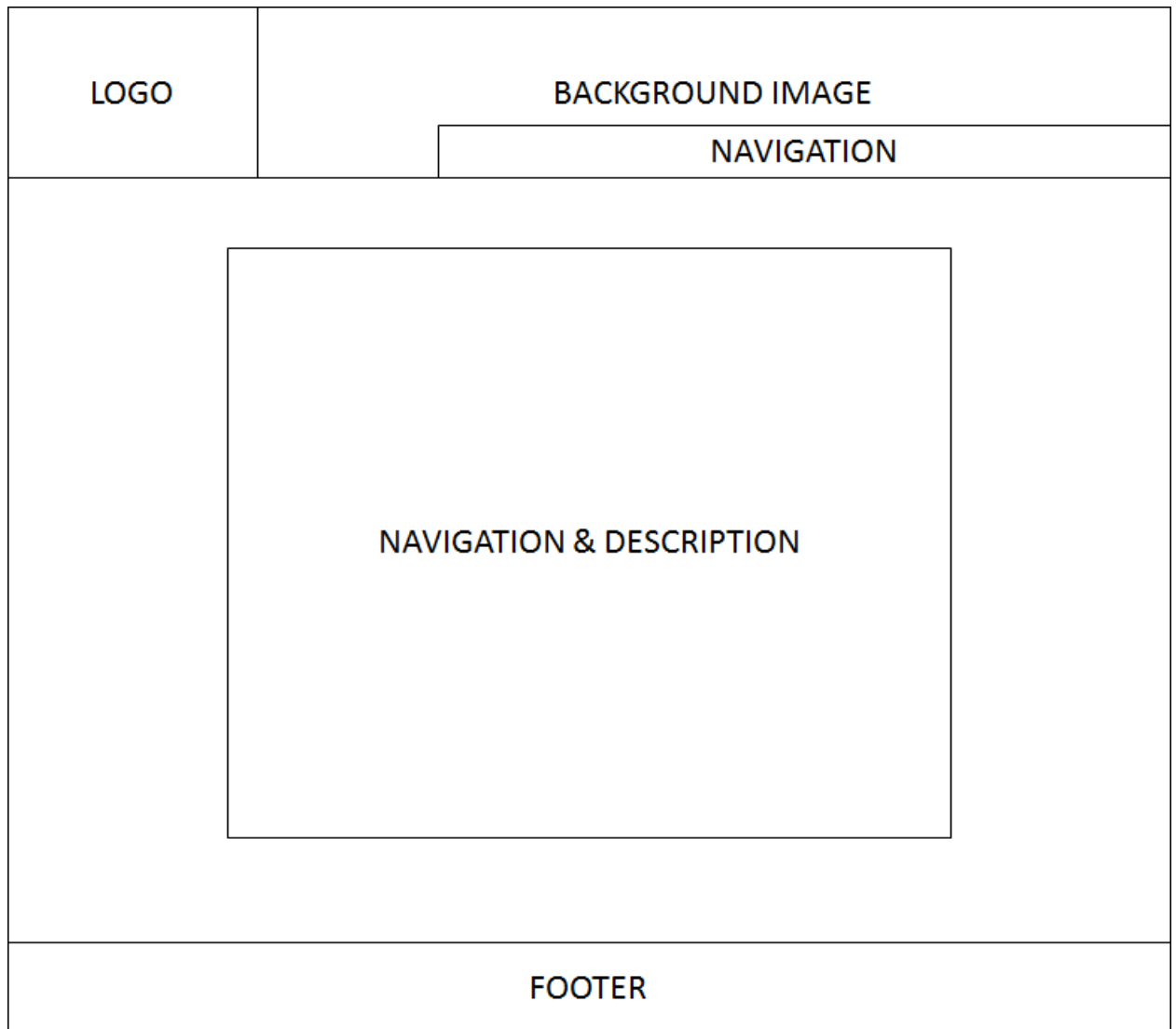


Image 6 : Contact Us Page

## Page Layout

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We have chosen Jello layout type. Because it has elements that stretch or adjust to the screen width while others remain fixed in width. We can choose what the user can see and what they cannot, all depending on their browser size.

## Color Scheme

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Darker colors mainly represent coffee. Therefore we have chosen mainly darker colors. However the words is in lighter color, like white or pale grey. This way the users can easy to read. Moreover, it make the pictures pop out as the background is darker.



## Font Face

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We have used 'Monsterrat', a sans-serif font family in all headings, subheading and contents. The footer is 'Times New Roman'. The reason for this font face is that in a way, it is easy to read and it goes really well with the theme and the background. It also gives a formal look to the webpage.