

# COMP3030J: User Document

## Starbucks Sustainable Coffee Development Platform

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# Introduction

This document serves as a user guide for the website. It is designed to provide a comprehensive understanding of the website's features. The document includes descriptions of the main modules, user roles, and how to effectively interact with the platform.

The website URL is

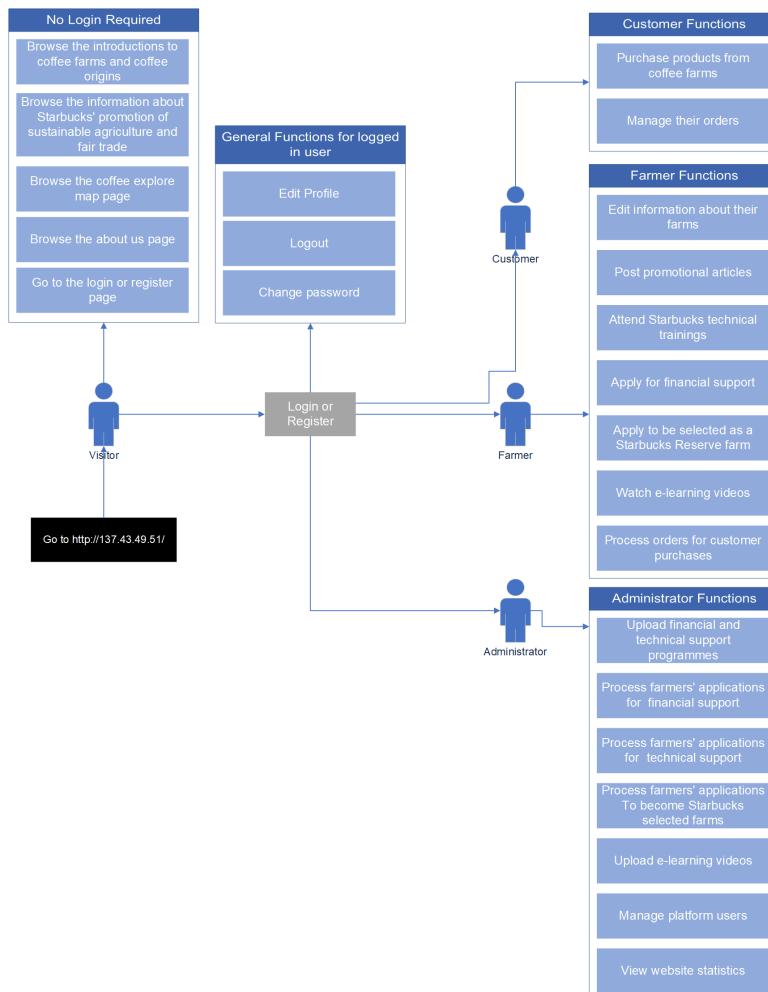
<https://csi420-02-vm2.ucd.ie>

For testing and demonstration purposes, the following test accounts are provided:

User Type	Username	Password
Customer	user	user123
Farmer	farmer	farmer
Administrator	admin	admin123

**Tab. 1.1:** Test Accounts for Platform Access

Figure 1.1 illustrates the overall flow of user interaction within the platform. It outlines the typical actions for different user roles including customers, farmers, and administrators.



**Fig. 1.1:** User Interaction Flow of the Platform

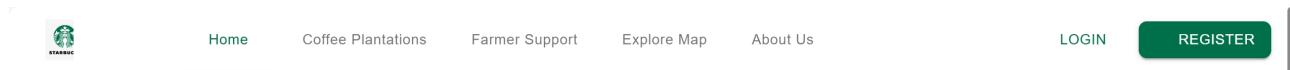
# Functional Module

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The Platform aims to promote sustainable development by providing transparent and efficient coffee supply chain management. Below are the main functional modules of the platform:

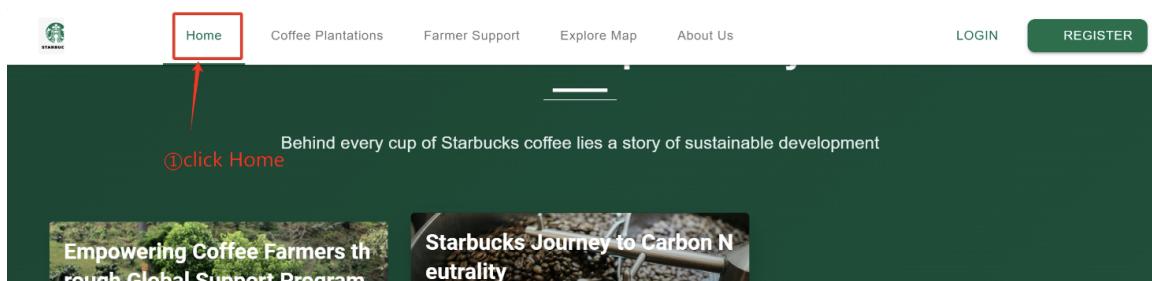
## 2.1 Navigation Bar

Home, Coffee Plantations, Farmer Support, Explore Map, About Us, Login, Register



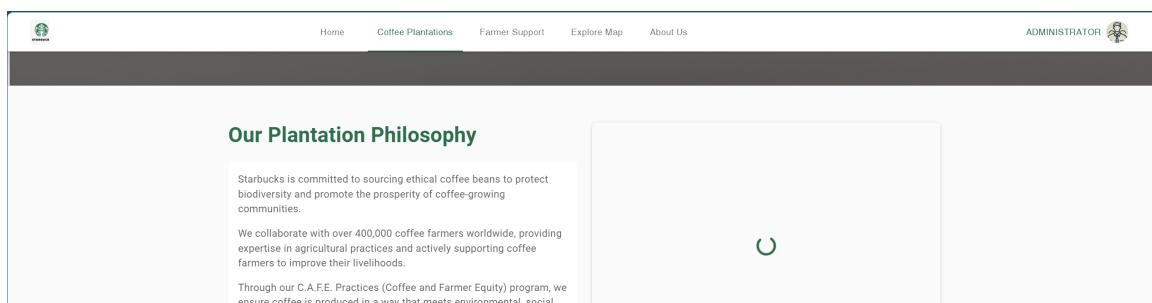
## 2.2 Home Page

The first interface upon entry. Show some basic information about the company.



## 2.3 Coffee Plantations

On this page, users can browse coffee estates from all over the world. And they can click on the homepage of these estates and choose to buy their products or read the introduction articles of the estates. For a more detailed explanation of the process, see Chapter 3.



## 2.4 Farmer Support

On this page, farmer users can apply for technical and financial support. Apply to become a Featured Farm or watch coffee farming learning videos online. **And it is also can apply Farming Fund project, or getting certification standards**

## 2.5 Explore Map

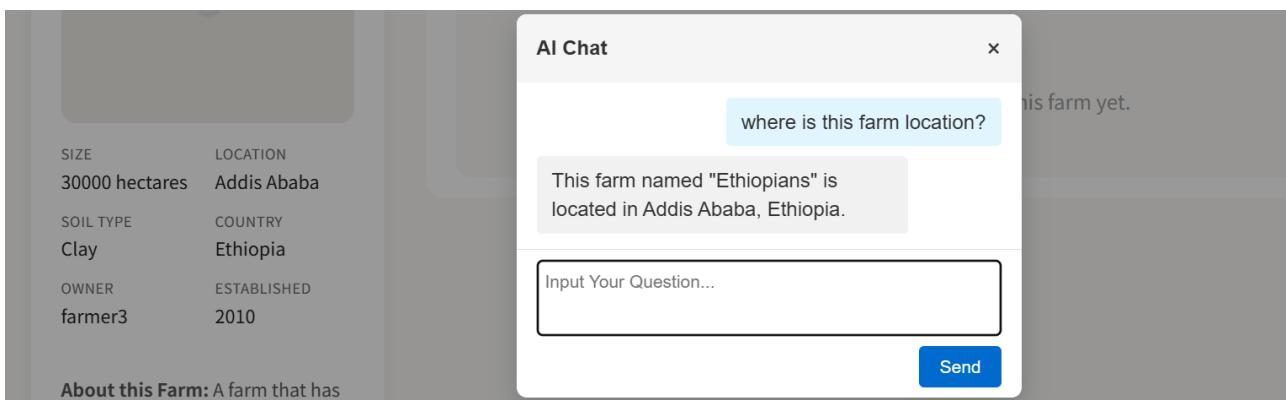
On this page, the user can see a world map with information about coffee-producing regions around the world, click on the region on the map. We will recommend local coffee estates to you.



## 2.6 AI Assistant

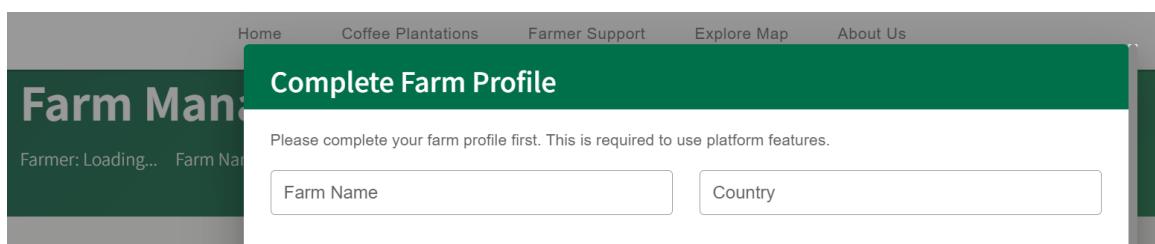
In order to make it easier for users to get information from the platform, we have used AI assistant in blog posts, farm details pages, and course detail pages. Users can:

- On the blog page, click the "AI" icon in the bottom right of the page to ask AI questions about coffee planting, sustainable standards and more details. in the article. AI will instantly search and answer based on the platform's database.
- On the farm details page, ask questions about the farm's information, likes: altitude, soil type and so on. AI will give accurate responses based on current farm data.
- On the course detail page, farmer can also use AI to understand the information of course in detail.



## 2.7 Farmer Application

On this page, farmer can set their profile page and the information of the farm. Besides, farmer also can do apply or create blogs for their farm.



# User Role and Scenarios

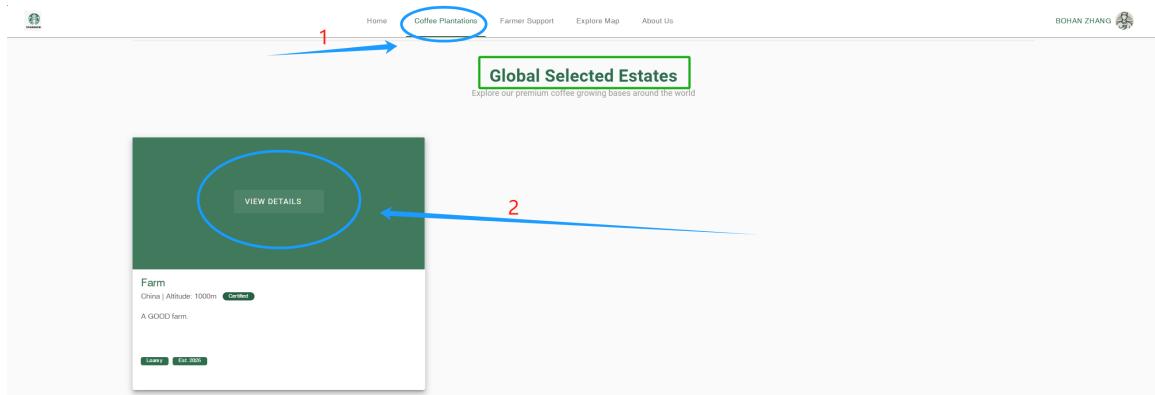
The website supports three main user roles: Farmer, Administrators, and Customer. Each role has different functionalities and scenarios. Below are the features specific to each role.

## 3.1 Customer

Customers can browse coffee plantations, explore products, place orders, and manage their order history. The platform also provides geographic visualization to enhance user experience.

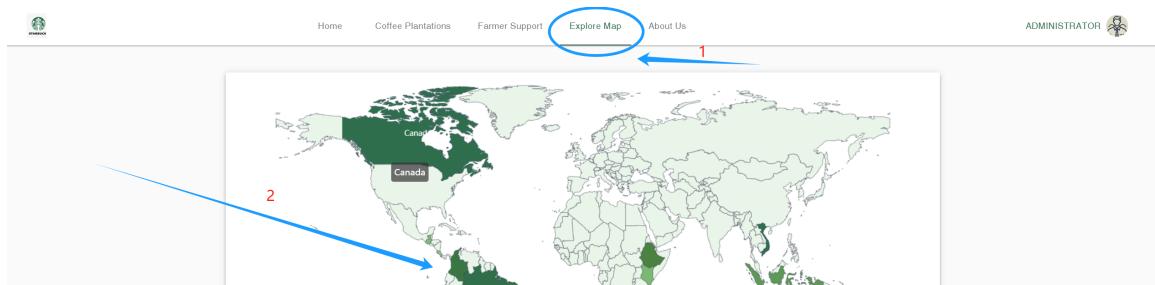
### 3.1.1 Browse Coffee Farms and Products

1. Click "Coffee Plantations"
2. Go to the bottom of page and find "Global Selected Estates"
3. Choose a farm and click "View Detail"



### 3.1.2 Use Coffee World Map

1. Click "Explore Map"
2. Click any regions on the map and get information



### 3.1.3 Buy coffee products

1. Repeat 3.1.1
2. Find products and click "Buy Now"
3. Click "Buy Now" and click "Confirm Pay"

The screenshot shows the Starbucks Farmer Management platform. At the top, there's a navigation bar with links for Home, Coffee Plantations, Farmer Support, Explore Map, and About Us. Below this, a green banner displays the location as Country: China, Altitude: 1000m, Established: 2025, and Certified Farm status. The main content area has two sections: 'Farm Details' on the left and 'Featured Coffee' on the right. The 'Farm Details' section includes fields for SIZE (100 hectares), LOCATION (Beijing), SOIL TYPE (Loamy), and COUNTRY (China). The 'Featured Coffee' section shows a large image of coffee beans, details for 'Ethiopia Yirgacheffe' (Heirloom | Washed | Light flavor, Stock: 120 bags), and a 'BUY NOW' button. A blue arrow points from the 'Buy Now' button to a larger version of the same interface below.

This screenshot shows the checkout process for the 'Ethiopia Yirgacheffe' coffee. It includes a product image, details (Heirloom - Washed - Light, \$39.9 / bag), a 'BUY NOW' button (circled with red number 1), and a summary table on the right. The table shows Price / bag (\$39.9), Quantity (1), Total (\$39.9), and buttons for 'Confirm & Pay' (circled with red number 2) and 'Cancel'. A blue arrow points from the 'Buy Now' button to this screen.

### 3.1.4 Manage orders and check status

1. Click "My Orders"
2. View the page, managing orders and check status

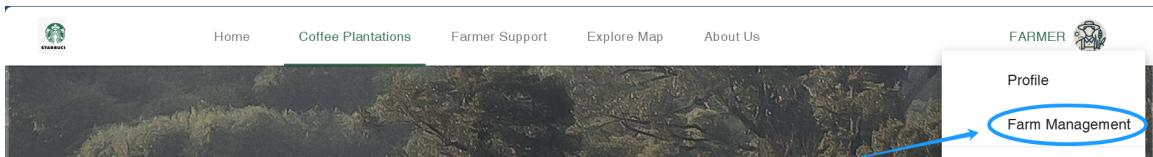
This screenshot shows the 'Your Orders' page. It features a grid of order cards, one of which is highlighted with a blue border. The card displays Order #14 details: Product: Ethiopia Yirgacheffe, Quantity: 1, Total: \$39.9, and Status: PAID. A 'VIEW DETAILS' button is at the bottom. To the right, a user profile menu for 'BOHAN ZHANG' is open, showing options for Profile, My Orders (circled with red), and Logout. A blue arrow points from the 'My Orders' link in the profile menu back to the 'Your Orders' page.

## 3.2 Farmer

Farmers can manage and present their coffee farms through the platform. The system allows them to update farm profiles, publish promotional content, apply for Starbucks-sponsored programs, and access learning resources. The following scenarios describe typical usage patterns for farmer users.

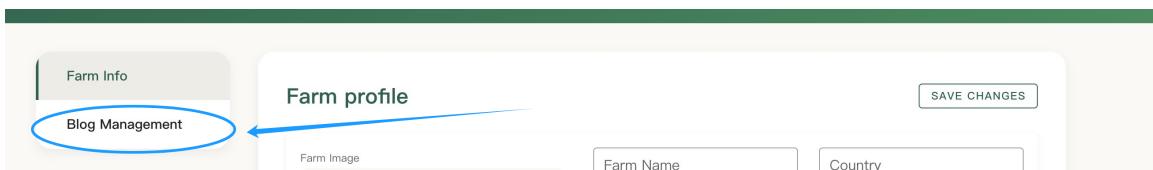
### 3.2.1 Editing and Updating Farm Information

1. Login to the platform to edit and update the basic information of your farm.
2. Click "Farm Management"
3. Updating or editing information
4. Click "Save Change"



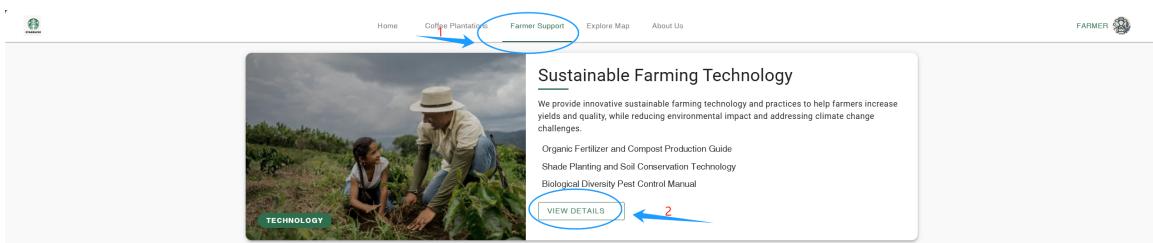
### 3.2.2 Publish Promotional Articles

1. Click "Blog Management"
2. Click "New Blog"
3. Write your article
4. Click "Save" or "Post"



### 3.2.3 Apply for Starbucks technical training / financial support / Watch the learning video

1. Click "Farmer Support" in navigation bar
2. Find "Sustainable Farming Technology" / "Coffee Farming Fund" / "Online Learning Resources"
3. Click "View Detail"
4. Choose a technical / financial project and upload your information / Choose a learning resources



### 3.2.4 Apply to become a Starbucks Select Farm

1. Repeat 3.2.1
2. Click "Farmer Support" in navigation bar
3. Find "Application for Certified Farm"
4. Click "Apply Now" and upload your apply form

### 3.2.5 Processing customer orders

1. Click "Farm Management"
2. Click "Order Management"
3. Freely processing customer orders

**Farm Certification Application**

Enhance your farm's value Gain more support Join the sustainability program

1 Certification

Application Description

Please describe your farm in detail, including cultivation methods, quality control measures, and sustainability practices. 0 / 1000

SUBMIT APPLICATION

**Farm Management Center**

Farmer: farmer Farm Name: GOOD Farm Certified Farm

FARMER

- Profile
- Farm Management
- Coffee Bean Management
- Logout

Order ID	Recipient	Contact	Address	Product	Quantity	Total	Status	Actions
16	user	1111	Haidian	Yunnan Arabica Micro-Lot	1	62	Pending	MARK AS SHIPPED

## 3.3 Administrator

As a Starbucks Administrator, you will manage farmer applications on the platform and ensure that every support on the platform is accurate. As an administrator, you ensure the smooth operation of the platform and continuously optimize the service experience for farmers.

### 3.3.1 Uploading Financial and Technical Support Programs

1. Click "Admin Panel"
2. Find "Technical Training" or "Financial Support" and click "REVIEW"
3. Go to the technical training page and manage trainings
4. Go to the financial support page and manage financial support

**Admin Dashboard**

Manage content, coffee farmers, and platform data

ADMINISTRATOR

- Profile
- Admin Panel
- Write Article
- Logout

### 3.3.2 Processing Farmer Applications

1. Click "Admin Panel"
2. Find "Farm Certification" and click "Review"
3. Go to the management page and process farmer applications

The screenshot shows two main sections. On the left, a form titled 'Create a training program' with fields for 'Training Title' and 'Training Description'. On the right, a table titled 'List of training programs' showing three entries with columns for 'Training', 'Location', 'Startdate', 'Status', and 'Action'. Red circles and arrows highlight the 'Create a training program' title and the 'List of training programs' title.

The screenshot shows the Admin Dashboard with various admin functions like 'Create Article', 'Add Farmer', and 'Farm Certification'. A red circle highlights the 'Farm Certification' section, which contains a sub-section for 'Review and approve certification applications from farms'. A blue arrow labeled '1' points to the 'Admin Panel' button in the top right, and another blue arrow labeled '2' points to the 'REVIEW' button in the 'Farm Certification' section.

### 3.3.3 Review Farm Applications

1. Repeat steps from 3.2.2
2. Click "Certified" and review applications

The screenshot shows a table of certification applications with a filtering bar at the top. The 'Approved' button is highlighted with a red circle and a blue arrow pointing to it. The table includes columns for ID, Farm name, Certification Type, Apply Date, Status, and Action. A green 'Approved' button is shown in the 'Action' column for one row. The bottom right corner shows pagination options.

### 3.3.4 Manage platform users

1. Click "Admin Panel"
2. Find "Add Farmer" in Admin Functions
3. Click "Create" to add farmers
4. Also, find "Registered Farmers". You can view all farmers in the platform

The screenshot shows the 'Create Farmer Account' form with fields for 'Username', 'Email', 'Password', and 'Confirm Password'. A red circle highlights the 'CREATE ACCOUNT' button at the bottom. Arrows point from the 'CREATE ACCOUNT' button to the 'Add Farmer' button in the Admin Functions section of the dashboard.

# Frequently Asked Questions (FAQ)

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- **Q1: Do visitors need to register to browse content?**

No, but login is required to place orders.

- **Q2: How are applications reviewed?**

Admins usually complete review in 3-5 business days.

- **Q3: Is the platform multilingual?**

Currently English-only, with plans for expansion.

- **Q4: Can videos be downloaded?**

Videos are only available for online streaming.

- **Q5: Can I cancel an order after placing it?**

Orders can be canceled within 24 hours if the product has not yet been shipped. Visit the *Order History* page to manage your orders.

- **Q6: Are my AI interactions stored or shared?**

No, questions asked via the AI Assistant are processed anonymously and are not stored or shared outside the system.

- **Q7: What are the criteria to become a Starbucks Select Farm?**

Certified farms are evaluated based on sustainability practices, transparency, product quality, and engagement with the community. Detailed criteria can be found under *Farmer Support > Application for Certified Farm*.

- **Q10: Can I modify my username or registered email?**

Currently, usernames cannot be changed. If you need to update your email, please contact support via the platforms feedback page.

- **Q11: Can a user be both a farmer and a customer?**

No. Each account corresponds to a single user role. To use both roles, please register two separate accounts.

- **Q14: Is the platform mobile-friendly?**

Yes. The site is responsive and optimized for mobile and tablet devices. For best performance, use an up-to-date browser.

- **Q15: Can farmers edit blog posts after publishing?**

Yes. Go to *Blog Management*, locate the post, and click *Edit*. Note that edited posts may be subject to review.

# Appendix

## 5.1 Glossary

- **Order Status:** Indicates the current stage of an order, such as "Pending Payment," "Shipped," etc.
- **Shopping Cart:** A temporary holding area for selected products before the user proceeds to checkout.
- **Starbucks Reserve:** A Starbucks brand for rare and exquisite small-lot coffees, often associated with advanced brewing techniques, certified sourcing farms, and exclusive retail experiences.
- **Technical Support:** Program] Starbucks-sponsored training projects that enhance farmers' agricultural techniques, quality control, and business capabilities.
- **Financial Support Program** Starbucks grants or funding options available to farmers who meet specific sustainability and impact requirements.
- **Farm Certification Review** The administrator process that evaluates whether a farm qualifies for Reserve certification or other platform recognitions.
- **Customer:** A registered user who purchases coffee products and explores coffee-related content on the platform.
- **Farmer:** A coffee producer who uses the platform to manage farm information, publish blog content, apply for support programs, and sell coffee products.
- **Administrator:** A platform manager responsible for processing farmer applications, managing content, uploading materials, and maintaining user access.
- **Farm Profile:** A dedicated page that displays a coffee farm's location, description, certifications, and listed coffee products.
- **Blog Management:** A module where farmers can write, edit, and publish promotional articles or updates about their farms and practices.
- **AI Assistant:** An intelligent assistant integrated into blog pages, farm profiles, and courses. It answers user queries based on platform data.
- **Farmer Support:** A platform section where farmers can apply for Starbucks-sponsored programs and access learning resources.
- **Online Learning Resources:** A video-based training library covering topics such as sustainable farming, quality control, and certification.
- **Explore Map:** An interactive world map for browsing coffee-producing regions and discovering local farms.

## 5.2 Support and Feedback

For any issues, please visit our Support Page, or contact us via email at [bohan.zhang@ucdconnect.ie](mailto:bohan.zhang@ucdconnect.ie).