

Planning and Research

My group and I have chosen to start a coffee shop where we would create the website from the ground up. We were first confused about the type of business we wanted to start, but as a group, we ultimately decided on the coffee industry. There are numerous reasons why we chose a coffee business, one of which is that coffee is a well-known drink, and general consumption has expanded significantly in recent years, particularly since large coffee companies such as Starbucks began functioning. Our company name is Mastering the drip, with a slogan of “a drip is a lifestyle”.

The menu will consist of the usual coffee lover drinks such as americano, cappuccino, Latte, and espresso. The prices of the coffee will be competitive with other leading brands to ensure that our products are affordable for the masses, but it will also be highly profitable for the investors. I have gathered the prices of the stated drinks from the 3 leading coffee brands in the UK, these are Costa, Starbucks and Caffè Nero. The price from Costa goes as follows, Americano – Small: £1.95, Medium: £2.20, Large: £2.40, Cappuccino – Small: £2.15, Medium: £2.45, Large: £2.65, Latte – Small: £2.15, Medium: £2.45, Large: £2.65 Espresso – Single: £1.45, Double: £1.80. For Starbucks, Americano – Small: £1.90, Medium: £2.10, Large: £2.30 Cappuccino – Small: £2.15, Medium: £2.50, Large: £2.75 Latte – Small: £2.15, Medium: £2.50, Large: £2.75 Espresso – Single: £1.45, Double: £1.75. Finally, for Caffè Nero Americano – Small: £1.80, Medium: £2.10, Cappuccino – Small: £2.15, Medium: £2.45, Latte – Small: £2.15, Medium: £2.45, Espresso – Single: £1.40, Double: £1.70.

Caffè Nero has the cheapest Americano small size by 10p but ties with Starbucks for the medium. Costa is the most expensive of the three Americano options. There is no difference in the price of a latte or a cappuccino at either establishment. Lastly, Caffè Nero was the cheapest for both a single and a double espresso, while Costa Coffee was the most expensive. Our goal is to keep our coffee pricing significantly lower than those of the other three competitors. Our coffee shop will have a loyalty programme to reward returning customers. The initiative will be a simple method in which a card will be stamped with each purchase of coffee, and after 7 stamps, customers will be able to claim a free coffee. We particularly chose a paper loyalty card to ensure that we are helping to limit the usage of plastic in order to aid in the world's current global warming crisis. We intend to expand our menu with additional pastries after we have developed a loyal consumer base.

As I previously stated, we are strong supporters of decreasing our carbon impact, thus we urge our customers to bring their own cups. Tumblers constructed of 100 percent recyclable materials will also be available for purchase. To stay on track with the concept of improving the planet. We will select one of two colour schemes. These are earthy and light colour palettes, respectively. Colours used in earthy colour schemes include brown, olive green, beige, Dark orange and umber. This colour palette is inspired by the colours found in nature. An earthy colour scheme is linked with a relaxing and welcoming environment, making it ideal for cafes. Due to the recent pandemic, many people are yearning for a change of scenery, and this colour scheme can satisfy that yearning for the great outdoors.

A light colour scheme, on the other hand, consists of ivory, beige, white, pale yellow, and light grey. A bright colour scheme is frequently employed to make a tiny room appear larger than it is. Furthermore, light colours convey the feeling of a tranquil, leisurely, and pleasant ambiance. This colour palette is appropriate for cafes because it allows the audience to feel at ease in their surroundings, giving them a homey impression. We specifically chose these two-colour schemes as a representation of our business since they allow customers to feel at ease in their surroundings, and we also wanted to stick with colours that are authentic to our mission.

Team Coffee Lovers: Evan Castro
Daniel Grace
Georgia Gkegka



According to statistics, 80 percent of UK households prefer to buy instant coffee for in-home drinking, particularly those aged 65 and older. Roast and ground coffee are becoming more popular among millennials, who account for 16% of customers.

Our main material on the website will focus on our goal of advocating for global warming mitigation and fair trade. Fair trade is another major issue to address nowadays, as many farmers are taken advantage of owing to a lack of information about pricing and the coffee industry. To ensure that farmers are fairly compensated for their efforts, the corporation will pay the farmers directly. We also hope to teach farmers on how to create their own local coffee businesses, which will assist the local economy get off to a strong start. Not only will this benefit the farmers, but it will also benefit the locals by creating jobs. The imagery on our website will be of coffee and where source our coffee. We would also like to incorporate images of the farmers so that our consumers can understand the process before experiencing the final product.

Our secondary material on our website will include the menu, contact details and the shop address. These are substantially necessary in building our website. Our toggle button will include a burger which drops down to further show sub menu which are listed above. The menu will have its own theme to show our unique identity. We will use bootstrap to build our website which can accommodate various medias such as mobile phone and Desktop. Within the system, it will have an administration setting which will allow managers to monitor stocks and staff clock in and clock out.

Additionally, our system will have a separate log in for staff. This will allow staff to clock in and out in order to keep track of their hours. Staff will also be able to book their leave through this staff system and this will flag to the manager's account. Similarly, there will be a customer log in system where customers can reserve a table and order their drink in advance to reduce waiting time. The customer will their own unique reference number after they have completed their order.

Our cashier will also have a kiosk system that will allow staff to enter the customer's name, address, coffee details, and coffee type. This information will be saved in our database so that we can use it to determine which coffees are the most popular. By determining which coffees are the most popular, the corporation may supply a broader variety of the popular product, ultimately increasing sales and profitability. Similarly, popular coffee data will be correlated from customers who utilize the website to order products.

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Main Feature of the Website

There will be numerous major elements on our website. These essential elements will showcase the most crucial aspects of our business, which are customers, employees, menus, and the audience's involvement with our website.

The ability for customers to sign up and log in will be our first key feature to be provided. Customers will be able to order their coffee online and pick it up in-store, saving time from queuing. The log in system will also have a stamp reward, allowing clients to accrue stamps. If they collect a particular number of stamps, they will be awarded with a free drink of their choosing. Another aspect of the website will be the ability to "locate a store." Customers will be able to use this option to locate the nearest coffee shop to them.

We will also give nutritional statistics for each type of drink and food on our menu. As a result, our customers will be able to determine whether they are allergic to specific ingredients. The traditional coffee kinds, such as americano and cappuccino, will be available on the menu. The fact that our menu will contain seasonal drinks, which will only be available for a limited time, will set us apart from other coffee shops.

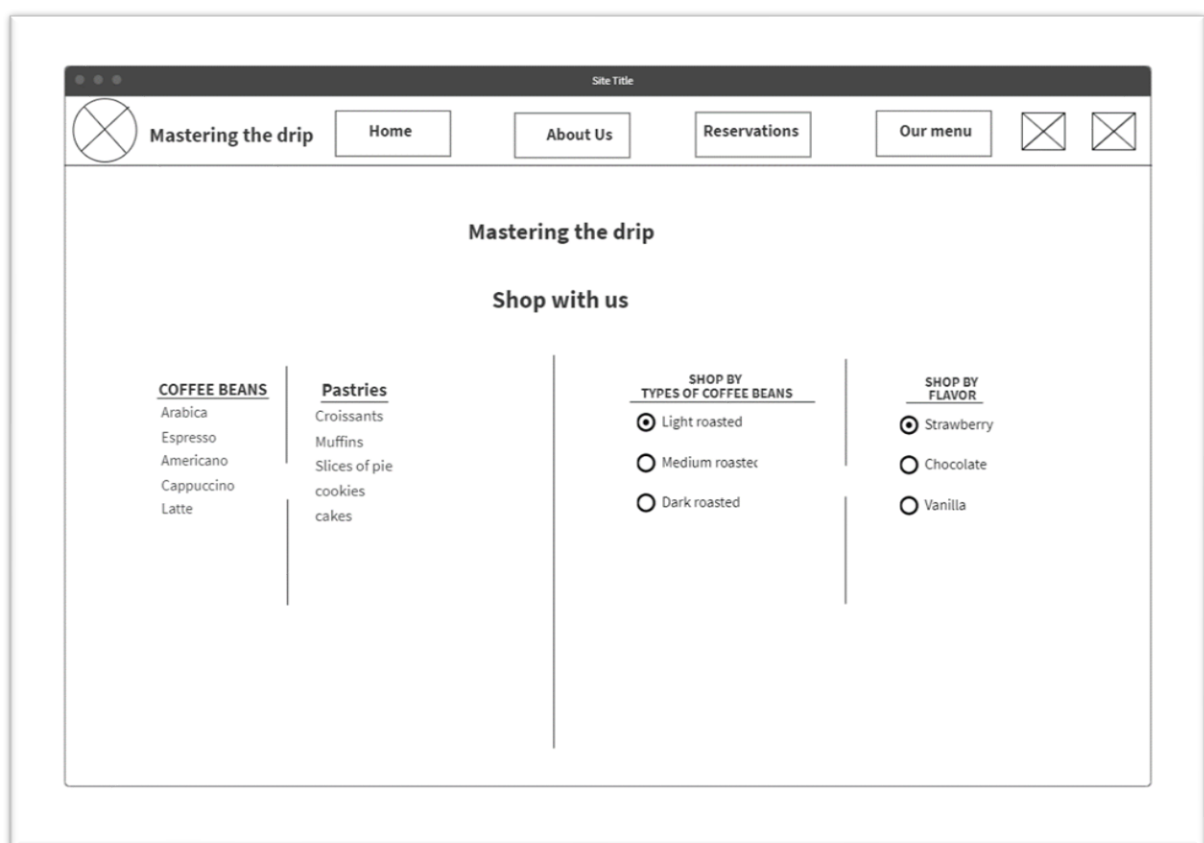
Customers who have signed up for and joined our membership will be able to reserve a table. The customer will be issued a unique reference number that corresponds to a certain table. Our website will also feature a footer with information about the store's location, hours of operation, and contact information.

We will also have a home page with high-resolution images of our employees and the origins of our coffee. These photographs will also depict the process of harvesting our coffee. Finally, in our footer, we will include social media widgets that, when clicked, will load to our social media pages, allowing our customers to share their thoughts about our coffee, broadening our reach and serving as a superb way to advertise our products


Finally, the background of our website will be centred on the process of making the coffee that is sold in store. We will arrange the picture in such a way that when clients scroll down on the "about us" page, they will be able to view each step of the production process, beginning with the coffee bean farmers and ending with the coffee being served.

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Wireframe



Site title


Mastering the drip


Home

About Us

Reservations


Our menu





COFFEES, DRINKS & FOOD

WARMS DRINKS - 12oz



COFFEE_____£1.75


Locally roasted "Arabica beans" - 12oz

1

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ADD TO BASKET



AMERICANO_____£2.25


Espresso shot, hot water - 12oz

1

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ADD TO BASKET



ESPRESSO_____£1.00


Short & long shot Espresso made with Arabica roasted beans

1

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ADD TO BASKET



CAPPUCCINO_____£3.00


Espresso/smoothed layer of froth - 12oz

1

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ADD TO BASKET



LATTE (PLAIN)_____£3.00

Espresso, steamed milk, No flavoring - 12oz

1


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ADD TO BASKET

Coffee & Drinks Menu

COLD DRINKS - 20oz



ICED COFFEE_____£3.00


Fresh brewed, ice - 20oz

1

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ADD TO BASKET



FRAPPE_____£4.99


Frappe mix, whole milk, ice and choice of flavors - 20oz

1

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ADD TO BASKET



ICED LATTEE_____£3.90


Espresso, milk, ice and choice of flavors - 20oz

1

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ADD TO BASKET



ICED CAPP_____£3.75


Espresso/smoothed layer of froth, ice - 20oz

1

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ADD TO BASKET



ICED COFFEE PROTEIN SHAKE_____£5.15

Iced coffee, protein powder, almond milk, mocha - 20oz

1

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ADD TO BASKET

Price...

Confirm

Site title


Mastering the drip


Home

About Us

Reservations

Our menu






COFFEES, DRINKS & FOOD

Food Menu

SANDWICHES/WRAPPS



BAGELS_____£1.50


Everything and plain (cream cheese)

1

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ADD TO BASKET



BREAKFAST SANWICHES_____£3.95


Choices are: Ham egg & cheese/sausage egg & cheese/bacon egg & cheese

1

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ADD TO BASKET



PANINI_____£7.25


Short & long shot Espresso made with Arabica roasted beans

1

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ADD TO BASKET



WRAPS_____£5.75


Choices are: Turkey, ham, tuna, chicken salad, BLT & veggie

1

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ADD TO BASKET



BEEF BURGER_____£5.90

Choices are: Beef, tomato, cheese, pickles, onions, lettuce, sauce


1

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ADD TO BASKET

PASTRIES/SNACKS



CROISSANTS_____£2.00


Fluffy croissants with filling

1

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ADD TO BASKET



MUFFINS_____£2.50


Assorted large muffins

1

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ADD TO BASKET



SLICES OF PIE_____£3.00


Three flavors

1

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ADD TO BASKET



COOKIES_____£1.75


Delicious fresh cookies

1

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ADD TO BASKET



CAKES_____£3.70

Fluffy and delicious handmade cakes

1

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ADD TO BASKET

Price...

Confirm

Team Coffee Lovers: Evan Castro
Daniel Grace
Georgia Gkegka

[illegible]

Team Coffee Lovers: Evan Castro
Daniel Grace
Georgia Gkegka

Site Title

Sign in Here

☐

Continue with Facebook

☐

Continue with Google

Sign in with email

Email

Password

Sign in

Site Title

Image coffee

Organic Yemeni Arabica Coffee with Cardamom - 100g

£ 12.00 GBP ☐

★☆☆☆☆

Organic light Arabica coffee beans are handpicked, fire roasted and freshly ground woth the right amount of green Yemeni cardamom to create a beautifully rich and fragrant drink. This smooth traditional blend is a symbol of hospitality found in most Arabian households and is considered to be a wonderful treat for coffee lovers.

1

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ADD TO BASKET

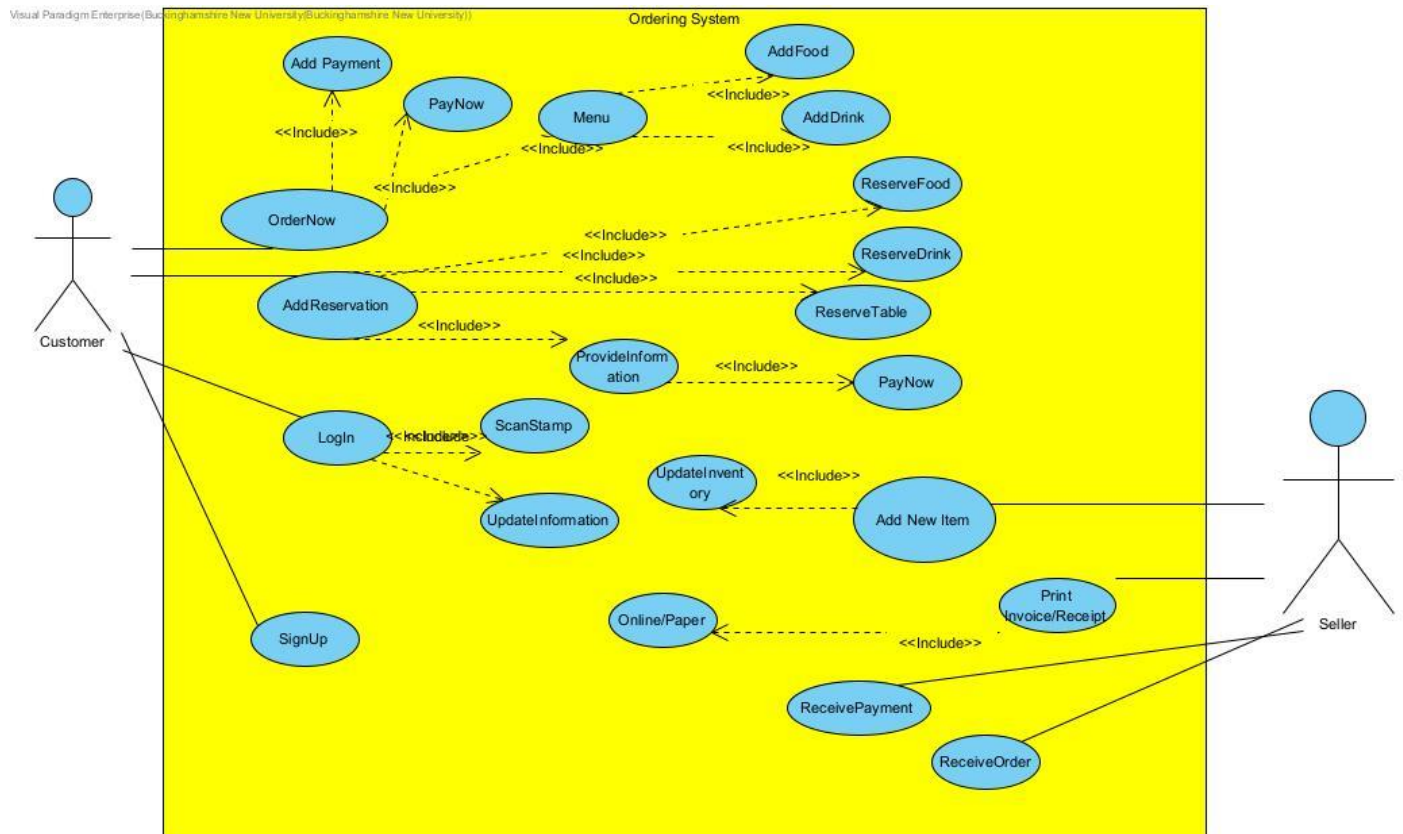
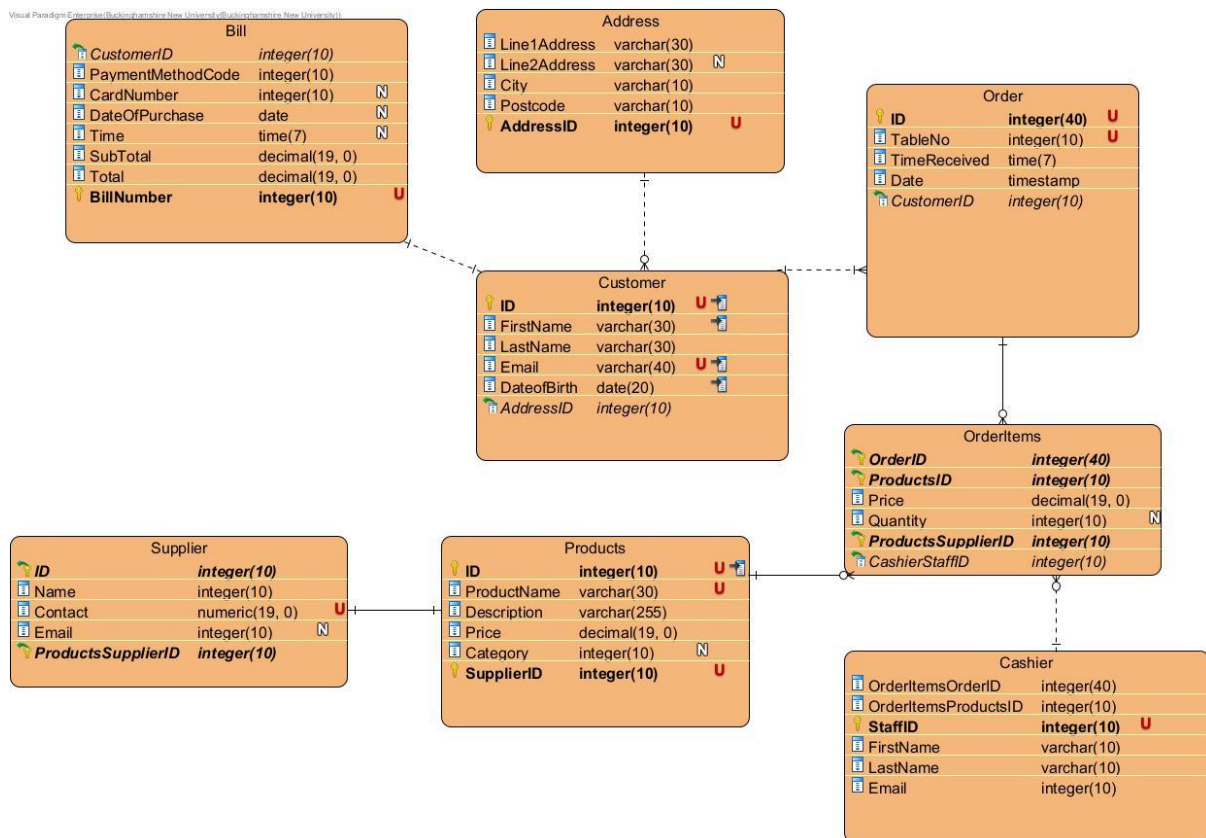
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LOGO DESIGN

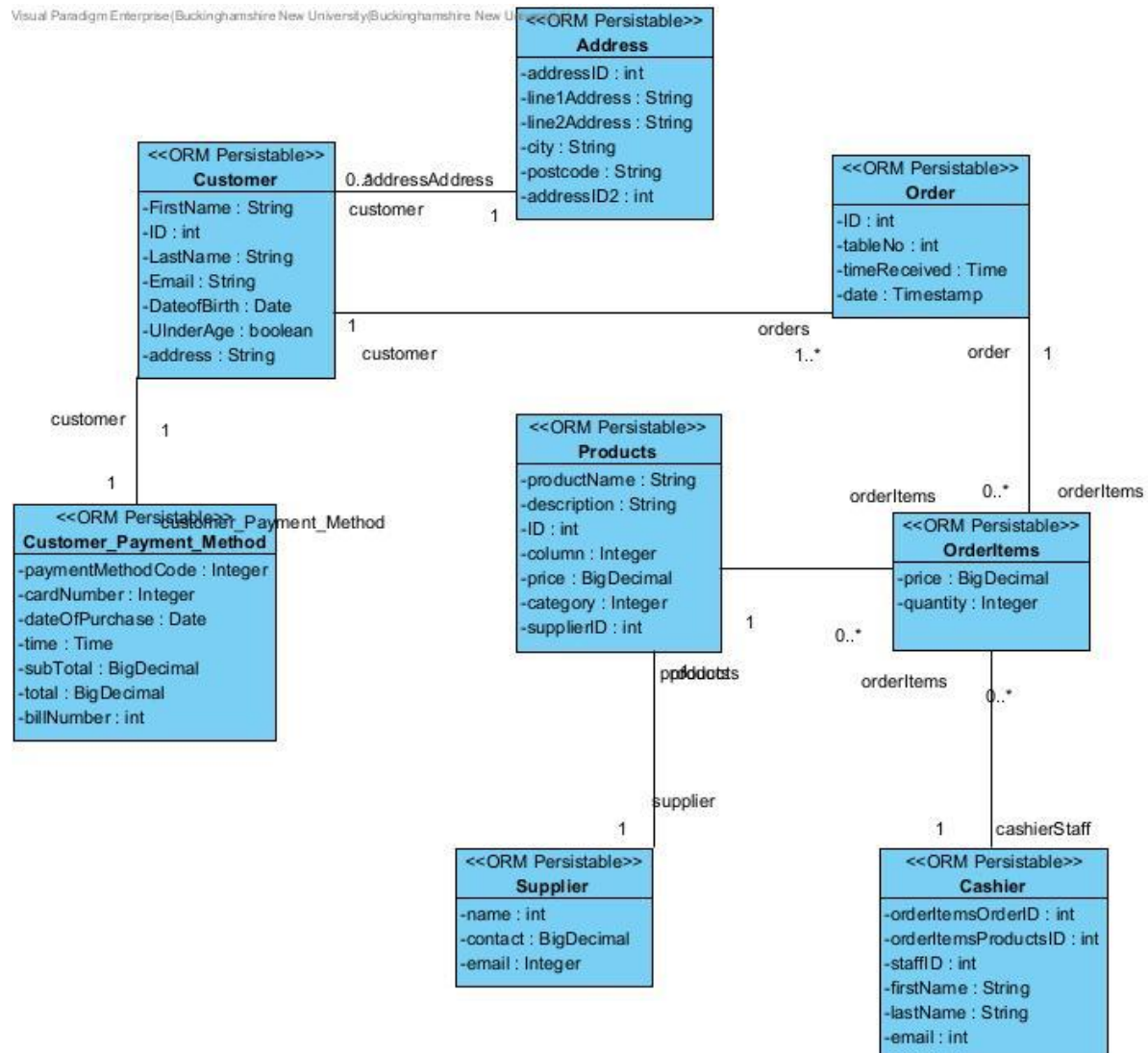


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Diagrams



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Reference

Nightingale, L., 2019. *We compared 9 coffee shops to find best value for price vs size*. [online] SurreyLive. Available at: <<https://www.getsurrey.co.uk/whats-on/food-drink-news/compared-costa-starbucks-caff-nero-15924225>> [Accessed 5 October 2021].

Art Therapy. 2021. *Color Psychology: The Psychological Effects of Colors*. [online] Available at: <<http://www.arttherapyblog.com/online/color-psychology-psychologica-effects-of-colors/#.YYUScmDP1PY>> [Accessed 5 October 2021].