Software Engineering Assignment 1
CS-400-01
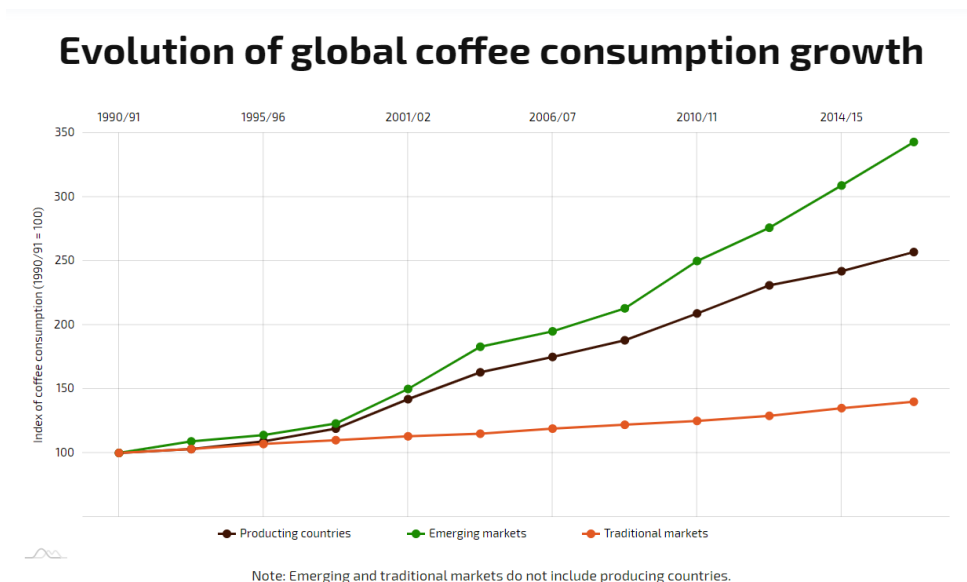**Software Design and Development**
Fall 2021

Design the Box

Journal

1.   What is the product?

The product we want to develop is a platform that allows coffee lovers to discover local coffee shops, socialize with and share their coffee experiences with each other. The first and main function of the platform is to provide an interactive map with pins where there are coffee shops, these would show local shops as well as larger chains, and for users of the app who prefer to go to local, self-owned coffee businesses they can choose to exclude chains or large corporations so that they only can see the local gems. Each coffee shop would have to make their own little page on which they can show pictures of the shop, their history and the coffee that they brew and pastries that go with it. They would also want to provide either a small selection of their menu or a price range so that users of the platform could get an idea of the approximate price. After having made a page, their pin will be added to the map so that users of the platform can find their coffee shop and try it out. The second large feature of the platform would be to provide forums on which they can rate and discuss coffee shops in general. or share their own creations to let others try their "favourite" homemade coffee.

The intent of this app is first of all to make local coffee shops more visible, as well as making it easier for coffee lovers to find shops and share their ideas and thoughts around this lovely beverage,

Evolution of global coffee consumption growth

Note: Emerging and traditional markets do not include producing countries.

2. **Possible names of the product**

- Kaffi
- CoffeeHub
- Cafegram
- Grounds
- CafeMap

3. **Possible customers, end users or buyers**

- Any coffee shop, local or national/international. They would make their own page which would have to be verified somehow and then a pin with their location and their page would be added to the map so that "Regular people" can find it.

- Any coffee consumer or lover. This could eventually be turned into an app on the Appstore and android store so that people could download it on their phone and use wherever they are. They could browse through their local coffee options and explore their city like they never could before, or they could even plan to visit coffee shops in other cities for whenever they travel.

- Influencers or people who would like to share their coffee ideas and creations on the forums. Be it coffee art or simply a cool new recipe, or even and old traditional recipe from a certain region/city.

4. **Possible features, functions, or other important details.**

The main feature would be for local coffee shops to set up their own page with general info and certain requirements and pin it to a map. This map would show local coffee shops wherever you may be, ratings or reviews could also be included on their page so that users could discuss the uniqueness of the coffee shop itself or the coffee they serve, be it a really good, regular type of coffee, or a special type of coffee not too often seen.

For the secondary feature, firstly, this platform would not require the end user to make a profile, however, to post on the forums or leave review or similar one would have to create an account. This account wouldn't be as in depth as a Facebook account, but it would contain your name, nationality and city, and perhaps even a profile picture as well your email or phone number. Then one could also join the forums and discuss general coffee related things on there with others who share the same interest. This could be how to make "an amazing" coffee at home or discuss this one special type of coffee from a certain region that one ought to visit.

Product Vision

FOR users or small businesses, anywhere **WHO** share a common love for coffee. **Kaffi** is an interactive map, database and forums platform **THAT** allow users to easily find coffee shops and discuss their own creations. **UNLIKE** other platforms that provide everything in overwhelming manner **OUR PRODUCT** specializes in coffee specifically and aims to make connections between locals who love to brew coffee and locals who love to enjoy it.