

Cup of Change

Every sip changes lives.

Mission Statement:

"We believe in brewing a better future — one cup at a time. Every purchase not only delivers rich, ethically sourced coffee, but also supports rural communities through seed donations, farming jobs, and sustainable livelihoods."

History

Cup of Change was born in a small kitchen in Cape Town, South Africa, when founder **Bradwen Abrahams**— a former humanitarian aid worker, returned from a trip to rural Ethiopia with two things: a bag of freshly roasted coffee beans and a heavy heart. He had seen firsthand how coffee farmers worked long hours for little pay, often without the resources to expand or improve their yields.

Over coffee with friends, Bradwen realized that the problem wasn't a lack of skill — it was a lack of opportunity. He decided to build a coffee brand that would **do more than sell great coffee**. It would invest directly into farming communities by donating coffee seeds, providing training, and ensuring farmers received fair payment for their beans.

First Roast (2018)

Bradwen started small, roasting beans in his garage and selling them at weekend markets. Customers loved the rich, smooth blends, but what truly set *Cup of Change* apart was its **promise**.

Growing Roots (2019–2021)

With support from loyal customers and local cafés, Cup of Change expanded its sourcing to farmers across Ethiopia, Rwanda, and Colombia. Partnerships with agricultural co-ops meant the company could track every seed donated and every job created.

Going Global (2022–Present)

Cup of Change launched its online store, shipping ethically sourced coffee worldwide.

Core Values

- **Sustainability** – fair trade, eco-friendly farming practices.
- **Empowerment** – giving tools & knowledge, not just money.
- **Transparency** – customers know where their coffee and donations go.
- **Community** – connecting coffee drinkers with the farmers who grow their beans.

Website Structure

- Homepage
- Shop Page
- Our Story
- Impact
- Contact

Website Style

- **Colors:** Earth tones (deep brown, soft cream, leafy green) if possible.
- **Fonts:** Elegant serif for headings (classy coffee shop vibe), clean sans-serif for body text.
- **Imagery:** High-quality photos of coffee beans, brewing, farmers, and rural landscapes.
- **Tone:** Warm, inspiring, slightly rustic but modern.

Target Audience

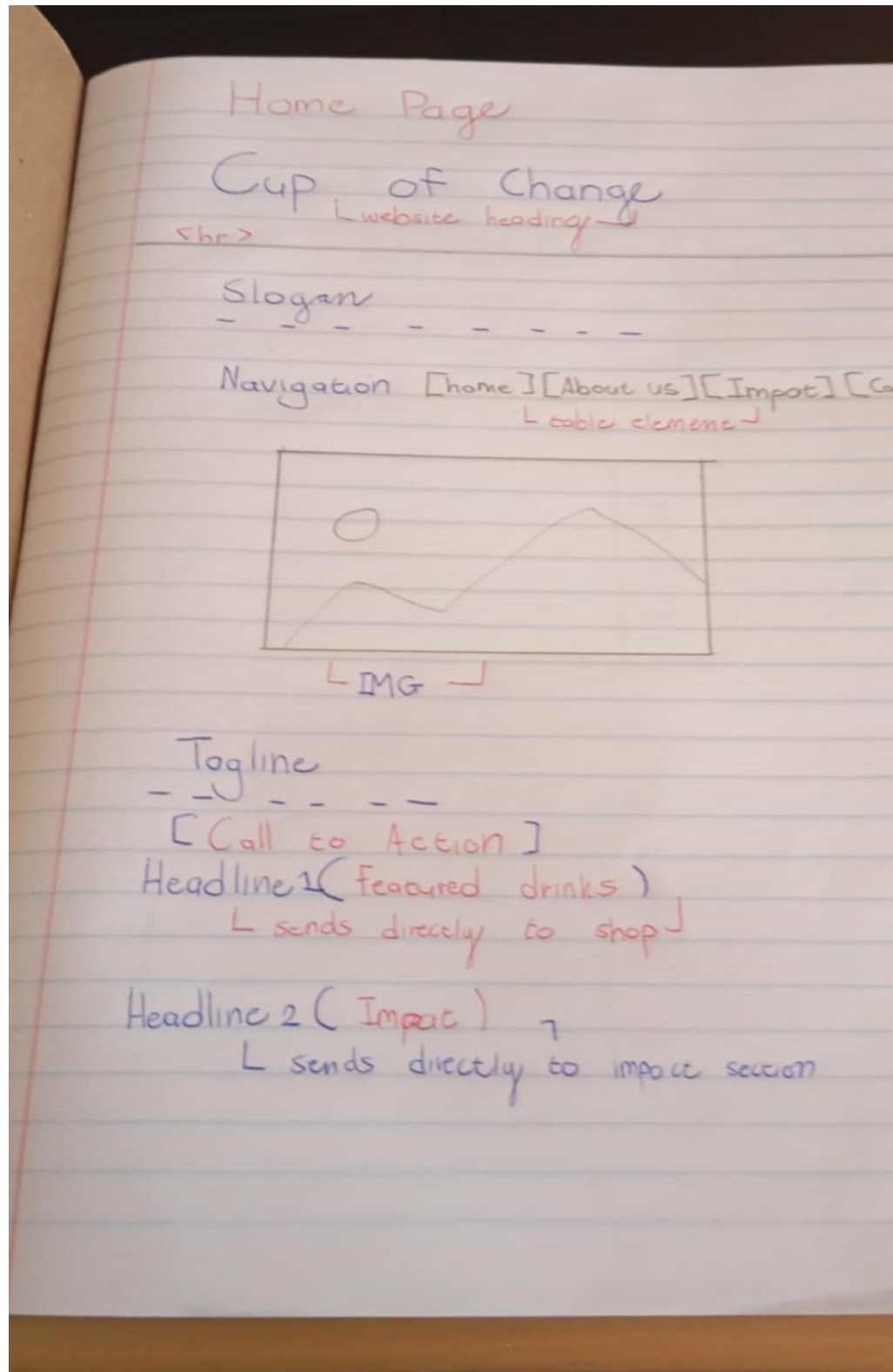
1. **Ethical Consumers**
 - **Profile:** Ages 25–45, socially aware, likely urban dwellers.
 - **Values:** Sustainability, fair trade, giving back to communities.
 - **Why They Buy:** They want to feel their purchases make a difference.
 - **Example Customer:** A young professional who buys organic produce, uses a reusable coffee cup, and supports brands with purpose.
2. **Coffee Enthusiasts**
 - **Profile:** Ages 20–50, love discovering unique flavors, might be home baristas.
 - **Values:** High-quality beans, unique origins, freshness.
 - **Why They Buy:** They want premium coffee while supporting a cause.
 - **Example Customer:** Someone with a French press, pour-over set, and a willingness to pay more for quality.

Technical Requirements

- Html
- Web development skills
- Code editor
- Local browser
- Image assets

ChatGPT. (2025, August 13). *Target audience analysis for a fictional coffee company with a humanitarian mission*. OpenAI.

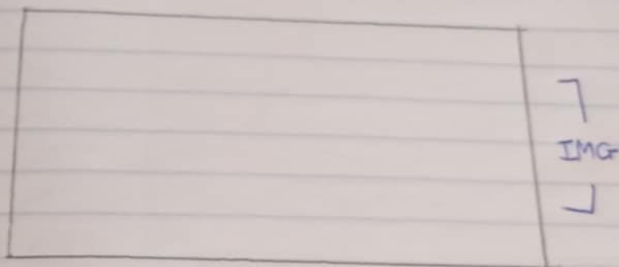
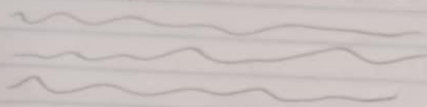
Wire frames



About Us
[section heading]

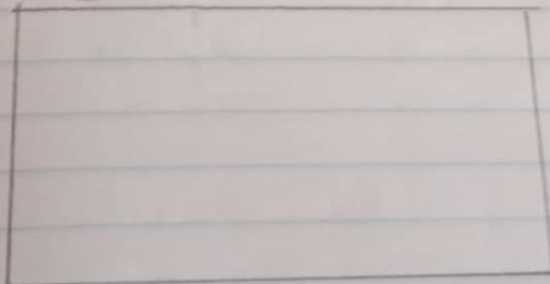
Navigation bar [Home] [Shop] [Products] [Contact]

History of organization



↓
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Organization mission/Vision



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Produce / Coffee
[section heading]

Our hottest drinks

Listing of popular
drinks, prices and
donation amount.
including images.

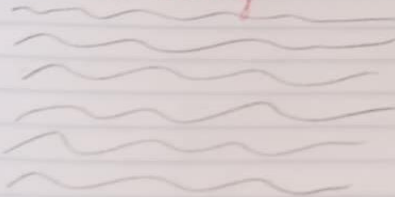
But wait there's more!
[sub heading]

List of
other drinks

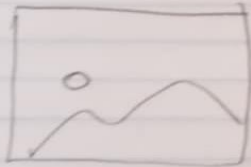
Our Impact
[heading section]

Navigation box [Home] [about us] [shop] [contact us]

[Achievements]
sub heading



List of achievements
and impact
the organization has
made.



] IMG
]

[Join us!]
sub heading

sends directly to contact us.

Contact us / Enquiries

└ heading ┘

Tagline

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Enquiry Text boxes.

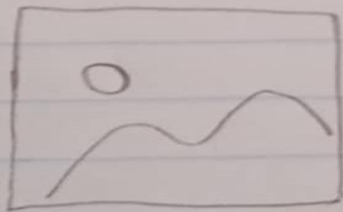
[name]

[email]

[message] [send/clear]

Contact information

|         | Details    |
|---------|------------|
| Email   | @          |
| Phone   | + - - - -  |
| Address | streetname |
|         |            |
|         |            |



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IMGT  
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Image refrencing



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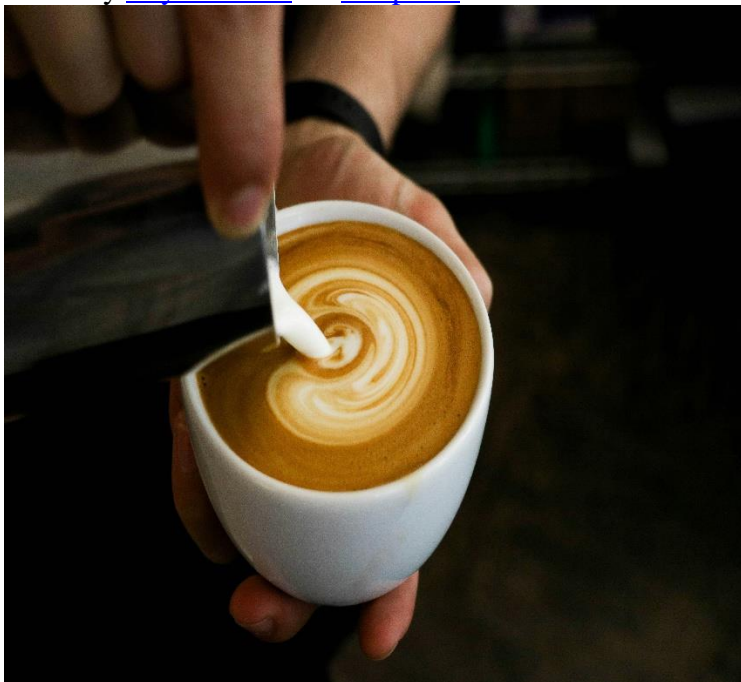




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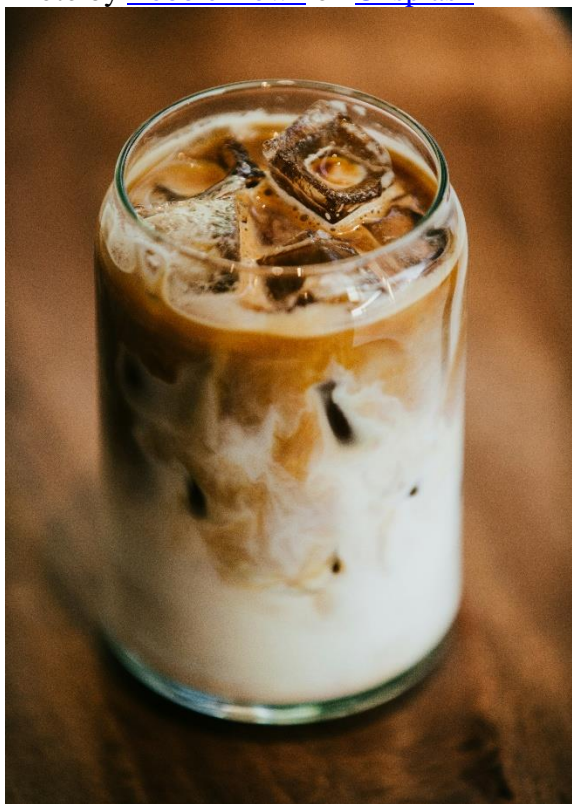


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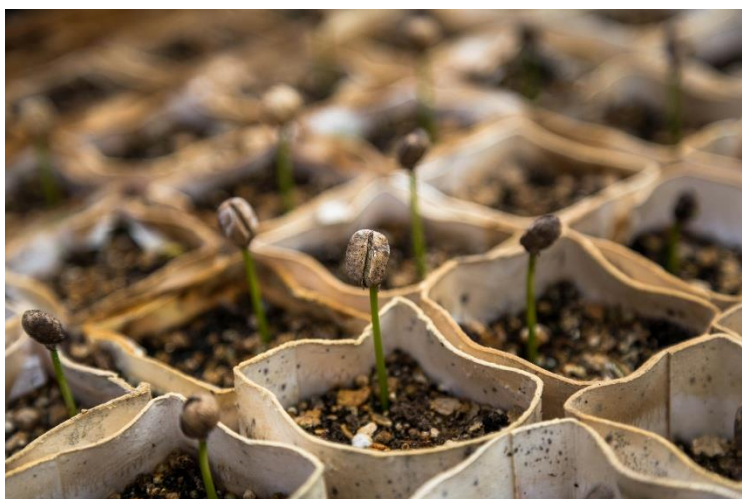


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