

Fangfei Liu, Qingyue Xue (Iris), Rayne Schulman

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## Project Proposal

### **Purpose:**

The purpose of our project is to create an educational experience for everyday coffee enjoyers. We hope to take our viewers on a journey where they will gain a deeper understanding of coffee by the end. Our page will be split into 4 pages: Home, Beans, Map, and Story. Home is where we let the viewer know that their journey is beginning and where they can easily redirect themselves to the other pages. It can be reached by clicking on our logo on the top left corner or by clicking on the home button itself. The Home page directly leads to the Bean page, where a product list of a variety of beans is displayed. Users can select the bean they are interested in and a page will pop up detailing the taste and other information about that type of bean.

The Map page will feature a large interactive map that has pinned locations where coffee is most commonly grown and roasted. Clicking on the pins will result in an information page that explains the common flavor notes of the region's coffee as well as other details to understand the area's coffee production.. The Story page will be a narrative of the whole coffee production. It will have a slideshow-like structure with each slide explaining the growing, cultivating, processing, and distribution of coffee beans. The Story page acts as a summarization of the coffee bean process as a whole.

In order to not make our page too text heavy and dense, we plan to use copyright free images from unsplash to break up heavy blocks of text.

### **Target Audience:**

Our target audience is both coffee enthusiasts and coffee novices who wish to learn more about how their favorite drink is made. Because millennials spend the most out of any age demographic on coffee, we want to target them with the design of our page. Only 9% of coffee drinkers purchase their coffee at roasteries or coffee shops. We hope that our website will increase that number and encourage people to purchase their beans from those more connected to the coffee process.

**Technology:**

We are going to use CSS/HTML frameworks to organize our content, including the introduction to different types of coffee, the process of making coffee, tools to use, etc. The JavaScript libraries will be used to build on dynamic webpage experiences and allow users to interact when choosing their proposed coffee.

**Team:**

Although we are planning to collaborate and equally contribute to the different roles, each one of us will take the lead in different areas. Fei will organize the layout design of the project, Iris will work on research and the website copy, and Rayne will be responsible for the coding of the project. We plan to split the illustrations and icons between the three of us, but may also use copyright free images for our animations.

**Challenges & Risks:**

We see our challenges mainly occur in the coding process. The content research and layout design could be time consuming, but are less likely to go off track compared to coding. We expected our webpage to be appealing to the audience, and each of us would contribute to the coding process to make sure it could present our idea. If we find it hard to create what we want, we will simplify the process of making coffee and also the recommendations.