

Centro Café User Manual

**Final Project
Presented to the School of Computing
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Mock Up Link:

Figma

<https://www.figma.com/proto/5TU77Jlg28LejxOqPI3ruk/Untitled?node-id=1-245&t=aCpFG147wDn0sOn6-1&scaling=media-width&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A245>

Canva:

https://www.canva.com/design/DAG0-19eRHY/O4DN6_dnEWXpiRMUFsdhCw/view?utm_content=DAG0-19eRHY&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utm_id=h42c23ac659

Home Page:

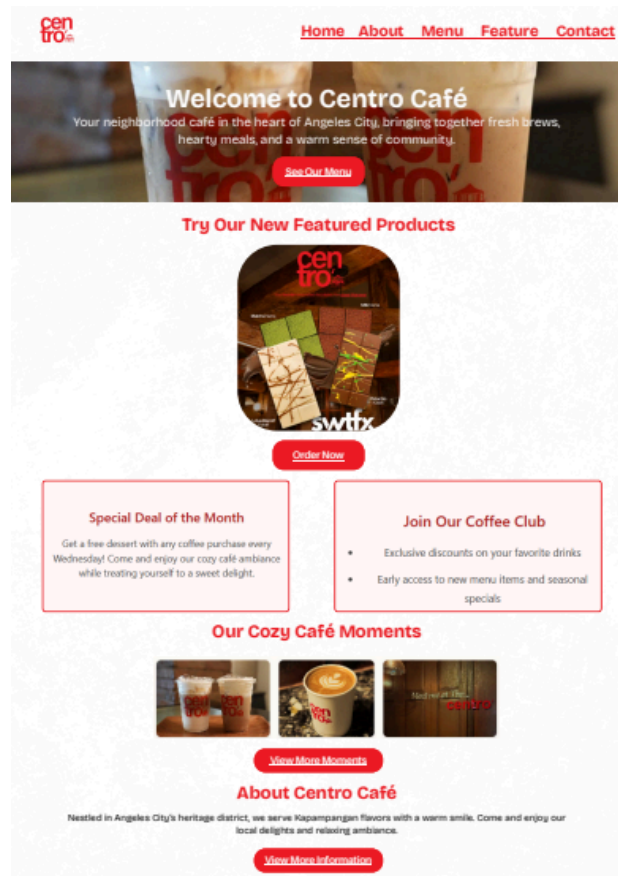


Figure 1.1: The main Home Page, displaying the hero image, featured products, and key promotions.

Purpose

The Home Page serves as the digital storefront and primary welcoming point for all visitors. Its

main purpose is to immediately engage the user, convey the cafe's atmosphere and brand identity,

and direct customers to the most important sections, such as the Menu and special offers.

Functionality

1. **Hero Section & Main Call-to-Action (CTA):** The "See Our Menu" button directs visitors to the full menu for browsing and ordering.

2. **Featured Products Section:** The "Order Now" button allows users to place an immediate order for the currently highlighted featured product.

3. **Special Promotions:** Highlights weekly or monthly deals and provides information and access to join the Coffee Club (loyalty program).
4. **Social Proof and Engagement:** Displays customer testimonials and links ("View More Moments") to the media gallery on the Feature Page.
5. **About Centro Café:** The "Read More" button provides a brief introduction and links to the full About Page for deeper brand information.

About Page:

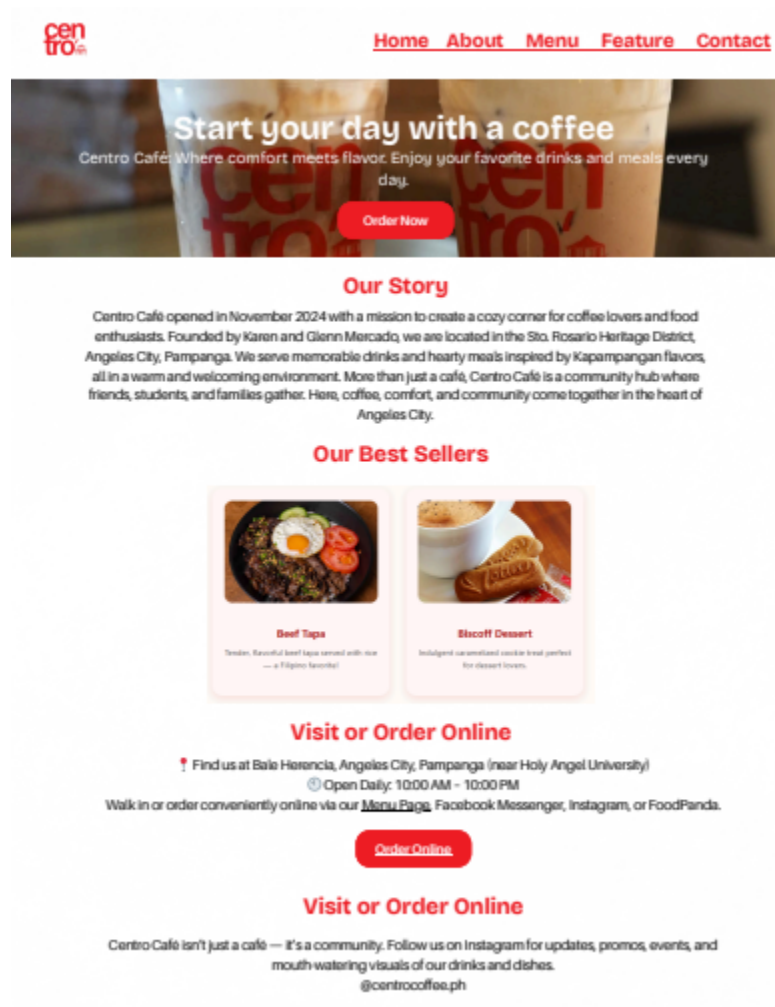


Figure 2.1: The About Page, showcasing the café's story, best-selling products, and location details.

Purpose

The About Page is designed to build a connection with the customer by sharing the café's history,

mission, and core values. It provides social proof through popular products and gives users essential, practical information regarding location and ordering options.

Functionality

1. **Our Story Section:** Features the cafe's founding, mission, and community role, humanizing the brand.
2. **Our Best Sellers:** Highlights top-performing menu items, acting as a curated mini-menu to guide new customers to popular choices.
3. **Visit or Order Online Section:**
 - Provides critical information including the physical address and daily operating hours.
 - The "Order Online" button directs users to the online ordering platform or the Menu Page.
4. **Join Our Community:** The "Follow on Instagram" button provides a direct link to the cafe's social media profile for ongoing engagement.

Menu Page:

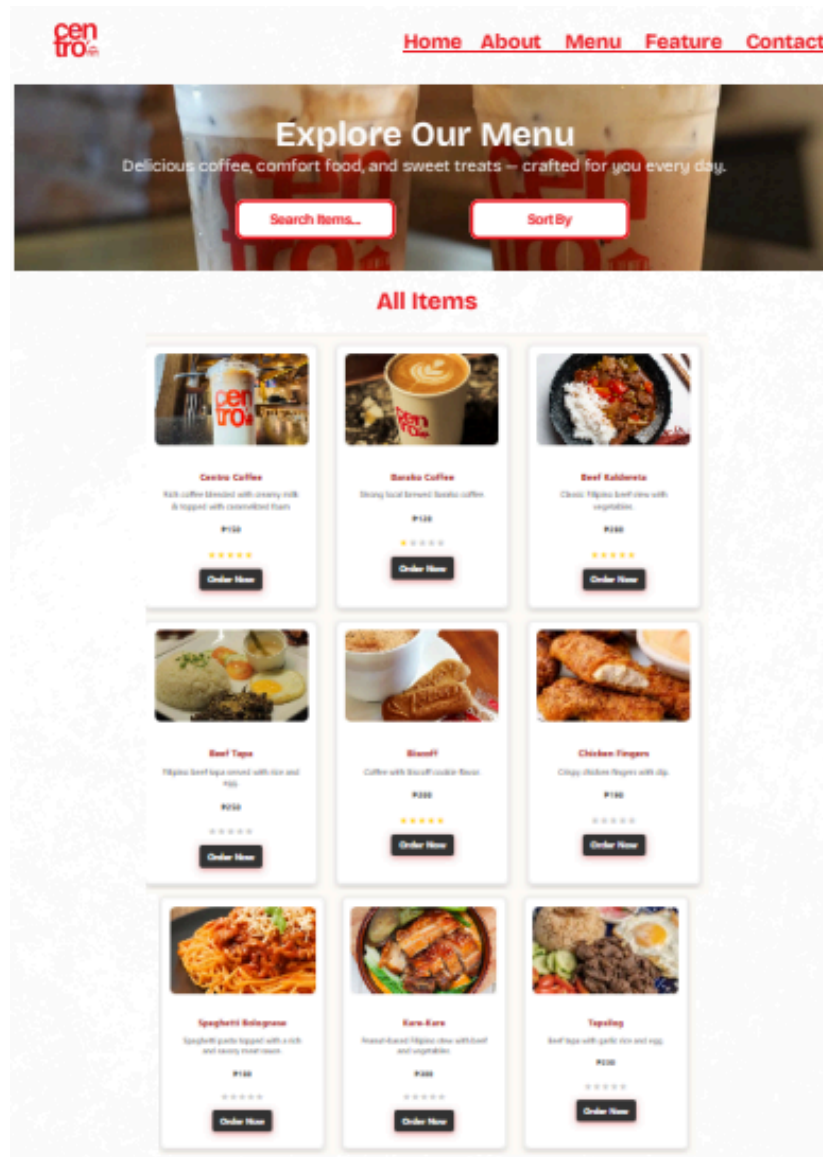


Figure 3.1: The full Menu Page, showcasing available food and beverage items with ordering options.

Purpose

The Menu Page is the central ordering hub. Its primary purpose is to clearly present all available products, provide necessary details (description and price), and facilitate a transition to the online ordering system.

Functionality

1. **Product Filtering/Sorting:** Includes a "Sort By..." dropdown and category filters ("All Items", etc.) to help users quickly organize and locate specific types of products (e.g., coffee, desserts, meals).
2. **Product Display Cards:** Each card provides a high-quality image, the item's name, description, and price. Star ratings may be included for customer feedback.
3. **Direct Ordering:** The "Order Now" button on every product card is the main function, allowing users to add that specific item to their cart or navigate to a customization page for immediate purchase.

Feature Page

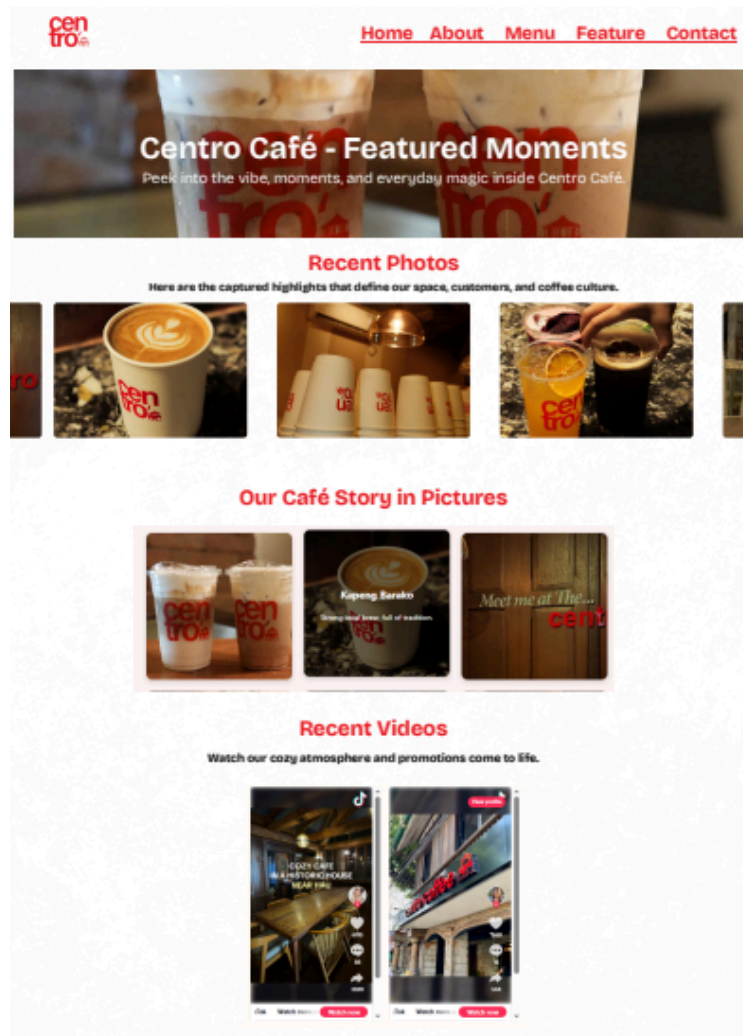


Figure 4.1: The Feature Page, displaying a curated gallery of photos and videos showcasing the café's ambiance and promotions.

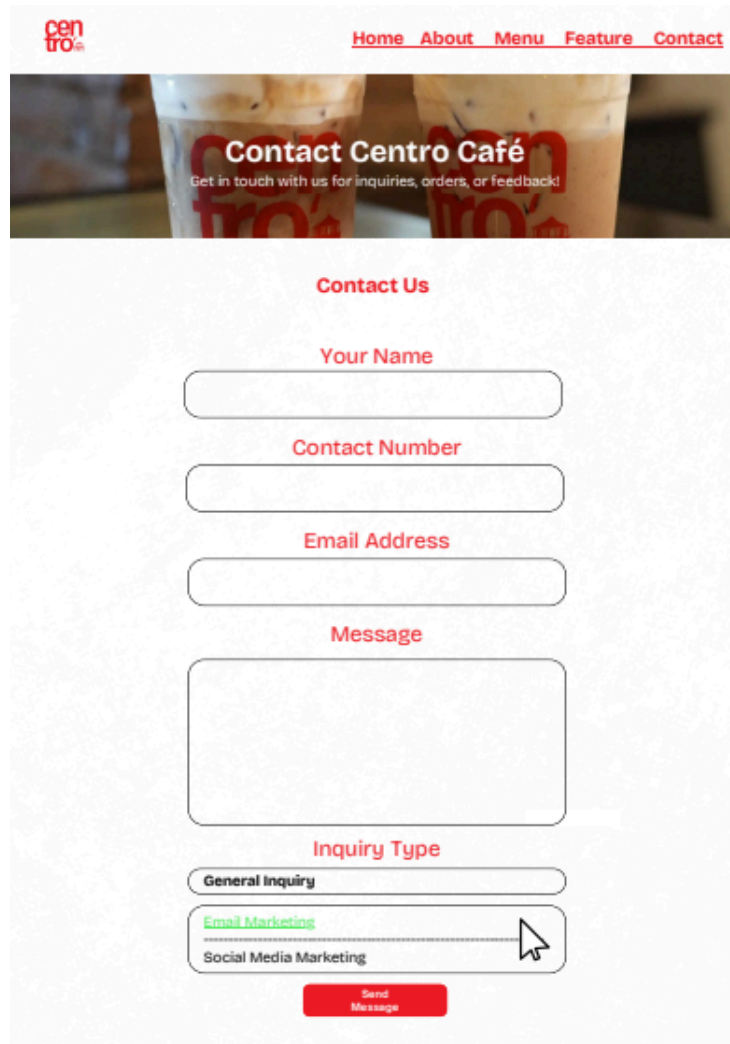
Purpose

The Feature Page serves as a dynamic, visual extension of the cafe's brand. Its primary purpose is to emotionally engage the visitor by presenting media that highlights the cafe's atmosphere, product aesthetics, and community presence.

Functionality

1. **Recent Photos & Cafe Story in Pictures:** Displays curated galleries and grids of images that showcase the cafe's interior, product presentation, and customer experience.
2. **Recent Videos Section:** Provides a space for embedded promotional videos or dynamic content for richer media consumption
3. **Promotional Poster/Infographic:** A prominent area featuring a downloadable file (likely a PDF menu or flyer) and a "Back to Home Page" button for navigation.

Contact Page



centro

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Contact Centro Café

Get in touch with us for inquiries, orders, or feedback!

Contact Us

Your Name

Contact Number

Email Address

Message

Inquiry Type

General Inquiry

Email Marketing

Social Media Marketing

Send Message

Figure 5.1: The Contact Page, featuring the message form, physical address, and interactive map.

Purpose

The Contact Page provides users with all necessary channels to communicate with Centro Café. Its primary purpose is to facilitate customer inquiries, feedback submission, and provide clear directions for visiting the physical location. It also has Inquiry Type Selection (Email Marketing and Social Media Marketing)

Functionality

1. Contact Form

- Allows customers to send direct, written messages using required fields (Name, Contact Number, Email Address).
- The "Send Message" button securely submits the message for staff response.

2. Location Details (Visit Us):

- Clearly states the cafe's physical address in the Sto. Rosario Heritage District.
- An Interactive Map allows users to pan and zoom. The "View larger map" link enables users to open the map in their device's navigation app to get directions