**Proposal**

Introduction:

User Definition

Majority of Coffee Master users consist of coffee lovers, coffee drinkers, coffee shop lovers, speciality coffee drinkers, whole bean buyers, good vibes lover and so on.

Information that users need and want

Information that Coffee Master’s users want include the services (barista workshop) and products (list of menu) that we provide. Our users might want to know about our company deals and promotions. Example, some online deals for certain period of time.

Users need to know about our coffee details such as: -

(a) Origin of Coffee Master’s coffee bean

(b) Quality of Coffee Master’s coffee bean

(c) Process of dealing with Coffee Master’s coffee bean

(d) Speciality and characteristic of Coffee Master’s coffee bean

After knowing the basic information of Coffee Master, users need to know the price of our products to make sure it is justice and affordable.

Website Objective

Coffee Master’s website main objective is to let our users understand more about our company like: -

1. What is Coffee Master about?
2. What services and products does Coffee Master provide?
3. Why choose Coffee Master? Is there any speciality about us?

, and hence attract more potential customer, increasing Coffee Master’s fame and sales.

Apart from that, Coffee Master’s website focus in updating latest news related to our company and worldwide coffee news. A full and clear timetable for Coffee Master’s barista workshop can be found in this website.

Potential Information

The potential information in Coffee’s Master website includes the following:

1. Shot Intro about Coffee Master
2. Menu of Coffee Master together with Prices
3. Application of Membership (Create An Account/ Sign In)
4. Coffee Master’s business hour & contact number
5. Coffee Master’s social account
6. Coffee Master’s barista workshop timetable

Website Design Layout:

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| **Homepage**    The homepage consists of company logo, navigation bar, and content such as workshops provided, latest promotion or about us. Images will be included in the homepage as humans are visual creatures; image is the first thing that users will interpret. There will be an image slider for the company advertisement purpose. Below the image slider, there is 3 circles fill with image that allows users to check out latest coffee news, drinks provided by coffee master and join our membership. For the footer, it consists of address, contact number, business hour and social media icon that can link to company’s social media account. Above the footer, a marquee is created that display welcome message and information of reservation for our café. |

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| **Menu**    The menu consists of company logo, navigation bar, marquee and footer that same as the homepage so that the webpage is now more user-friendly. Users will not doubt whether they are surfing the different website or not. In this menu, it will only shows 3 images with text, that elaborate about the drinks, main course and desserts we provide. These make users easier to access to what content they want instead of providing list of menu combining drinks, main course and desserts. |

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| **Coffee**    Coffee page consist of same background design as homepage too. In this page, it will divide into 3 sections, which are coffee news, coffee trend and coffee types. Each section will have a hyperlink that link to page that contain related contents. Each section will also be display together with a single image. |

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| **Membership**    Membership page consist of same background design as homepage too. In this page, it will have 2 subtitles which are “Create An Account” and “Sign In”.  For “Create An Account”, there will be a list states that why should user join our membership, and below there is a box that link to membership application webpage.  For “Sign In”, username and password is required to enter by user. A message (alert message) will be shown to user when they click the sign in button. |

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| **Membership >> Create An Account**    Membership application page consist of same background design as homepage too. In this page, there is a form that enables our company get personal information from customers. Male is set to the default value for gender. Customers are required to fill in their email address so that we can mail them the updated news anytime. Customers are also requiring setting a password for their account. |

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| **Workshop**    As shown in the figure, the workshop page layout is the same as the rest of the webpage. An iframe of a video is pasted at the front with attractive thumbnail to make user interested in reading the rest of the page. A description is added about the video in the right hand side of the image. When the users are attracted to what we can offers, we hyperlink two link that leads to the same website for them to see the timeslot available for the classes. |

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| **Workshop Timetable**    In this webpage. The first thing that strikes the users is the timetable that are striking in colour to attract the attention of users and to allow user to quickly get the info of the time slot for the classes they want. A big "Join Classes" with link are added at the bottom page to entice user to join class available to us. It will leads to a webpage where a user’s can register for a classes and pay for the classes. |

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| **About Us**    An aesthetic picture of a coffee shop is pasted upfront to allow users to get a sense of a coffee shop website. Several info regarding the motto of Coffee Master is the printed inside. Several principle that Coffee Master live by is shown to users |

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| **Drinks**    An image of item 1 is shown on the left side first and the details of the item are floated in the right side of the image. The next item image is floated on the right side and now the details of the item are in the left. The image is in rectangular shape only. This is important to note because in the Main Course the shape of the image will be circle and rectangular respectively. While in Dessert Menu the image would be in circle only. |

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| **Desserts**    An image of item 1 shown on the left side and the detail of item are floated in the right side of the image. The next item image is floated on the right side and now the details of the item are in the left. The image however is in circular shape. |

Problem Statement and solution:

To begin with, in this assignment our website will be a lot of image .However, it is tough to get the right width to height ratio of image without making the image looks compressed or lengthened. We eventually finds out that for the image to have the perfect ratio, the easiest way is to set the width of the picture and keep the height unknown. The image will then automatically set itself to the perfect height ratio. This allow us to know the perfect ratio for width and height of the image

Secondly, the trouble of drawing are vertical line prove to be a challenge. In html a horizontal lines are easy to draw with single <hr> .However, in order to draw a vertical line, more hassle are need. The line can be drawn by using CSS.

Thirdly, initially for the background we planned to use solid colour of two different matching colours as background. We soon realise the problem as the whole website will looks very one dimensional and very old fashion. To solve this problem, we elevated the whole background by adding layers to it. The background is now used as a decorated background with a coffee image. Then we added a white background with a level of opacity in the middle to apply the content .Another background of different colours are added at the footer the separate the content and the footer. This way the background looks very appealing to user and looks a bit fuller.

In addition, due to the quantity of websites .It is easy to get lost in the website. To make the website more manageable and user friendly, a directory is made to allow user to keep track of what website they at .A home link is set to allow user to be able to go back to homepage wherever they are.

Not only that, initially when the content are added. They tend to sticks everything to the right without any spacing between words. To solve this, we added margin and padding accordingly so that the website can appear the way it is wanted.

Lastly, the flexibility of the website is very low in our earlier design because there are only navigation bar on the homepage. We then realise it is better for every one of our website to have the same layout and background with navigation on every website.

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