

ESPRESSO COFFEE SHOP WEBSITE

**A DIGITAL
EXPERIENCE FOR
COFFEE LOVERS**

Presented By
DELICANO KIM

ESPRESSO COFFEE

INTRODUCTION

Espresso is a coffee shop dedicated to crafting premium coffee with ethically sourced beans and expert brewing techniques.

The website serves as a platform to showcase the brand, products, and community-focused mission.



STAKEHOLDERS

Business Owner

Interested in growing the brand and sales.

Customers

Coffee enthusiasts seeking quality coffee.

Suppliers

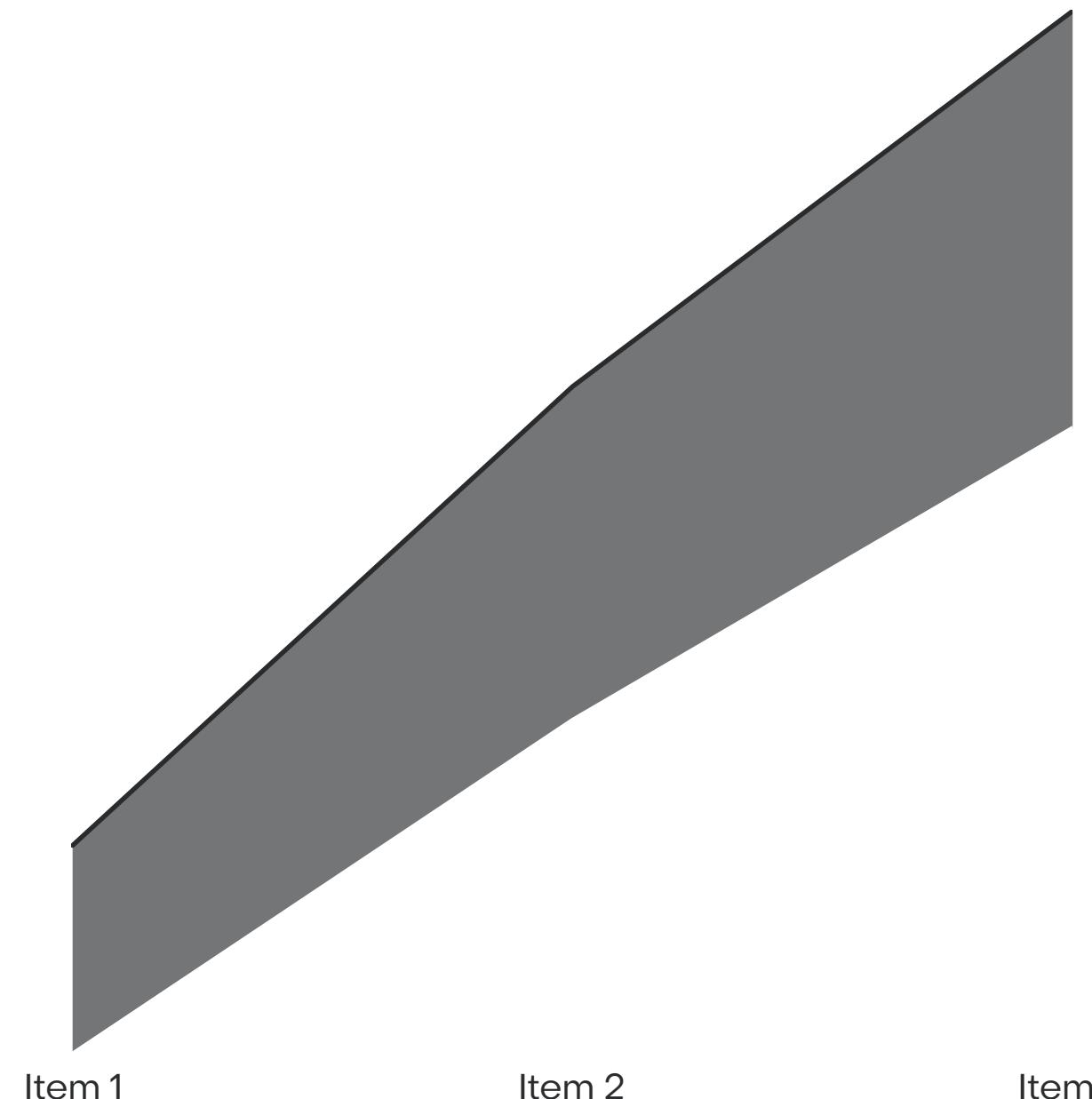
Provide the coffee beans and products featured on the site.

Marketing Team

Promotes the brand and engages with customers online

PROBLEM

25
20
15
10
5
0



Difficulty in reaching a broader audience and offering an efficient online shopping experience.

Lack of a digital presence that fully showcases the coffee shop's products and values.

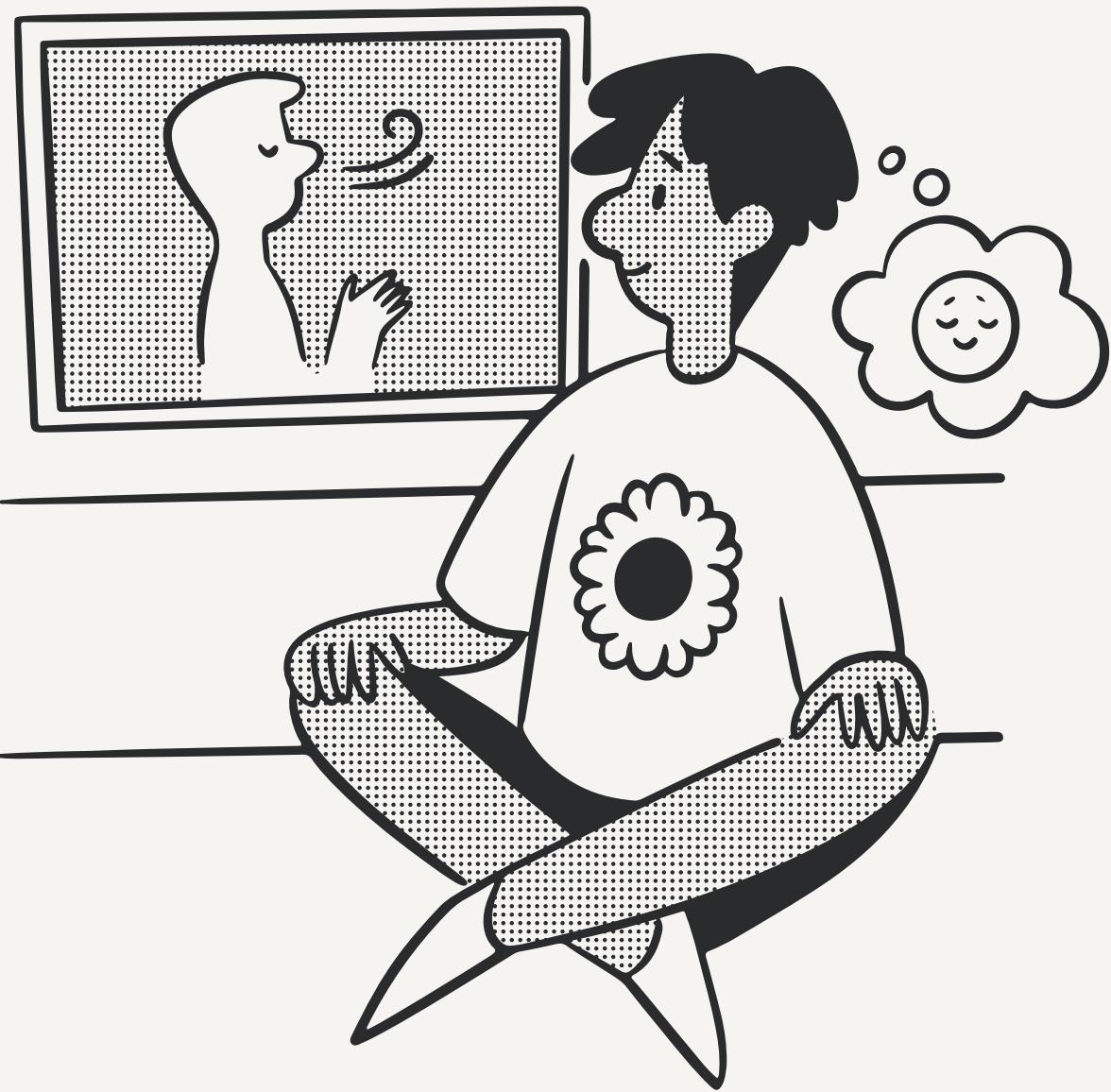
Need for a more user-friendly interface to increase sales and customer interaction.

TARGET USER

- **Coffee Enthusiasts:** Individuals who appreciate quality coffee and unique brews.

Young Professionals and Students: Tech-savvy individuals who look for online options for ordering coffee.

Local Community: People living in the coffee shop's area who prefer to order online for convenience.



SOLUTION

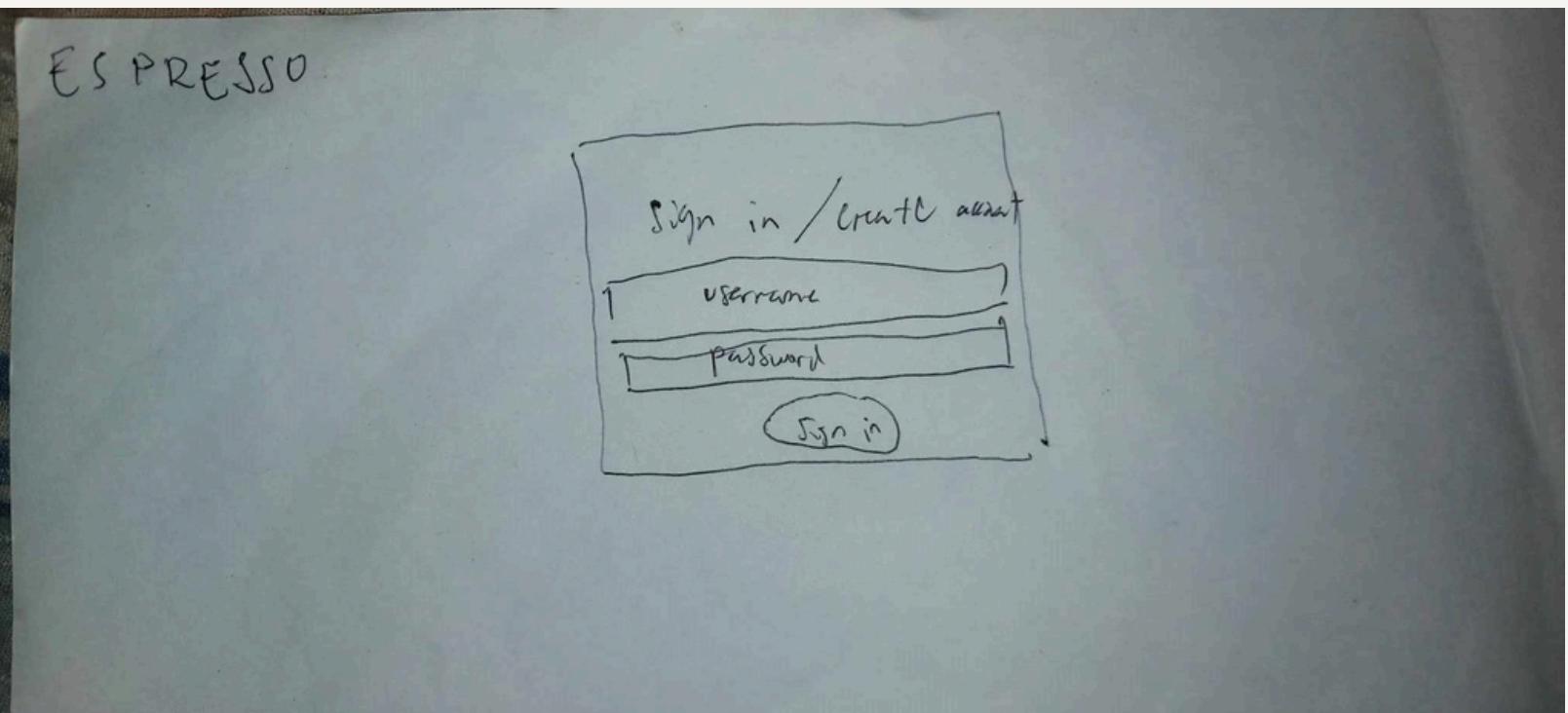
	<p>Develop a responsive website that offers an easy-to-navigate layout and a secure online store.</p>	
Provide product descriptions, pricing, and images to help users make informed decisions.		Showcase the brand's story, creating a stronger connection with the customers.
	Implement interactive features like a cart and payment options for convenience.	

TASK

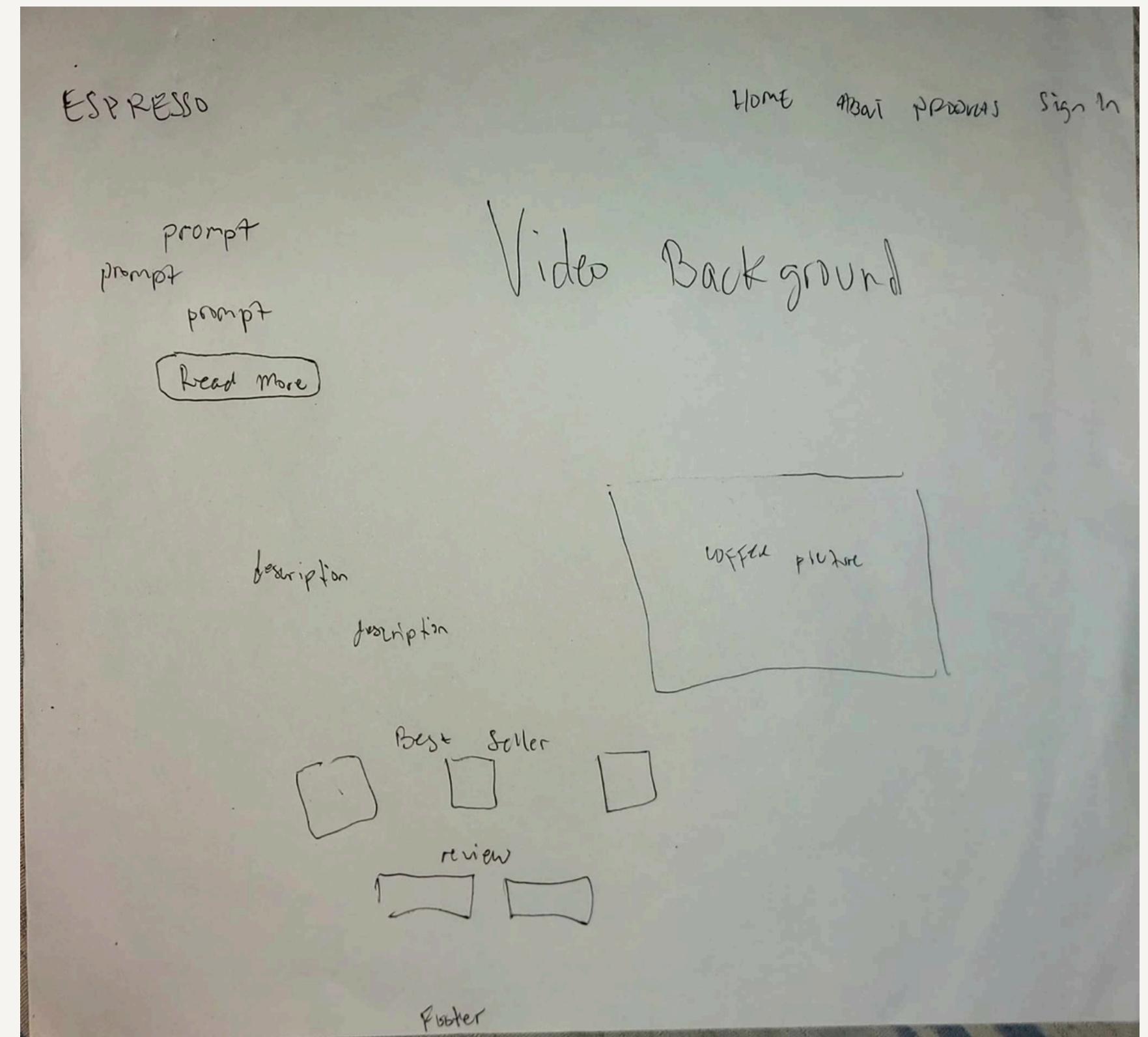
- Design: Create a modern, clean, and user-friendly design that reflects the brand.
- Development: Build the website with HTML, CSS, to ensure responsiveness.
- Content Creation: Develop text and images that represent the brand's identity and products.
- Testing: Ensure cross-browser compatibility and mobile responsiveness.



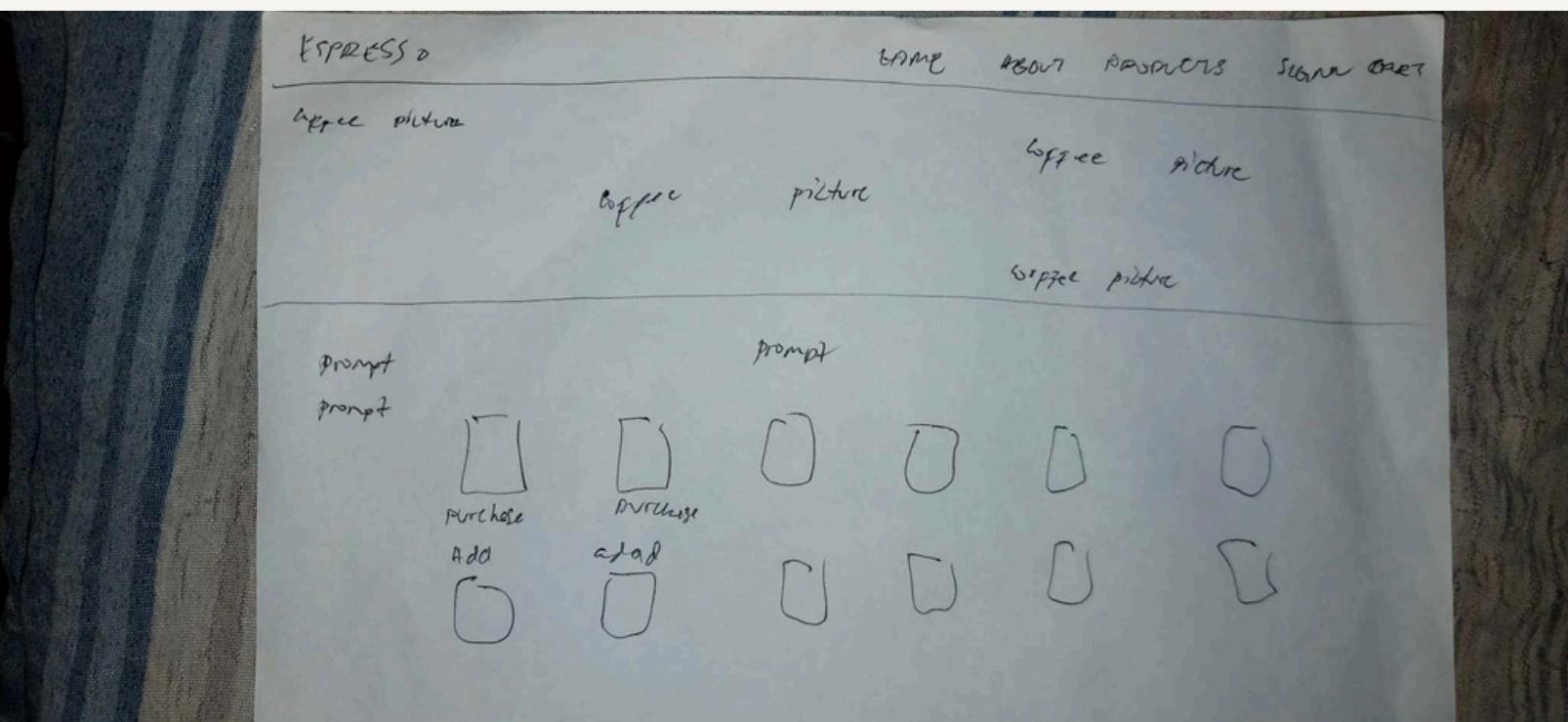
LOG IN



HOME PAGE



PRODUCT



Sign in or create an account

* Username or email address

* Password

Keep me signed in.

Sign in

JOIN ESPRESSO® REWARDS

As a member, start earning free food and drinks, unlock our best offers and celebrate your birthday with a treat from us. Best of all, it's free to join.

[Join now](#)

Espresso

Home About Products Sign in



**WARM &
INVITING**

"Indulge in the finest coffee experience. Smooth, rich, and crafted for the refined palate."

[Read More](#)

Espresso

Passion in Every Cup

At Coffee Espresso, we craft premium coffee using ethically sourced beans and expert brewing techniques. Every cup is made with precision, ensuring bold flavors and a rich aroma in every sip.

Beyond great coffee, we take pride in creating a welcoming space for our community. Our shop is a place where friends gather, conversations flow, and every visit feels like home. From our warm hospitality to our expertly crafted drinks, we strive to make every experience memorable.

[Read More](#)



Espresso

Our Best Brews



Espresso
Rich and smooth with a deep aroma.



Cappuccino
Perfect blend of espresso, steamed milk, and foam.



Latte
Silky smooth and full of flavor.

What Our Customers Say

"Best coffee experience ever! Smooth and rich flavors."
- Alex Smith

"Absolutely love the ambience and the coffee quality."
- Jane Smith

[Send Message](#)

love
Experience the Best Coffee

Visit us today or order online to enjoy our handcrafted brews.

[Order Now](#)

Contact Us

Email: Espresso@gmail.com | Phone: 0910847519
Address: Vito, Minglanilla, Cebu

[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

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Passion in Every Cup

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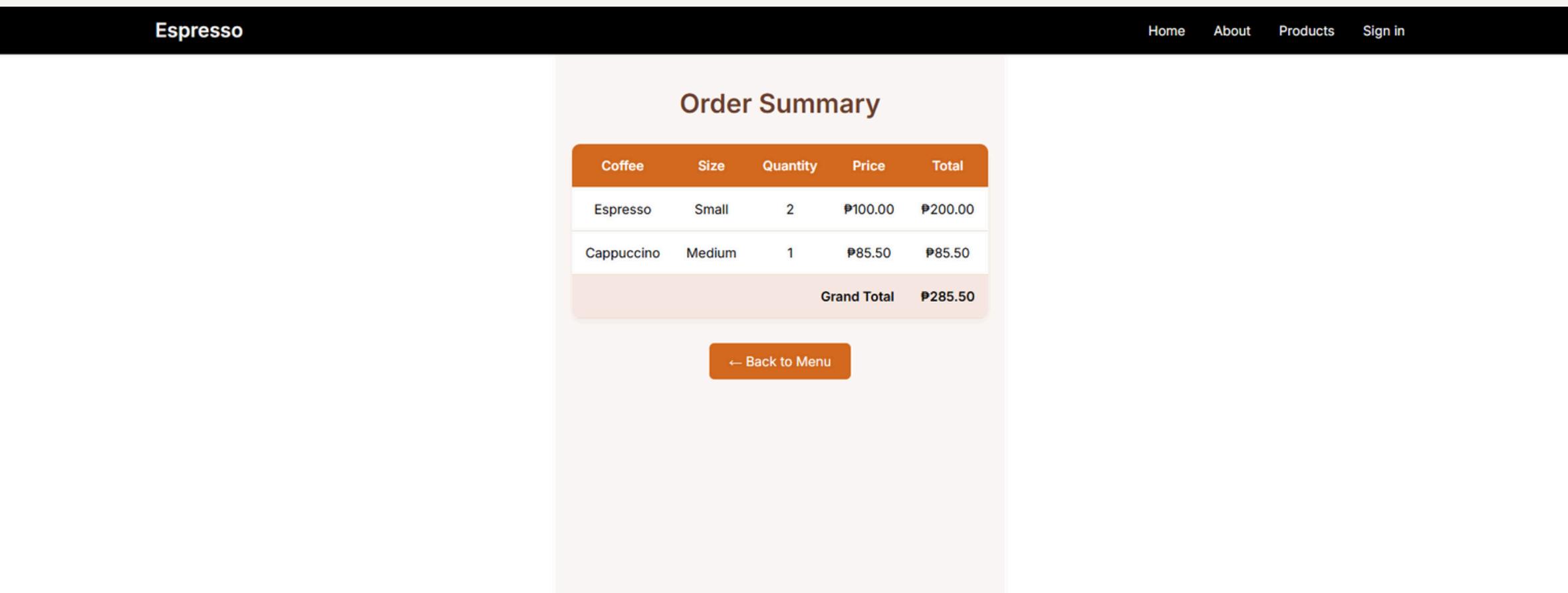




Espresso's Products
Delivered by Espresso

Signature Cold Brews

 Mar 21 - Apr 30 Atok Cold Brew A bold and refreshing sip from Atok. ₱195 Purchase Add to Cart	 Mar 21 - Apr 30 Atok Cold Brew A bold and refreshing sip from Atok. ₱195 Purchase Add to Cart	 Mar 21 - Apr 30 Atok Cold Brew A bold and refreshing sip from Atok. ₱195 Purchase Add to Cart	 Mar 21 - Apr 30 Atok Cold Brew A bold and refreshing sip from Atok. ₱195 Purchase Add to Cart
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Espresso Home About Products Sign in

Order Summary

Coffee	Size	Quantity	Price	Total
Espresso	Small	2	₱100.00	₱200.00
Cappuccino	Medium	1	₱85.50	₱85.50
Grand Total				₱285.50

[← Back to Menu](#)

Contact Us

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EVALUATION

- **User Feedback:** Gather feedback from early users to identify areas of improvement.
- **Analytics:** Use web analytics tools (e.g., Google Analytics) to track user engagement and sales performance.
- **Testing:** Perform usability tests to check for navigation issues, load times, and overall functionality.



REFLECTION

- Developing the website helped me understand the importance of a clean, intuitive design for user experience.
- I learned about integrating e-commerce features, ensuring mobile responsiveness, and creating a visually appealing site that reflects the brand's identity.
- Challenges included ensuring the site worked seamlessly across different devices and browsers.
- The project reinforced the need for thorough testing and continuous improvement based on user feedback.



MOBILE NUMBER

09937309964

WEBSITE

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ESPRESSO@GMAIL.COM

ESPRESSO