**Concept and Analysis Stage**

**Web Project**

***CIS 3630, Section FMWA***



**Team Members**

Shobhit Ratan

Kwadwo Ennin

Taesoo Kang

Henry Chu

# Purpose of the Project

The purpose of this project is to create a website for “Café Brew”, a full service coffee chain, a one-stop destination for everything about coffee – from growing, to brewing, to drinking.

# Web project goals

This website would be the online presence and ecommerce portal for “Café Brew”. It is envisaged to appeal intended target audience and serve all coffee lovers. The website content should be well organized, attractive, intuitive and easy to use. The website should generate interest in Café Brew’s products and motivate website visitors to engage in online shopping and entice them to visit company outlets / coffee shops.

# Intended users of the website

* Target Audience #1: Jane Smith is a 19-year old stressed college student who needs her shot of caffeine while studying for long hours. She is always online on her smart phone and very active on social media like Facebook, snapchat and Instagram etc. Her spending budget is appx $500- $1000 per month.
* Executives of corporate America who need a quick coffee break to socialize or network with friends and prospective clients. Appx salary is 50000-150000 per annum.
* Senior (> 55-year-old) retired Barista and coffee aficionado who is interested in all kinds of coffee from different parts of the world. He researches different coffee flavors and shares his experience on blog / social media. The person spends a large time indoors, his salary is over $30000 per annum and the person is always looking for deals online.
* The coffee growers across the globe who are doing sustainable farming and producing quality coffee beans.
* Online and onsite Customers. Café Brew’s existing business partners and prospective franchisee owners.

# Website visit Scenarios

* Scenario 1: A college student goes to the website to take a quick look at menu for his/her daily cup of coffee. (Website should be simple, intuitive and easy to navigate.
* Scenario 2: A coffee researcher goes to the Café Brew’s website to search for information about a special kind of bean only found in the tropical Amazon forests of Brazil.

# Competitor analysis

* [www.starbucks.com](http://www.starbucks.com)
  + Good color combination, mobile-friendly, easy navigation
  + Excellent use of images and space to connect with the existing and prospective customers
  + Adaptive website design
* [www.dunkindonuts.com](http://www.dunkindonuts.com)
  + Easy to Navigate, intuitive website.
  + Lively color combination
  + Uncluttered, easy to comprehend information
  + Adaptive website design