

Project Report

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Introduction:

1.1 Overview:

Create a brand name, Brand identity Design: Design a brand logo- using Canva and Create an email account on Gmail to link all your project work - (brandname@gmail.com), use this email account centrally to access all tools and platforms by signing up with the created Gmail id.

1.2 Purpose:

This is a platform where one customer propose their wish kind of coffee according to their taste and likeliness, and where we from our side will provide the product.

Brand Name – COFFEE CRAFT

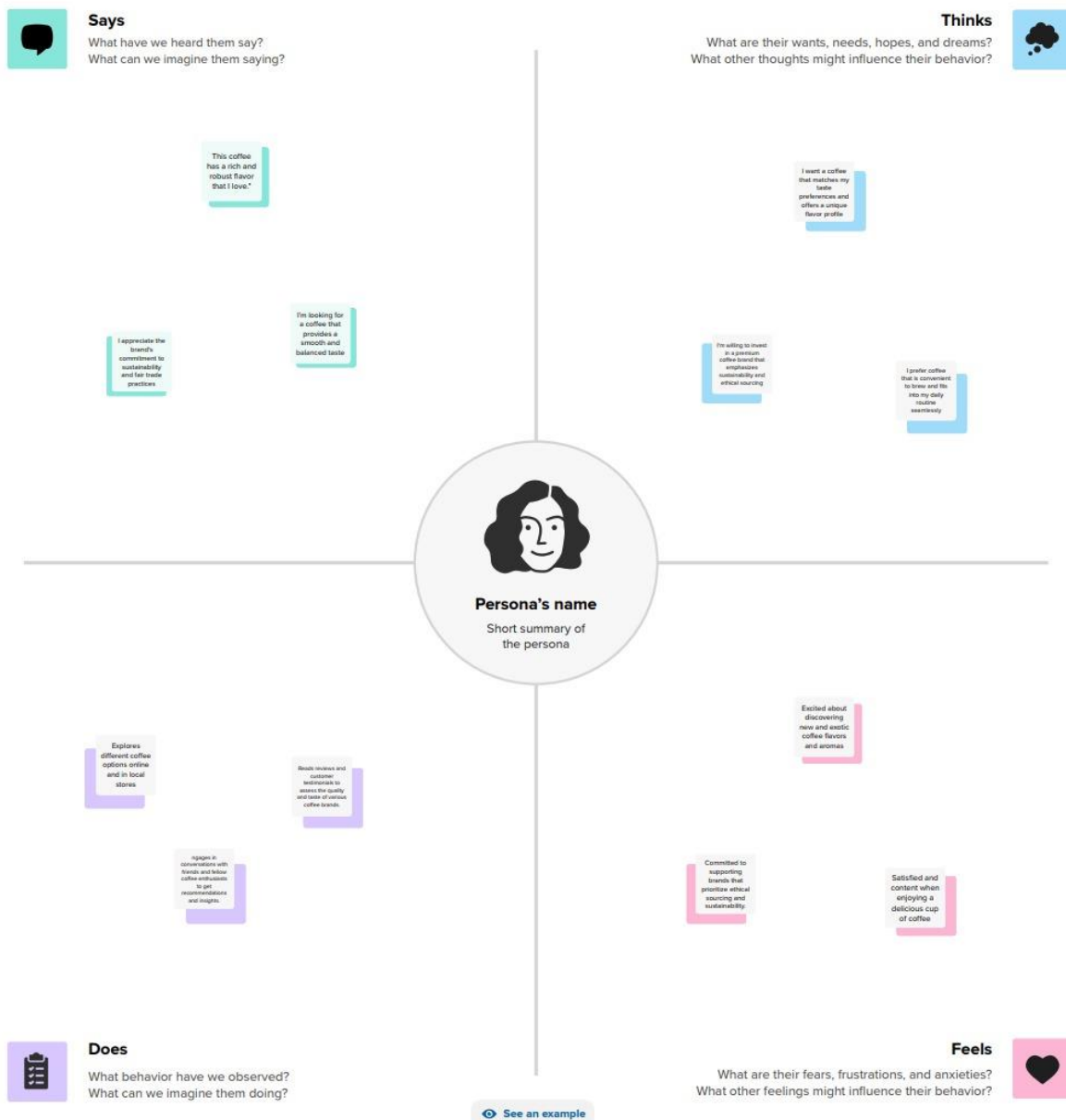
Brand logo -



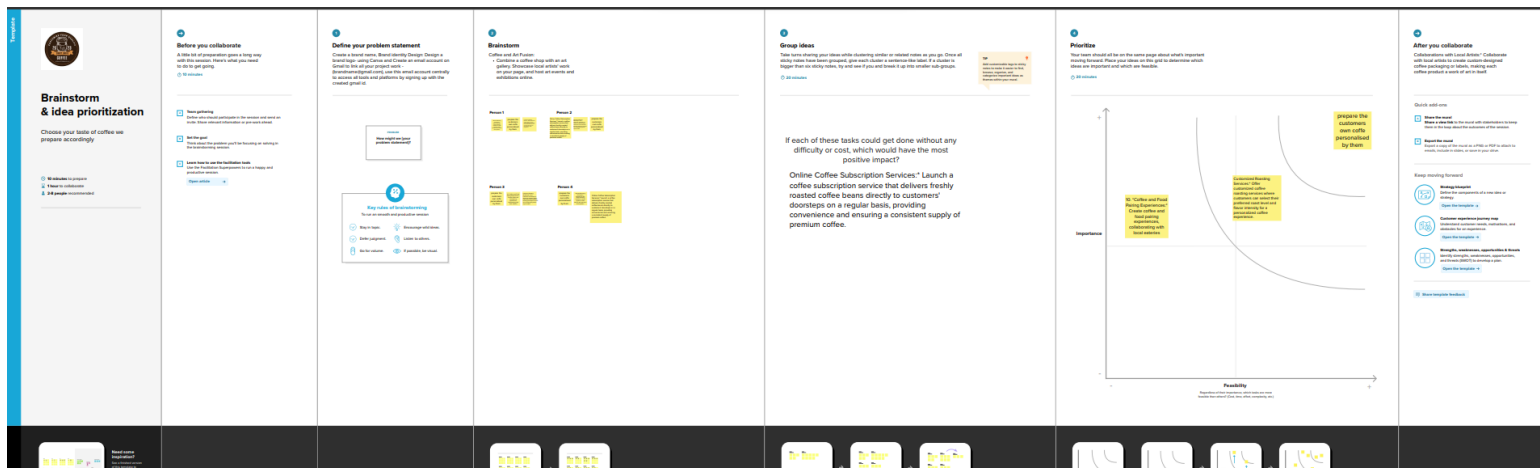
Brand Mail – coffeecraft04@gmail.com

Problem Definition and Design Thinking:

2.1 Empathy Map:

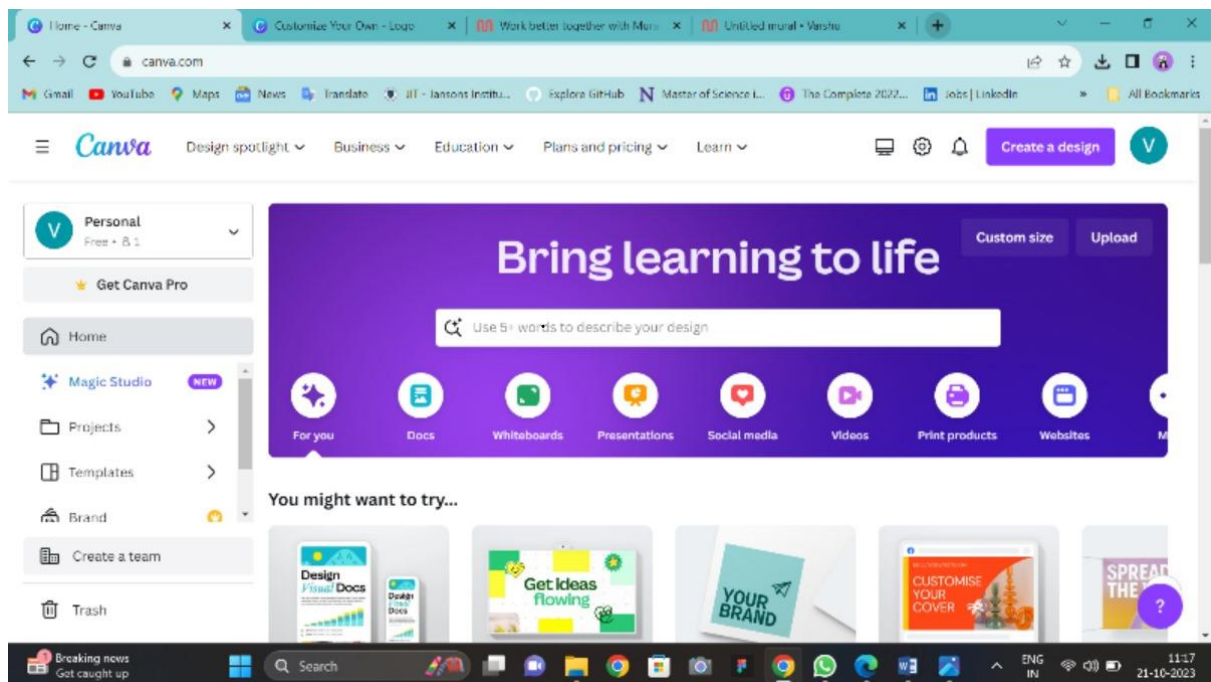


2.2 Ideation and Brainstorming



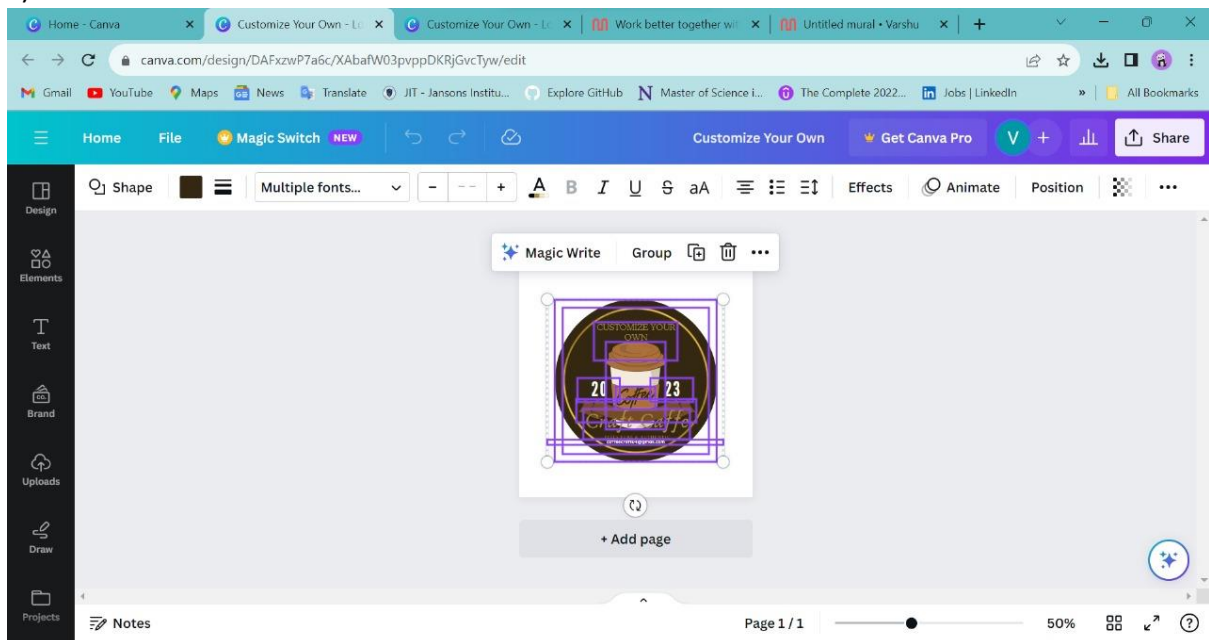
3. Result

i) Using Canva -



Canva as a software for the design of the logo we design ourselves a with a template.

ii)



Designing up the logo with lot different shapes and elements naming

Coffee Craft, 2023

iii)



Final Output LOGO

Email Creation

Google

Review your account info

You can use this email address to sign in later



Coffee Craft

coffeecraft04@gmail.com

Google Account



Coffee Craft

coffeecraft04@gmail.com

Home

Personal info

Data & privacy

Security

Manage your info, privacy, and security to make Google work better for you. [Learn more](#)



Privacy & personalization

See the data in your Google Account and choose what activity is saved to personalize your Google experience



[Manage your data & privacy](#)

You have security recommendations

Recommended actions found in the Security Checkup



Advantages:

Access to a Large Audience: Allows you to reach a global audience of coffee lovers, potentially increasing your customer base or readership.

Revenue Generation: coffee beans, equipment, or merchandise, as well as through ads, sponsored content, or affiliate marketing

Community Building: You can foster a community of like-minded coffee lovers through forums, social media integration, and comment sections.

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Disadvantages:

Competition: The coffee niche is highly competitive, with many coffee-related websites, blogs, and e-commerce sites.

Upkeep and Maintenance: Websites require ongoing maintenance, including updating content, ensuring security, and dealing with technical issues.

Technical Challenges: Dealing with technical issues, such as website crashes, security breaches, or SEO optimization, can be demanding and require technical expertise.

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We may or may not be able to fulfill every person's taste due to any missing or lack of product.

5. Applications

Product Showcase

E-commerce Platform

Subscription Service

Coffee Blog

Brewing Guides

Customer Reviews and Testimonials

Social Media Integration

Conclusion:

In conclusion, a well-designed coffee brand website can be a powerful asset for your coffee business. It serves as a digital storefront, a platform for engagement, and a means to showcase your coffee products and brand identity. By carefully considering the applications and features mentioned earlier, you can create a website that not only attracts coffee enthusiasts but also converts visitors into loyal customers. It provides a convenient and engaging way for customers to explore your coffee offerings, learn about your brand, and make online purchases or subscriptions. With the right content, e-commerce capabilities, and user experience, your coffee brand website can become a central hub for connecting with your audience, building brand loyalty, and driving the success of your coffee business in the digital age.

Future Scope:

Personalization: Personalization will play a significant role in the future of coffee brand websites.

Sustainability and Ethical Sourcing: As consumers become increasingly conscious of sustainability and ethical sourcing, coffee brand websites will need to highlight their commitment to these values.

Augmented Reality (AR) and Virtual Reality (VR): Integrating AR and VR technologies can provide customers with immersive experiences. For instance, customers may virtually tour coffee farms, explore the roasting process, or simulate a cafe environment before making a purchase.

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Social Commerce: Integrating social commerce features within your website can allow customers to make purchases directly through social media platforms, where coffee enthusiasts often gather.

