Jaspa Coffee Co.

Jaspa Coffee Co. Website

8th September 2024

Introduction

Welcome to our proposal for the new company website.

Purpose and objectives

1. Showcase what we can offer to our customers
2. Provide an easy way to market and sell our products
3. Listen to feedback from customers to enhance our business and products

Statement

We all love coffee. For many it is the fuel they need to get going in the morning and for others it is the midday pick-me-up to finish their workday. People love the smell of fresh ground and brewed coffee beans and this combination can invoke many great feelings and memories when experienced.

Jaspa Coffee Co. wants to help people who are rushing through their day to slow down and take a breath while they get a quick pick-me-up. Our products are tailored towards three customers; early risers, business professionals, and college students, including different coffees that are perfect for any time of day.

Our next step forward is designing and implementing a website to allow customers to view our products, order online, and contact us while providing a sense of the company's message. We plan to use simple but bold designs to attract the viewer to different sections of the website and emphasize listening to customer feedback to keep people loving our coffee and brand. We also plan to take advantage of seasonal items, specifically pumpkin in the fall and peppermint before the holidays.

All of this sounds hard to accomplish. To help put your worries to rest below are some milestones and plans to help us meet these goals.

MILESTONES

Seed Prototype

An initial website that includes the homepage and some design indicative of the company branding

Root Prototype

The website's homepage is fully functional and contains the links to other pages on the website. The company's design palette is more visible for visitors and contains both colors and images to invoke a sense of calm.

Trunk Prototype

The addition of several more working pages on the website, including contact and about us pages. Both with complete information added and linked back to the homepage.

Branch Prototype

All proposed components and pages of the website are present and most are working correctly. Major surveys and user testing by unaffiliated users.

Crown Prototype

The complete website containing all of its proposed features functional and meeting all requirements as described within the Gantt chart and timeline

Deliverables

Each prototype will be a deliverable to showcase project progress.

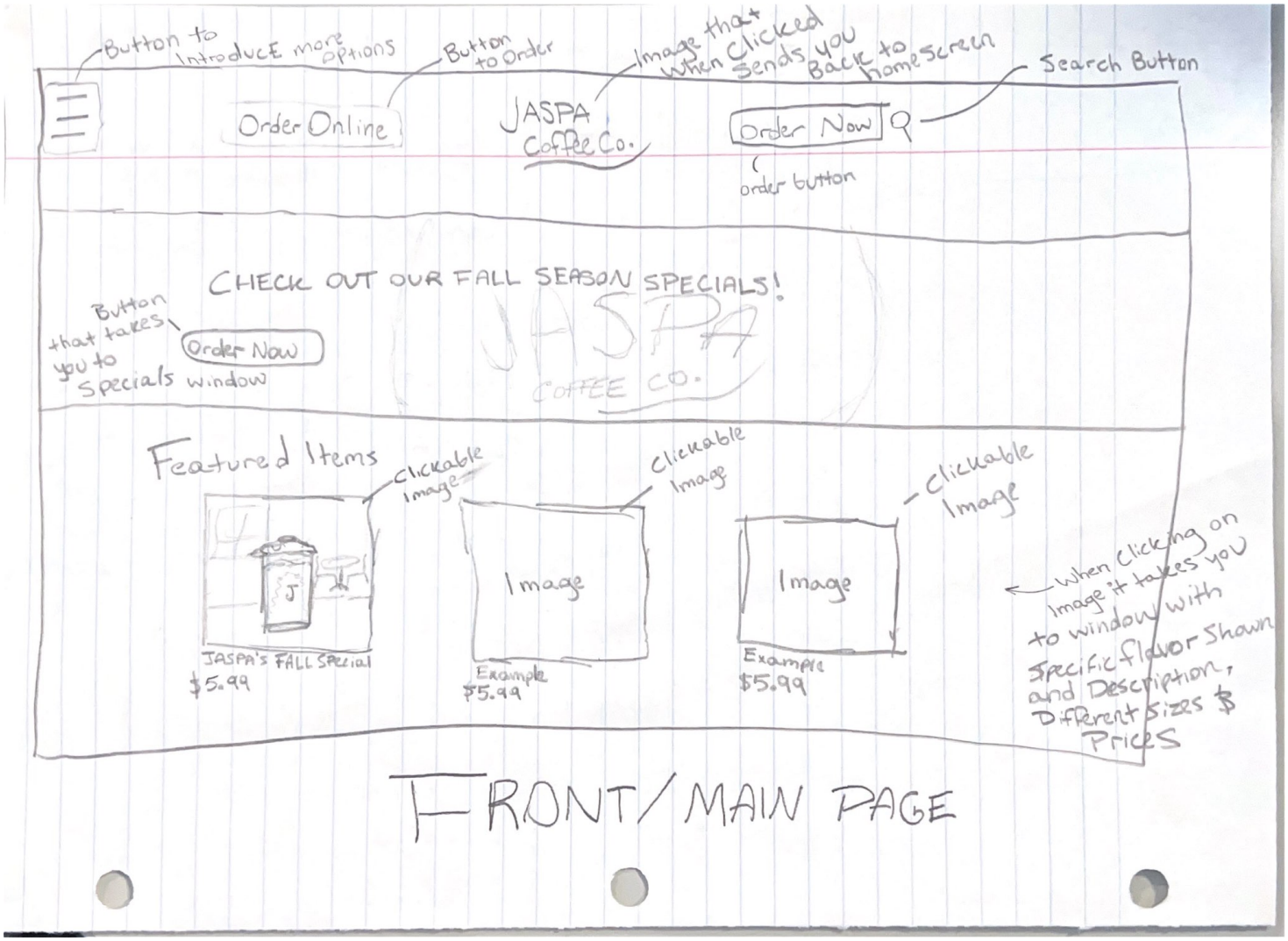
A Gantt chart tracking project tasks, member contributions and individual tasks, and a timeline for each stage of the project.

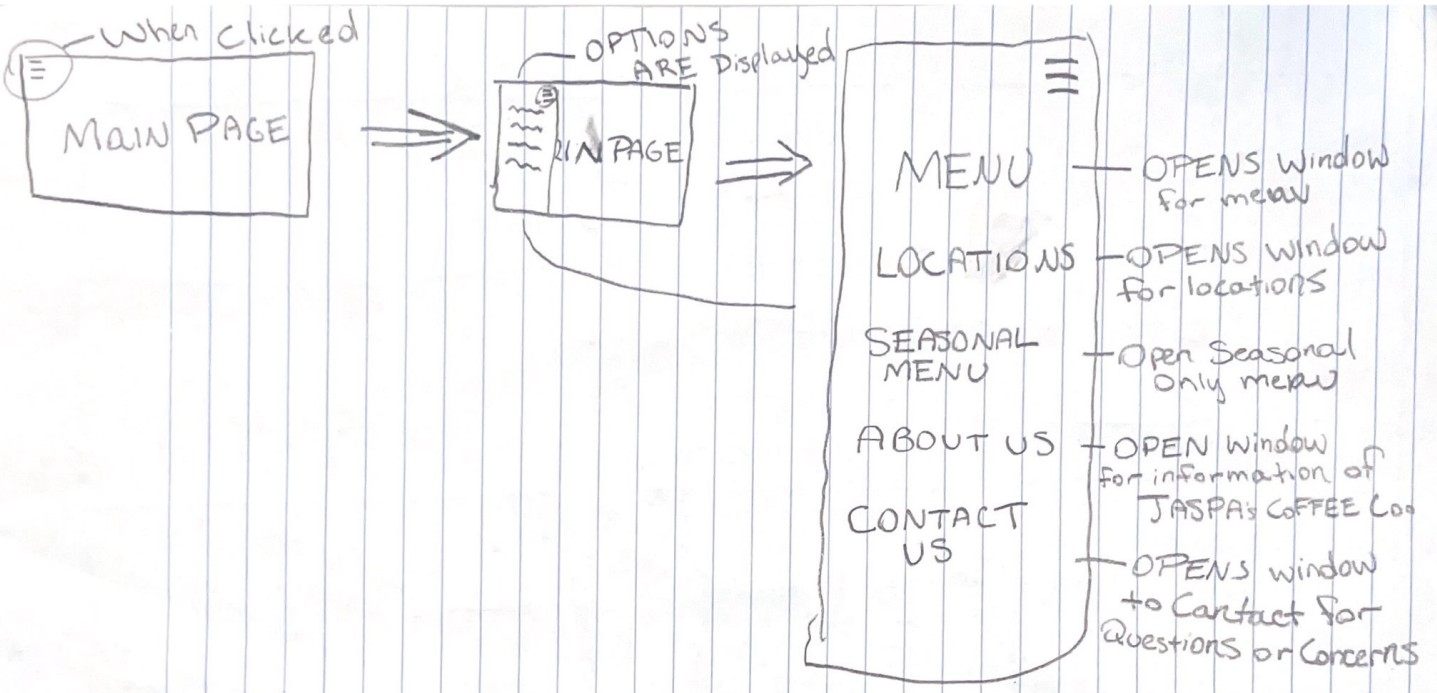
A Youtube video with commentary demonstrating the website and its working functions with each prototype.

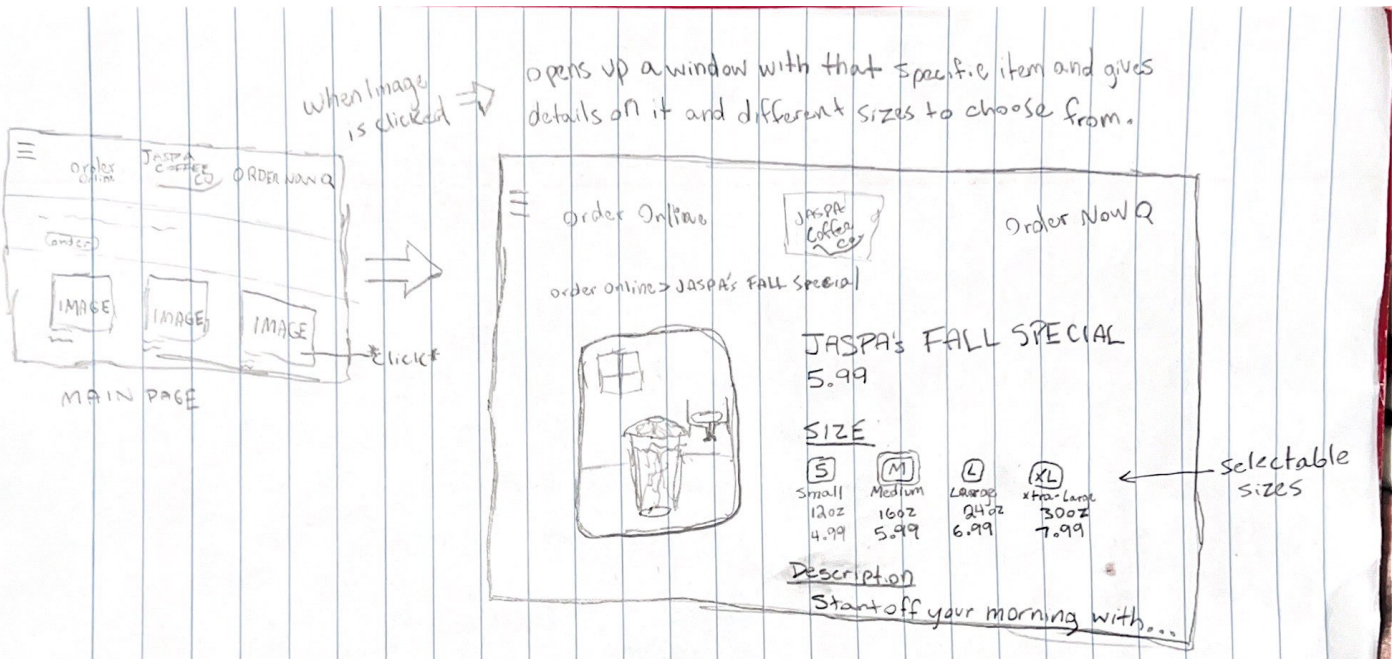
A live demonstration with an executive (TA) will be arranged after the final prototype is complete to showcase the finished product.

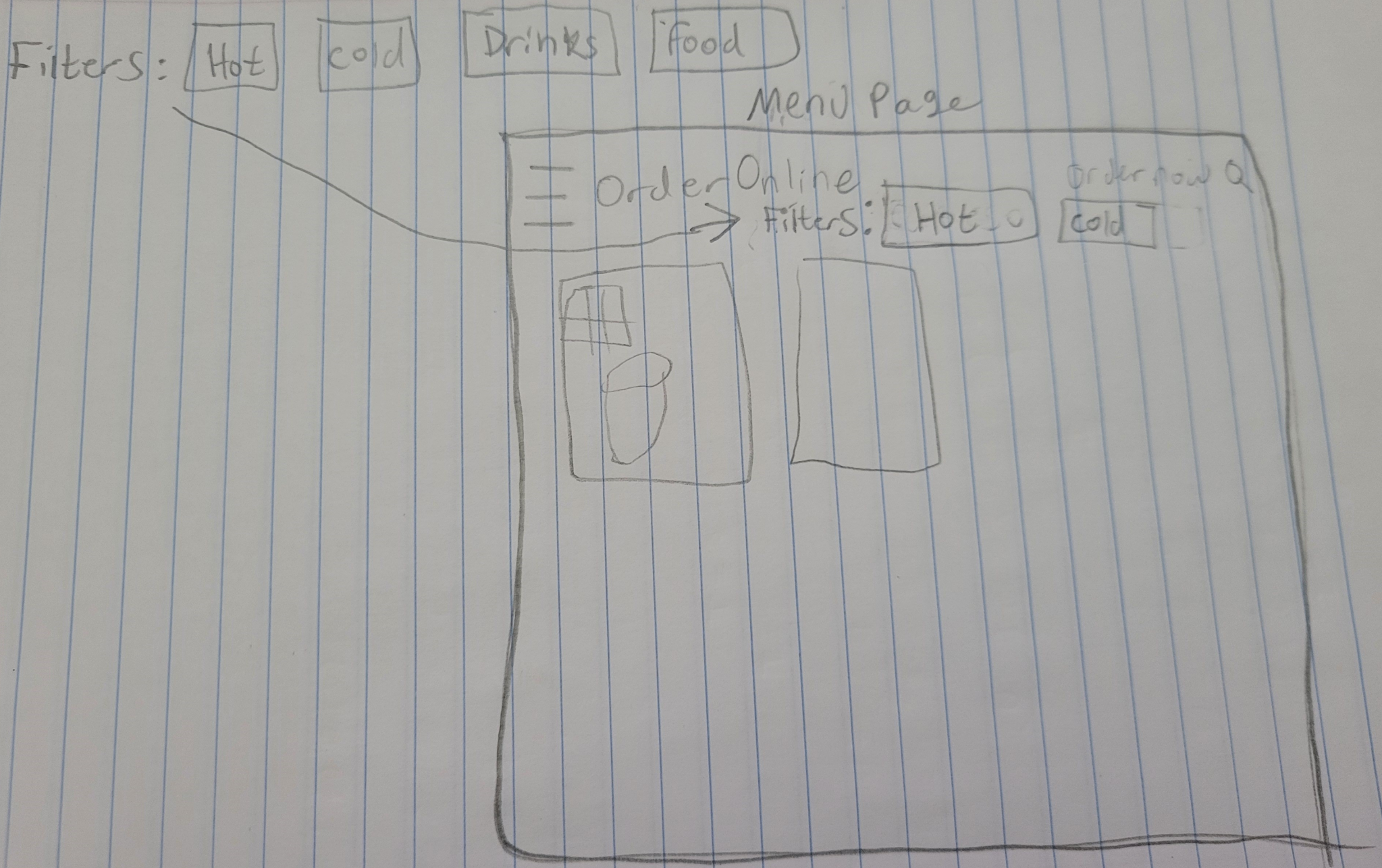
Features

1. Homepage
2. Contact page
3. About page
4. Product page
5. Menu page
6. Clickable items that lead to that items specific details page
7. Seasonal menu pages
8. Option selection sandwich icon (Click to open options menu)
9. Search button
10. Menu filtering for items
11. Images that invite users to click or interact with them
12. Feedback box
13. Terms of service button / page
14. Side navigation button and layout
15. Home button (Logo button)
16. Filters present on menu page
17. Specific item has multiples sizes/prices selectable
18. Description on each product page
19. Rotating image carousel on homepage
20. Seasonal designs

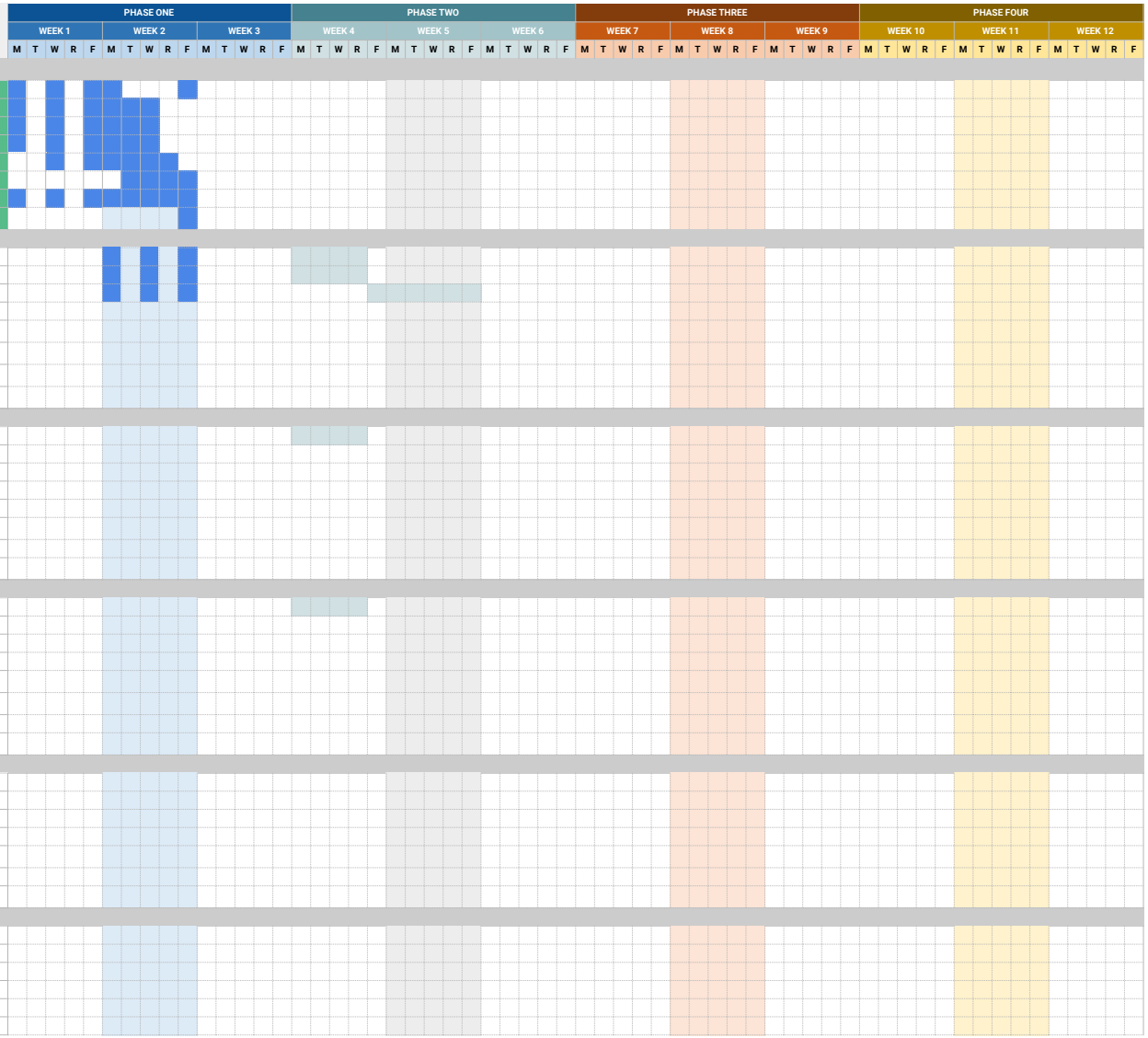

Button to introduce more options
Button to Order
Image that clicked when sends you Back to home screen
Search Button
Order Online
JASPA Coffee Co.
Order Now
order button
CHECK OUT OUR FALL SEASON SPECIALS!
Button that takes you to Specials window
Order Now
Featured Items
clickable Image
clickable Image
clickable Image
Image
Image
JASPA'S FALL Special
$5.99
Example
$5.99
Example
$5.99
When clicking on image it takes you to window with specific flavor shown and Description, Different sizes $ Prices
FRONT/MAIN PAGE


When clicked
MAIN PAGE
OPTIONS ARE Displayed
MENU
LOCATIONS
SEASONAL MENU
ABOUT US
CONTACT US
OPENS window for menu
OPENS window for locations
Open Seasonal only menu
OPEN window for information of JASPA's COFFEE Co.
OPENS window to Contact for Questions or Concerns


when image is clicked
opens up a window with that specific item and gives details on it and different sizes to choose from.
Order Online
JASPA Coffee Co
Order Now
IMAGE
IMAGE
IMAGE
Click
MAIN PAGE
order online > JASPA's FALL Special
JASPA's FALL SPECIAL
5.99
SIZE
S Small 12oz 4.99
M Medium 16oz 5.99
L Large 24oz 6.99
XL xtra-Large 30oz 7.99
selectable sizes
Description
Start off your morning with...


Filters: Hot
cold
Drinks
food
Menu Page
Order Online
Filters: Hot
cold

Jaspa GANTT CHART

PROJECT TITLE	Jaspa Coffee Co. Website		
PROJECT Members	Aaron, Adam, Justin, Phillip, Sam	**DATE**	8/28/24

SECTION NUMBER	TASK TITLE	TASK OWNER	START DATE	DUE DATE	PCT OF TASK COMPLETE
1	**Project Conception and Initiation**				
1.1	Statement of work	All	8/26/24	9/8/24	100%
1.2	Design ideas	Philip	8/26/24	9/8/24	100%
1.3	Research	Aaron, Justin	8/26/24	9/8/24	100%
1.4	Create a system concept statement	Adam	8/26/24	9/8/24	100%
1.5	Identify 15-25 interactive features	All	8/26/24	9/8/24	100%
1.6	Storyboard	Sam	8/26/24	9/8/24	100%
1.7	Gantt chart	Adam, Sam	8/26/24	9/8/24	100%
1.8	PDF		8/26/24	9/8/24	100%
2	**Seed Prototype**				
2.1	Next prototype task deliberation	All	8/28/24	9/15/24	0%
2.2	Website Creation	Justin, Sam	8/28/24	9/15/24	0%
2.3	Research/Design	All	8/28/24	9/15/24	0%
2.4	Video with commentary		8/28/24	9/15/24	0%
2.5	Video Upload		8/28/24	9/15/24	0%
2.6	Submit link		8/28/24	9/15/24	0%
2.7	Group Feedback	All	8/28/24	9/15/24	0%
2.8	Chart Updates	Adam	8/28/24	9/15/24	0%
3	**Root Prototype**				
3.1	Next prototype task deliberation	All	9/16/24	9/27/24	0%
3.2	Home webpage working fully		9/16/24	9/27/24	0%
3.3	Video with commentary		9/16/24	9/27/24	0%
3.4	Video upload		9/16/24	9/27/24	0%
3.5	Submit link		9/16/24	9/27/24	0%
3.6	Group Feedback	All	9/16/24	9/27/24	0%
3.7	Project Updates		9/16/24	9/27/24	0%
3.8	Chart Updates	Adam	9/16/24	9/27/24	0%
4	**Trunk Prototype**				
4.1	Next prototype task deliberation	All	9/28/24	10/11/24	0%
4.2	All webpages fully working		9/28/24	10/11/24	0%
4.3	Video with commentary		9/28/24	10/11/24	0%
4.4	Video upload		9/28/24	10/11/24	0%
4.5	Submit link		9/28/24	10/11/24	0%
4.6	Group Feedback	All	9/28/24	10/11/24	0%
4.7	Project Updates		9/28/24	10/11/24	0%
4.8	Chart Updates	Adam	9/28/24	10/11/24	0%
5	**Branch Prototype**				
5.1	Complete prototype		10/12/24	11/1/24	0%
5.2	Video with commentary		10/12/24	11/1/24	0%
5.3	Video upload		10/12/24	11/1/24	0%
5.4	Submit link		10/12/24	11/1/24	0%
5.5	Group Feedback		10/12/24	11/1/24	0%
5.6	Project Updates		10/12/24	11/1/24	0%
5.7	Chart Updates	Adam	10/12/24	11/1/24	0%
6	**Crown Prototype**				
6.1	Final changes		11/2/24	11/22/24	0%
6.2	Video with commentary		11/2/24	11/22/24	0%
6.3	Video upload		11/2/24	11/22/24	0%
6.4	Presentation with TA		11/2/24	11/22/24	0%
6.5	Completion		11/2/24	11/22/24	0%
6.6	Group Feedback	All	11/2/24	11/22/24	0%