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Project Goals | Objectives | Scope

**GOALS AND OBJECTIVES**

The intended project is revamping the Broadway Roastery website that is, according to the client, aimed at promoting their small coffee business to locals and tourists alike. The goal is to create a well-designed website where customers can go to find information about their coffee shop such as hours of operation and a menu detailing drinks and other products that customers are able to order along with pricing for these items.

In addition to this, the website will feature two forms that will be implemented:

* A survey that will allow customers to submit feedback about their experience in both the website and/or their coffee shops around Saskatoon.
* A proper contact form for customers or users who want to get in contact with the Broadway Roastery management for businesses purposes.

**SCOPE OF THE PROJECT**

Throughout the process of the project, the website shall be in line with the listed scope below:

* The site will include information about the coffee products, their sources, and their history
* The site will include informational sections such as about us, contact us, locations, and hours of operation
* The site will include a form in the contact us page to allow users to be able to message the business
* The site will include a survey to gather information about customer’s experiences
* The site will include and display these customer reviews/experiences that can be displayed on the about us page.
* The site will include the menu with their overall products with photos of each

Due to potential reliance on external sources if implemented and/or not related to the overall end user experience, the website project’s scope will NOT:

* Place orders online as they encourage potential customers to buy coffee from the stores directly rather than online
* Would not focus on any aspects of management, the website is meant only to promote the business’s presence to new and existing customers

Audience Profile

**PRIMARY AUDIENCE**

The primary audience for this project would be university students and young to middle-aged locals in and around the city. The characteristics of this audience would be as follows:

* Age range would be approximately 21 – 32 years of age.
* Predominantly located around the University, Broadway, and Varsity View areas, as well as downtown, and to lesser extent, the rest of the City of Saskatoon
* This audience would be averagely to proficiently good at speaking and reading in English, especially people from the University which is home to a wide variety of nationalities with their own different cultural and language background.
* It is expected or assumed that most of them have previous knowledge and interest in coffee and they would include a wide variety of opinions and perspectives on the business’s product that the client can use for improvement.
* In terms of technicality, even with the highest age range, this primary audience would have a decent or even good proficiency in navigating through websites.
* Depending on the devices they use, the internet connection can widely range from average to decent.
  + **If they are using a laptop or any other portable device** (excluding mobile devices), they are either tied wirelessly (through Wi-Fi) or wired (through ethernet) and most internet service providers (ISPs) provide high-speed connection upwards of 500Mbps - 1Gbps.
  + **If they are using mobile devices** and with the advancement of LTE and 5G cellular service within the city, the audience can expect to have a connection speed of 100-500Mbps. This would depend on the mobile carrier (but in Saskatchewan, most providers use SaskTel’s towers to provide mobile internet coverage)

**POTENIAL SECONDARY AUDIENCE**

As for any potential secondary audience that might interact with the project website, it can be expected to be viewed by a wide range of users such as tourists, other older locals, competitors, and local businesses that are curious of the coffee shop and its offerings.

Client Profile

The primary client for the website is **Broadway Roastery Ltd**. To be more specific on the requested client, it would be the managers/owners, namely **Vince and Aileen Barilla.**

Regarding specific details of our client, the owner’s coffee business along with their goals and history would be a good place to start. Located in the City of Saskatoon with two locations found on Broadway and 8th street, the owners and their small coffee shop have been serving customers and fellow coffee lovers since 1993. The business has over 12 employees that are scattered throughout their branches in the city with most of them having greater emphasis towards food and beverage management.

Throughout the years, the owners have established a foundation in branding with their logo, as seen on Figure 1, as a defining image for their business.



Figure 1: Current Broadway Roastery brand logo

The client’s logo emphasizes the use of coffee bag and a coffee mug to focus their primary image as a true coffee shop for coffee lovers, by coffee lovers. The customized altered font has uniquely conveyed the name of their business in a way that conveys a pleasing aesthetic for users looking through the website.

In terms of the goal of the client’s website, the entire premise, or the overall impression from the owners is that they are expecting for users that interact with the website to be informed about their location, hours of operation, and the current status of their locations especially with any possible Covid-19 pandemic restrictions. There is a great intention to promote their coffee products and services to the greater public including locals and tourists alike.

Constraints and Risks

**CONSTRAINTS**

Developing a well-designed website takes time and effort:

* One of the constraints would be what budget the client has for creating the website. Since this is a small local business, they might not have an adequate budget to develop something on par with commercialized coffee shops such as Starbucks and Tim Hortons
* Time would be another constraint, as mentioned before, it takes time to develop a well-designed website. Depending on the client’s needs and requirements, the project could be constrained by the time to complete and deliver a fully functional product
* The hardware and browsers needed to be supported is another constraint being faced. Developers would have to be able to format the project/website to handle and support multiple different browsers and hardware devices.
* The client’s current website only has limited information as of writing. A minor constraint could be that the client would need to provide additional necessary information regarding any pages they would like added; anything missed here would not meet the goals
* Since we live in Canada, another minor constraint, is if the client requests the site to be available in French, a translator would be needed, as none of the members of the team are proficient in French.

**RISKS**

* The ongoing global Covid-19 pandemic can possibly have an affect on the progress of the project due to potential lockdowns that could close smaller businesses. Communication between us and the client could also breakdown if one party is not available to communicate properly due to quarantine.
* As the project progresses, there is a potential risk for project scope creep. In essence, there is a potential that the client may request many features that are not part of the original briefing or focus of the project.