**ITI menoufia summer training Ui/UX**

of

SYSTEM ANALYSIS & DESIGN PROJECT

**Student name**: *Abanoub Samir Ibrahim awad.*

**Project name:** *coffee shop website.*

**Project Sponsor:**

Eng/Omnia nour

Eng/Basel osama

Eng/Islam Rashed

**Project Identification**

**\*Project Name**: *coffee shop website.*

**\*Current Problem:**

1. **Low Customer Traffic**: This could be due to factors like location, competition, or service quality.

2. **Coffee Quality:** If the quality of the coffee is not up to par, it can lead to a loss of customers and trust.

3**. Customer Service:** Whether it's unfriendly or inefficient, poor customer service can lead to customer loss.

4. **High Prices:** If prices are unreasonably high, it can be a deterrent for customers.

5. **Poor Location:** An inconvenient or hard-to-reach location can reduce customer foot traffic.

6. **Ineffective Marketing**: If the shop is not effectively promoted, it can be difficult to attract customers.

7. **Lack of Menu Innovation:** Offering a diverse and innovative range of drinks and food items can attract customers.

8. **Irregular Menu Updates**: Regularly updating the menu to offer the best products and deals is important.

9. **Lack of Additional Services:** Things like no Wi-Fi or uncomfortable seating can be a barrier for customers.

10. **Inadequate Cleanliness**: Poor cleanliness can negatively impact the customer experience and trust.

**Description about project:**

A web page has been created for the coffee shop to solve some problems such as crowded place or speed of ordering and booking your favorite coffee and also solve the problem of the paper list and the web page contains many services and discounts

**System Request**

|  |  |  |
| --- | --- | --- |
| System Request—Digital Music Download Project | | |
| **Project Sponsor:** | **ITI trainers:**   1. **Eng: omnia Nour**   **2. Eng: Basel Osama**  **3. Eng: Islam Rashed** | |
| **Business Need:** | 1. **increase sales** 2. **improve customer service** 3. **improve access to information** 4. **Save time and speed of the service** | |
| **Business Requirements:** | 1. **provide online access** 2. **capture customer information** 3. **produce management report** 4. **show list of coffee that customer ordered it** | |
| **Business Value:** | 1. **15% increase in sales** 2. **10% Find out the location of the store** 3. **10% cost saving** | |
| **Special Issues:** | 1. **deadline in 10 September** 2. **top-level security with data** |

**Feasibility Analysis**

**Technical Feasibility:**

1. access the technical requirement for building and maintaining website
2. consider the platform or framework for website development
3. evaluate hosting, domain, and maintenance costs
4. using program language to build the website such as (HTML , CSS, java script)

**Economic Feasibility:**

1. **revenue sources**: Identify the primary revenue streams, such as online coffee sales.
2. **Costs and Expenses**: Calculate the initial setup costs, including website development, design, and content creation.
3. **Pricing Strategy:** Determine the pricing for your products and services

**Organizational Feasibility:**

1. Senior management
2. Users
3. Other stakeholders

**Time Estimation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Planning** | **Analysis** | **Design** | **Implementation** |
| Standard percentages | 15% | 20% | 35% | 30% |

***Functional***

**1. Homepage:**

- Provides an introduction to the coffee shop, its ambiance, and the products offered.

**2. Menu:**

- Lists the various types of coffee, beverages, and snacks available, along with prices.

**3. Online Ordering:**

- Allows customers to browse the menu and place orders for pickup or delivery

**4. Reservation System:**

- Enables customers to book tables for dine-in service, if applicable.

**5. Shopping Cart:**

- Shows a summary of items selected for purchase.

**6. User Accounts:**

- Allows customers to create accounts, save preferences, and track order history.

**7. Location and Contact Information:**

- Includes contact details like phone number and email address.

**8. Gallery:**

- Displays a collection of images showcasing the coffee shop's atmosphere, products, and events.

**9. About Us:**

- Provides information about the history, mission, and values of the coffee shop.

**10. Search Functionality:**

- Allows users to search for specific items on the menu or content within the website.

***Non-Functional***

**1. Performance:**

- Response Time: The website should load quickly and respond promptly to user interactions.

**2. Security:**

- Data Encryption: All sensitive customer information, especially payment details, should be encrypted for secure transmission.

- Protection Against Cyber Threats

**3. Usability:**

- User-Friendly Interface: The website should be intuitive and easy to navigate for users of all levels of tech-savviness.

**4. Reliability:**

- Uptime: The website should be available and operational for the majority of the time, with minimal downtime.

- Backup and Recovery: Regular backups should be performed, and there should be a plan for quick recovery in case of failures.

**5. Compatibility:**

- Browser Compatibility: The website should be compatible with popular web browsers (e.g., Chrome, Firefox).

**6. Scalability:**

- Handling Traffic Peaks: The website should be designed to accommodate surges in traffic, especially during promotions or event

**7. Search Engine Optimization (SEO):**

- The website should be optimized for search engines to improve visibility in search results.