

1. Introduction

- I work for a company that owns multiple retail stores and for my portfolio project I decided I am going to revise and update their website for their espresso stand. By the end of bootcamp I hope to present to the owner a far superior and elegant website.
- Once this project is done, I should have the necessary template to be able to update our company's other websites.

2. Expected List of Features

- Logo and Company Name – Branding is everything.
- Search Bar – Give customers the capability to find specific products.
- Easy Navigation – Customers prefer websites that are easy to use and navigate.
- Interactive Menu – Text and images that showcase our company's products.
- E-commerce capability - Customers able to purchase our products online.
- Newsletter – Keep customers up to date of new specials, promotions and products.
- Contact form – Customer feedback is important.
- Social media links – Let customers know what people are saying about our company.

3. Market Survey

- <https://www.starbucks.com/> - Logo on every page but lacking company name. No noticeable search bar. Navigation is intuitive. Straight forward menu design. Product page over complicated. Editing products should not take you to another page to make changes. Starbucks offers multiple ways to purchase their product online. Have to create an account to get newsletter. Footer section offers more navigational links including Contact Us, Careers and Social Media links.
- <https://www.dutchbros.com/> - Logo and company name on every page. No noticeable search bar. Navigation is not as intuitive. Nav buttons always hid including when webpage is full screen. Straight forward menu design. They do have menu of drinks offered but cannot buy online. Can only purchase drinkware and bagged coffee from website. Can signup for newsletter without having to create an account. Footer section offers more navigational links including Contact Us, Careers and Social Media links.
- <http://terrecoffee.com/> - Logo and company name on every page. Navigation is very intuitive. Their product menu is good. I like the use of images on their menu. No way to purchase products online. Simple form for signing up for newsletter. They keep the footer section down to only their Facebook and Instagram links. Even though this company is not a

big corporation like Starbucks and Dutch Brothers, I do find this website more to my liking and how I want to design my project.

4. References

- <https://getbootstrap.com/docs/4.0/components/breadcrumb/>
- <https://getbootstrap.com/docs/4.0/components/buttons/>
- <https://getbootstrap.com/docs/4.0/components/card/>
- <https://getbootstrap.com/docs/5.0/components/carousel/>
- <https://getbootstrap.com/docs/5.0/components/dropdowns/>
- <https://getbootstrap.com/docs/5.0/forms/overview/>
- <https://getbootstrap.com/docs/5.0/content/images/>
- <https://getbootstrap.com/docs/5.0/components/modal/>
- <https://getbootstrap.com/docs/5.0/components/navs-tabs/>
- <https://getbootstrap.com/docs/5.0/content/tables/>