Global Coffee Sourcing: Farm to Cup

Website Proposal

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Context

Most of the world's coffee production occurs in tropical regions near the equator. This region between the tropic of Cancer and the tropic of Capricorn, the coffee belt, extends 23.5 degrees north and south of the equator. We learned that coffee is one of the most valuable global commodities traded through my investigation. The genus *Coffea* features two species traded worldwide (*Arabica* and *Robusta*). Most people prefer Arabica due to its superb quality and taste. The Arabica species directly affects the human sensory experience more significantly than Robusta. Robusta coffee features a less potent and more bitter taste. Robusta covers only 35% of world production, while Arabica covers 64%. A third species *Liberica* needs more demand or production internationally.

Purpose

We want to raise awareness about different coffee beans across the globe. Coffee is like wine in that it has many different flavors and textures. We want to introduce and connect the people of LA with various coffee types worldwide. We will address coffee processing methodology and develop relevant access to coffee for everyday people regardless of income. Our website aims to promote fair trade coffee, which originates from reliable local sources untainted by mass production. Global coffee source aims to provide a standardized measurement of quality coffee across the globe while promoting market accessibility for local coffee far mers and linking them with consumers.

Target Audience

Our target audience includes college-aged youth to seniors who are coffee lovers. Our focus is on anyone who has an interest in fair-trade coffee. We want to promote awareness of less popular coffee sources. We want to attract people who are more sensitive to the plight of the farmers producing the coffee from the source. Also, coffee takes a short amount of time to brew, which makes it an easy, immediate pleasure, and convenient as a commodity. Those more inclined to the most natural and traditional methods of coffee will be attracted to our website.

Visitors' Motivation and Goals

Our visitor's motivation and goals include many details, some of which include: learning about coffee processing methods, connecting to local farmers globally, purchasing home brew kits, purchasing fresh, globally sourced coffee and brewery methods, and understanding coffee types and coffee farm info. Visitors will learn and grow in the realm of international coffee knowledge. Our website will provide a search option, a contact form, an informational video, and other multimedia.

Information Requirements

1. VS Code
2. CSS, HTML, JavaScript (Bootstrap 5)
3. GitHub for Version Control and WebHosting
4. Web Designers (Ansuha Vallasapali, Jeevan Hall)

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