

Comp 2680 – Web Design and Development

Project Documentation

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1. Introduction

1.1 Business Statement

Common Grounds Coffee shop aims to provide a welcoming environment where customers can enjoy high-quality coffee, delicious snacks, and a cozy atmosphere. Founded and run by students, Common Grounds is more than just a coffee shop. It's a commitment to ethical and sustainable practices. The story is one of fair trade, organic beans sourced from cooperatives and roasted locally for a fresh, rich flavor. It's about using 100% renewable resources for our coffee and soup cups, which compost in as little as 45 days. At Common Grounds, our story is about brewing change, and we invite you to be a part of it. Common Grounds Coffee Shop: Where coffee, community, and sustainability meet.

1.2 Business Purpose

Our mission is simple but profound: to brew sustainability, one cup at a time. We are committed to making choices that matter - for our planet, our community, and you. Here's what that means to us:

- **Sustainability:** We source our coffee beans from cooperatives, ensuring fair compensation for field workers and the highest level of equity for the plantations. Our cups and containers are biodegradable and compostable. We're on a journey to reduce our environmental footprint every day.
- **Ethical Standards:** Our student employees are not just workers; they're family. We offer living wages and flexible schedules based on your class schedule. We believe that students deserve fair and flexible employment.
- **Quality and Community:** Our coffee is provided by Bean Around the World, and our food is sourced from Twin Rivers Cuisine, a local business led by top-caliber chefs. We take pride in offering high-quality options to keep our members well-fed throughout the day.

2. Overall Description

2.1 Project Description

The "Common Grounds Coffee Shop Website" project aims to design and develop a user-friendly, informative, and engaging website for Common Grounds, the student-owned and operated coffee shop located on campus. This website will serve as a digital platform to promote the coffee shop's superior environmental and ethical standards, showcase its offerings, and provide essential information to the campus community and potential customers.

2.2 Project Objective

1. **User-Friendly Interface:** Create an intuitive and user-friendly website design that enhances the user experience.
2. **Coffee Shop Mission:** Provides users with the mission of Common Grounds Coffee Shop and tell more about the company's standards and values.
3. **Sustainability Focus:** Highlight Common Grounds' commitment to superior environmental and ethical standards, including fairly traded organic espresso, biodegradable containers, living wages for student employees, and its eco-friendly products.
4. **Operating Information:** Display information on operating hours and location within the Students' Union Building.

2.3 Business Benefit

The proposed website design enhances the online presence of Common Grounds Coffee shop, attracting new customers and keeping existing ones informed. A lack of an official website makes it difficult for potential customers to access important information, such as operating hours and contact information. This project aims to address this challenge by creating a professional, informative, and visually appealing website. The user-friendly interface improves customer engagement, making it easier for users to learn about the coffee shop, its offerings, and how to get in touch.

3. Features

3.1 General Features

The Common Grounds Coffee Shop Website consists of “Home”, “About Us”, and “Contact Us” pages. All of these pages have the following features in them:

- Navigation Bar

It has a logo and sections: Home, About Us, and Contact Us pages. The navigation bar is fixed while scrolling pages and can be accessed in any moment throughout the website. The sections are clickable and transfer the user to the following web page. Logo is clickable as well and transfers a user to the Home page.



Figure 1: General Feature 1

- Footer with Hours, Location, and Contact Information

It is located in the end of every web page that allows the user to see the hours of operation, location of the Common Grounds Coffee Shop, the time of the last update, and a contact information including email and phone number. When the map is clicked, a Google Maps web page opens up in a new window showing the exact location of the coffee shop. The last updated date is changing every time the web page reloads.

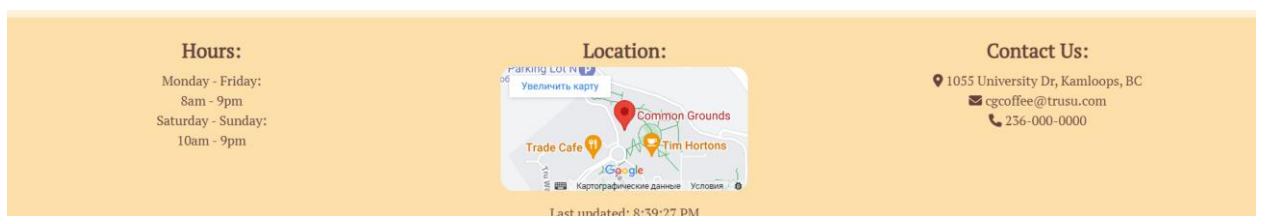


Figure 2: General Feature 2

3.2 Home Page

The features of the “Home” web page include the story of the Common Grounds Coffee Shop and general features like navigation bar and a footer section. The “Our Story” section welcomes new clients

and tells users about the history of the coffee shop. Also, it outlines some of the interesting facts the coffee shop has to offer to their clients.

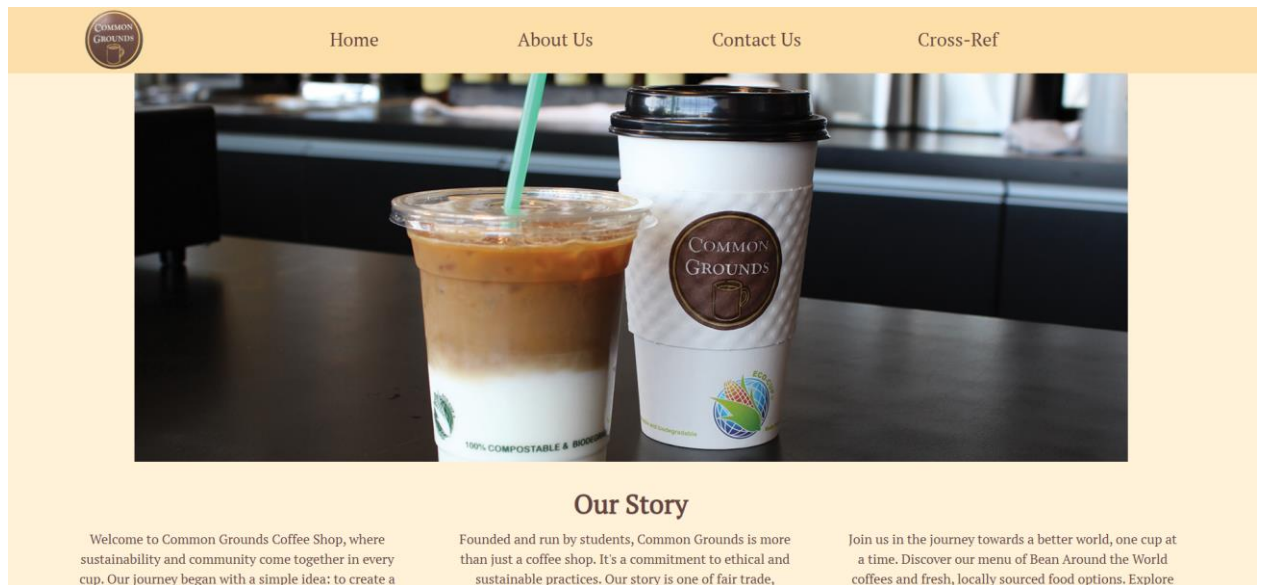


Figure 3: Home Page 1



Figure 4: Home Page 2

3.3 About Us Page

The features of the “About Us” web page include the mission of the Common Grounds Coffee Shop and general features like navigation bar and a footer section. The “About Us” section welcomes new clients and tells users more about the coffee shop.

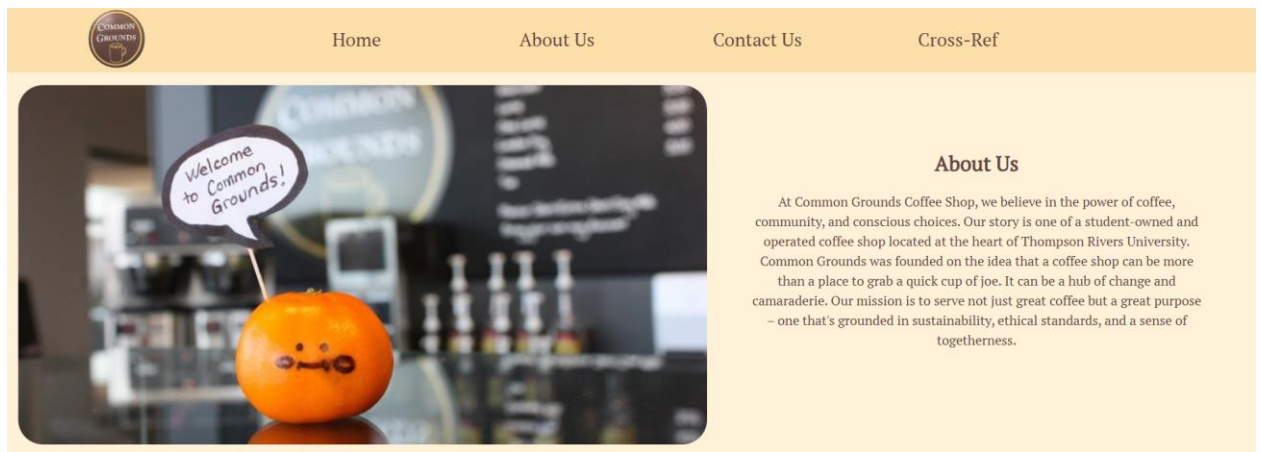


Figure 5: About Us 1

Also, it includes the video from YouTube showing the users the Common Grounds Coffee Shop. It can be seen right there or if needed, it could be opened up in a new window. Right next to the video, we can see the mission of the business highlighting their main values such as Sustainability, Ethical Standards, and Quality and Community.

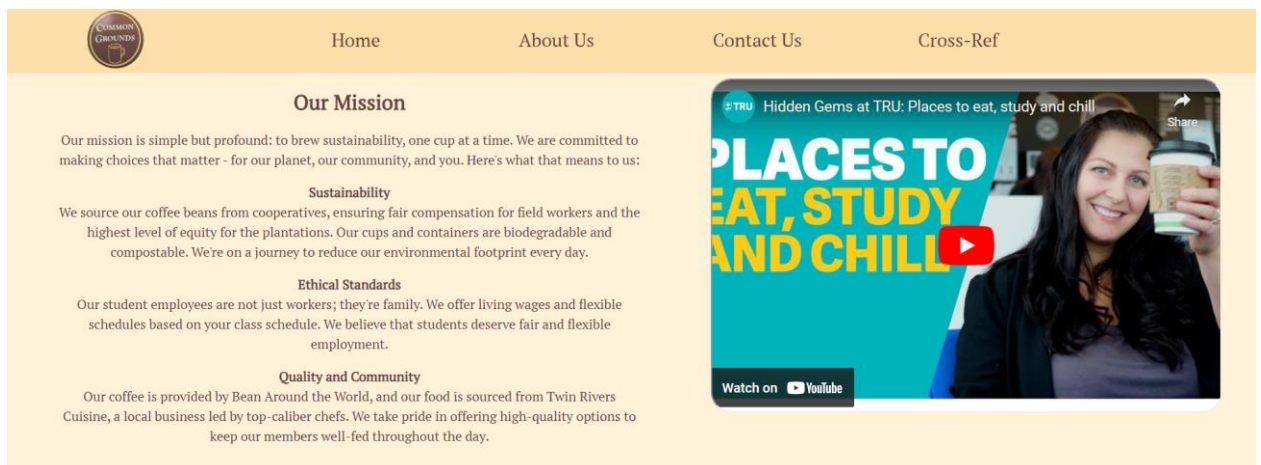


Figure 6: About Us 2

3.4 Contact Us Page

The features of the “Contact Us” web page include the customer survey and general features like navigation bar and a footer section. This web page has a photo of Common Grounds in the background for the better interface and visualisation goals.

Customer Survey

Thank you for taking our customer survey. Your response helps Common Grounds Coffee Shop maintain the tradition that has made us the top-rated coffee shop in TRU. All participants are automatically entered into a monthly drawing to receive a Common Grounds Gift Card containing 20\$. Check your e-mail inbox for contest results.

Surveys are private and confidential. Common Grounds Coffee Shop will not share your contact information with third parties, ever.

Required values are marked by an asterisk (*)

Customer Information

Name*:

Email*:

Phone Number*:

Where did you hear about us?

Share Your Experience at Common Grounds Coffee Shop

Date of visit

Order type
Delivery Options

Was your service friendly?
☐ Yes
☐ No

Submit

Figure 7: Contact Us 1

Users can leave their reviews using this form. Some of the fields are required to be filled out in order for it to be validly processed. The form itself includes 2 parts for the personal information and sharing experience. The form has lots of different fields like selection lists, buttons, calendar, text responses, etc. It is made for getting the fullest feedbacks and an easy way for users to connect with the business.

Customer Survey

Thank you for taking our customer survey. Your response helps Common Grounds Coffee Shop maintain the tradition that has made us the top-rated coffee shop in TRU. All participants are automatically entered into a monthly drawing to receive a Common Grounds Gift Card containing 20\$. Check your e-mail inbox for contest results.

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Customer Information

Name*:

Email*:

Phone Number*:

Where did you hear about us?

Share Your Experience at Common Grounds Coffee Shop

Date of visit

Order type
Delivery Options

Was your service friendly?
☐ Yes
☐ No

Tell us more about your experience!

Submit

Figure 8: Contact Us 2

4. Limitations and Future Prospects

The website will not support e-commerce functionalities. While it will provide information about the business and membership, it will not handle online orders or payments. The focus is on creating a visually appealing and informative website.

For the future prospects, the web page with menu and e-commerce functionalities would be the next steps. It would increase the functionality of the Common Grounds Coffee Shop website and increase the efficiency of the business performance in the peak hours.