**Common Grounds Coffee Shop Synopsis**

**Project Title:** Common Grounds Coffee Shop Website

**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.

**Challenge a project aims to address:**

Common Grounds Coffee Shop needs an online presence to effectively communicate its mission, values, menu offerings, and the services it provides to the campus community. A lack of an official website makes it difficult for potential customers to access important information, such as operating hours and menu options. This project aims to address this challenge by creating a professional, informative, and visually appealing website.

**Project Scope and Objectives**

**Scope:** Design and develop a responsive and visually appealing website for Common Grounds Coffee Shop, providing easy access to key information.

**Objectives:**

1. User-Friendly Interface:

Create an intuitive and user-friendly website design that enhances the user experience.

1. 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.

1. Menu Showcase:

Present the coffee shop's menu, featuring Bean Around the World coffees and fresh, locally sourced food options.

1. Operating Information:

Display information on operating hours, location within the Students' Union Building, and special promotions.

1. Membership Benefits:

Promote the benefits of membership, including discounts for reusable mugs and flexible employment opportunities for students.

**Features:**

1. Home Page:

A welcoming homepage introducing Common Grounds, its story, and its commitment to sustainability.

1. Menu Page:

An interactive menu page with details on coffee offerings and food options.

1. About Us Page:

Information about Common Grounds, its mission, and the team behind the coffee shop. Details on the shop's sustainability initiatives and ethical standards.

1. Contact Us Page:

Contact information, including location and a contact form for inquiries or feedback.

1. Membership Information:

Information on membership benefits and discounts.

1. Events and Promotions:

A section to display special events, promotions, and offers.

**Scope and Limitations:**

**Scope:** The project aims to create a website that serves as an informative and visually appealing online presence for Common Grounds Coffee Shop, highlighting its sustainability efforts and menu offerings.

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

**Justification:**

The "Common Grounds Coffee Shop Website" project is significant because it addresses the need for an online platform to showcase Common Grounds' sustainability initiatives, menu offerings, and benefits of membership. This website will enhance the coffee shop's visibility, provide a platform for communication, and help attract customers who value ethical and sustainable practices. It aligns with the values of the TRU Students' Union and provides a valuable resource for the campus community.

By developing a professional and informative website, Common Grounds will reinforce its commitment to environmental and ethical standards, make it easier for students to find information, and promote a sense of community among its members. This project will contribute to the success of Common Grounds as a student-owned and operated coffee shop on campus.

**Wareframes:**





