



amaze

Live Brief for Code Nation

Roast Well

21 March 2018

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Section 1 Introduction to what's covered in this brief

Roast Well is the fictional company provided that will act as your client for this brief.

1.1 This is not a purely technical brief

The purpose of this brief is to get you thinking like a professional junior developer. It will see you making business decisions and providing direction to your client as well as managing both your and the project's time.

We want you to gain a full, wide understanding of how a project comes together. We want you to complete this brief in a team of up to 4, apply agile principles and manage/document your time.

1.2 But it's still pretty technical

But naturally, the main focus is on what you're creating. This brief will give you the opportunity to approach a problem and solve it in your own way. Yes, you'll probably be making a website, but how you do it is up to you. Things you might want to consider include :

- ☐ Similarly, don't simply take a Bootstrap template and change the content. Bootstrap is a wonderful tool, but use it properly.
- ☐ We know you aren't necessarily interested or skilled in creative design. Use copyright-free images from the web if you want. If you are skilled at creative design, then absolutely take advantage of your skills and showcase them. From a front-end perspective, the website should function brilliantly and preferably will look presentable or better.
- ☐ The website needs to accept online orders and have login systems. This will require the use of server-side technology. This tech can be used for the orders as well as loyalty systems.
- ☐ Technologies and other things you might consider for this brief include :
 - ☐ Node.js
 - ☐ JavaScript
 - ☐ HTML : CSS/SCSS
 - ☐ React
 - ☐ Vue.js
 - ☐ Agile (Kanban, scrum, stand-ups etc)

Section 2 The project

2.1 Scenario

Roast Well have approached us to help the reinvent the company's digital portfolio. They have never had their own website, but they had a Facebook page. They decided to close that page because it wasn't really doing anything for them.

Roast Well roast and sell their own beans in the coffee stores, which really sets them apart from their competition. They have two stores; Manchester City Centre and Didsbury, both affluent areas with huge customer potential. Their stores are small but have some seating, though most coffees are sold to go.

Business is going quite well, but the sheer volume of competitors in these areas, particularly in the city centre, means it's a very tough industry to operate in and they can't afford to ignore digital any longer. They haven't really got much of a brand, even in their stores. Their cups are simply white with no logo or branding.

They need to have a digital presence that will attract new customers and engage current customers. They are hoping that we will be able to create a brand for them for their website that they can then extend into the stores.

Ultimately, Roast Well's goal with this project is to have a digital presence where they can communicate with their customers, reach out to people who wouldn't normally go there and **give customers the ability to order their coffee ahead of arriving so it's ready for them to pick up.**

2.2 How to approach this project to gather information

The contents of your website may be shaped by considering the wider challenge. They know they want to reach out to new customers, but don't necessarily know how to do it. They know they want to engage current customers, but don't necessarily know the best way to do it. It requires you to work with your team and work out the best solutions and implement as many as you can. Things like loyalty systems that keeps a track of how many orders have been placed etc

- ☐ What problem are we looking to solve?
- ☐ What do we want to achieve?
- ☐ What's the plan for the business over the next 5 years?
- ☐ Is there anything this digital reinvention can do it help?
- ☐ What opportunities are there for Roast Well have to grow?
- ☐ What threats do they face?
- ☐ Who are the competitors?
- ☐ Who are the key audience for a coffee shop like Roast Well? Who are we targeting? Will this help determine your product?

Be thorough.

2.3 How to approach this project technically

There are loads of things to consider here. You will have to ask yourself a few key questions.

- ☐ Will it work properly on mobile?
- ☐ What technology are we going to use to create the website?
- ☐ How are we going to work collaboratively on the website?
- ☐ What stack are we using?

You will need to create an architecture highlighting how the website will work from the user landing on the page.

Section 3 Minimum project deliverables and deadlines

3.1 What needs doing

To keep things moving, we have agreed a structure with Roast Well. Note the dates and stick to the deadlines. If anything is completed **significantly** sooner, contact your mentor to discuss whether or not to move forward onto the next task.

Task / deliverable	Date
Project kicks off	March 21st 2018
Project ends 😊 It's up to you to determine what's deliverable and when!	March 29 th 2018