Background

With huge publicity, the omnipresence and convenience of the Internet will change our past passive propaganda and business model. The Internet can browse our website through direct clicks and friendly links on the Internet so that we will have hundreds of millions of Potential customers; we can publish our product introductions and supply and demand information on our website as we like, and promote our own products and business concepts to all Internet users.

Goals

Our goal is to be a website that sells coffee beans and coffee machines. We hope that through this website, customers can more fully understand our products and get our products more conveniently. At the same time, we also hope that more potential customers will be able to know our products and attract them to buy products here.

Scope

Our website will be started by a small portal. After the website is online, we will begin our publicity with the social platform. It is hoped that through the self-issuance of existing customers, the promotion of the website will be enhanced. Observe the impact of website promotion on product sales for a period of time to determine the next step in the development of the website.

Target Audience

Our selected customer groups include students and company employees. Students and company employees are the main consumer groups of coffee, and they are also the groups that are exposed to the Internet. Students spend a lot of time each day on the Internet to browse the web using their mobile phones. The company staff also spends a lot of time browsing the web on a computer, so the audience of our website selects students and company employees.

Website design

Our website mainly includes four parts, namely the main page (navigation page), enterprise information page, product page, contact information page. The product page consists of a product list page and a product information page.

* Home

The main page features two parts. First, it reflects the characteristics of the website. Through the design of the homepage, it attracts the attention of customers for the first time and gives the customer a good first impression. At the same time, the home page as a navigation page needs a friendly link to direct users to other parts of the site.

* About Us

This part is a brief introduction to the company. It mainly hopes that through this part of the content, customers can have a general understanding of all aspects of the company, allowing customers to purchase goods from the merchant with more confidence.

* Product

The product page is divided into two parts: the product list and the product information. The product list is the product display, which is convenient for customers to choose their favorite products. The product information is a detailed introduction to the product, and the customer can decide which product to select based on the product information.

* Contact Us

The contact page mainly provides various contact information for the company, including address, telephone, email, and online platform account information such as Facebook, Twitter, and YouTube. Facilitate communication between customers and businesses.