SWEET SIP WEBSITE

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CLASS 5.1A

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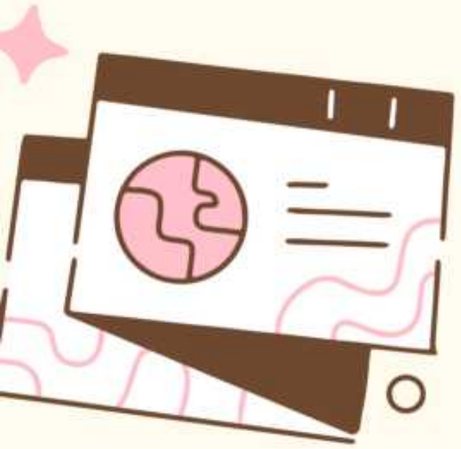
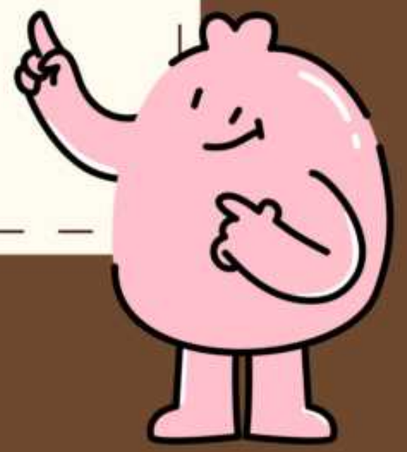


PRODUCT & AIM

My website will showcase a coffee shop, providing detailed information about its diverse selection of beverages and desserts available on the menu. The site will feature six main pages: Home, About, Menu, Testimonials, Gallery, and Contact. The primary goal is to attract a wide audience and ensure a seamless online ordering experience for customers.



TARGET AUDIENCE

1. Coffee Enthusiasts

- Individuals who appreciate high-quality coffee and specialty brews.

2. Students & Remote Workers

- University students and professionals looking for a cozy workspace.
- Interested in a quiet atmosphere with free Wi-Fi and comfortable seating.

3. Casual Café Visitors

- People who enjoy relaxing with a good cup of coffee and dessert.
- Often visit cafés for socializing or a break during the day.

TARGET AUDIENCE

4. Dessert Lovers

- Customers drawn to the shop's variety of sweet treats and pastries.
- May visit primarily for desserts and pair them with beverages.

5. Busy Professionals

- Individuals looking for a quick and convenient coffee pick-up or delivery.
- Prefer an easy online ordering system for their daily caffeine fix.

6. Social Media Users & Food Bloggers

- Customers who enjoy sharing aesthetically pleasing food and drinks online.
- Attracted by visually appealing café settings and well-presented menu items.

FUNCTIONS & FEATURES

Order/Contact us: This function is found on the first page, which leads the user immediately to the menu and contact page

Cart: Users can select items from the menu section and get transferred to the cart

Contact area: This page contains information about our personal and social media accounts and our location. We have a section where customers can send us a message directly to our email.

IPO CHART

Input	***Process*** Click to	***Output***
Order Now	Redirect Click to	Menu section
Contact Us	Redirect Click to	Contact Page
Cart	Redirect	Purchase area
Menu bar sections		
About us	Scroll/Click on the selected one to redirect	Redirects u to the About Us section
Home	Scroll/Click on the selected one to redirect	Redirects u to the home section
Menu	Scroll/Click on the selected one to redirect	Redirects u to the Menu section
Testimonial	Scroll/Click on the selected one to redirect	Redirects u to the testimonial section
Gallery	Scroll/Click on the selected one to redirect	Redirects u to the Gallery section
Contact	Scroll/Click on the selected one to redirect	Redirects u to the Contact section
Social Media Icons	Colour changes	Shows it's clickable
Testimonial (Reviews)	Colour changes	Shows it's clickable
Search Bar	Click on it	Can type
Contact	Click on the bar to type	You can type on the bar and submit
My Order	Click on the quantity	Changes numbers
Order now	Changes colour	Shows It’s clickable

USER PERSONA

Name: Pinta Cinta
Age: 21
Salary: 55K Monthly
Job: Housing Agent
Hobbies: Yoga

Needs/wants: She enjoys drinking coffee daily and has a sweet tooth. She prefers a convenient online platform that allows her to place delivery orders, avoiding needing to visit the store in person.

Problems: With other websites, she has found it hard to navigate and has found herself waiting long at coffee shops. Inconsistent order accuracy when ordering.

Special Requirements:
Corporate discounts: Looks for bulk order options for office meetings.

Contactless delivery: Prefers safe and hygienic delivery methods.

USER PERSONA

Name: Ashton Bond
Age: 25
Salary: 100K Monthly
Job: OnlyFans star
Hobbies: Cardio

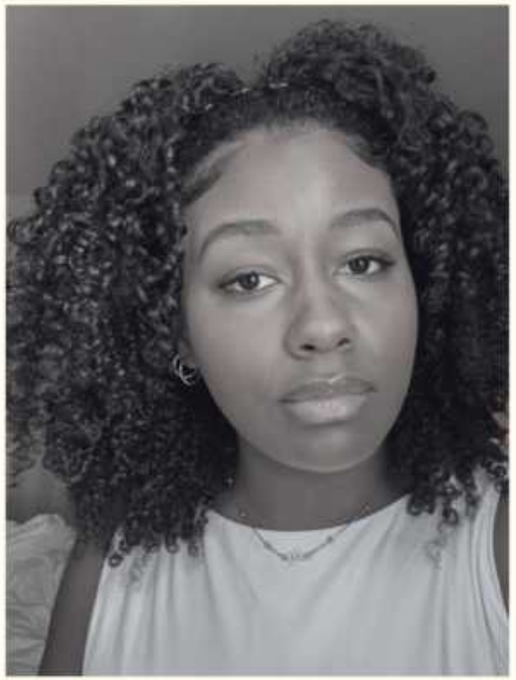
Needs/wants: Orders coffee daily to stay energized at work. Enjoys seasonal flavors and specialty drinks.

Problems: Limited access to specialty coffee in local stores. Unclear information about sourcing and roasting on websites

Special Requirements:
Sustainability guarantee: Wants eco-friendly packaging and ethically sourced beans.

Brewing guides: Looks for step-by-step guides on the website.

Custom grind options: Prefers to choose grind size when ordering beans.



USER PERSONA

Name: Emma Bugeja
Age: 23
Salary: 35K Monthly
Job: Financial Advisor
Hobbies: Trekking

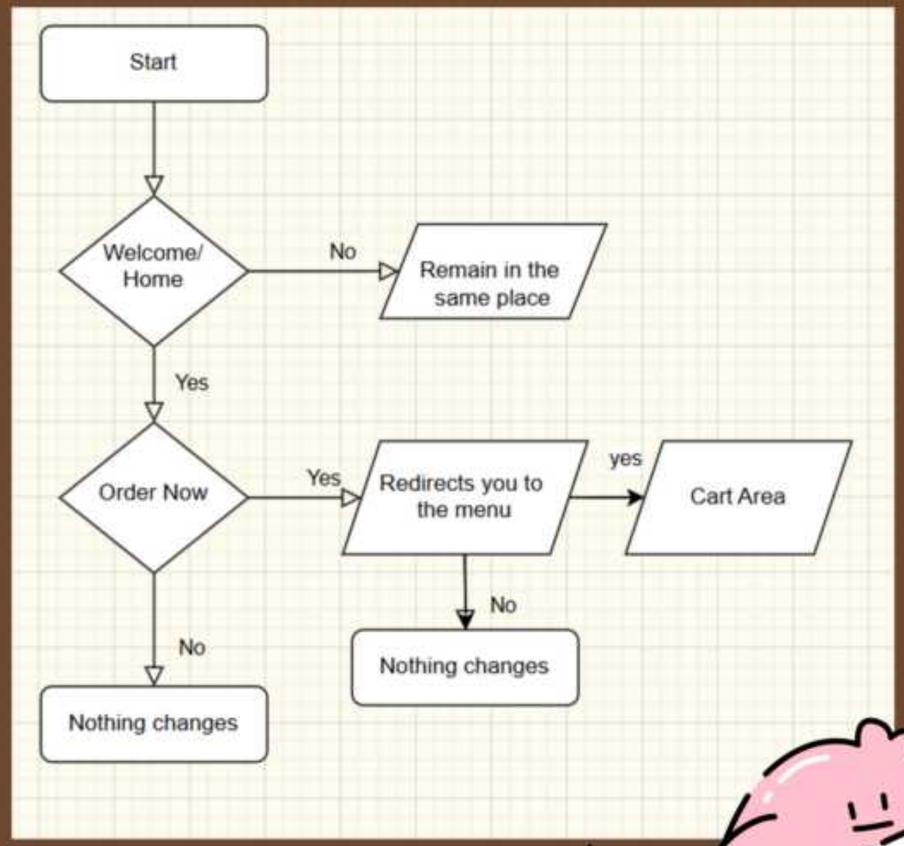
Needs/wants: Orders coffee daily and loves trying new coffee blends and brewing techniques. interested in ethically sourced and high-quality beans.

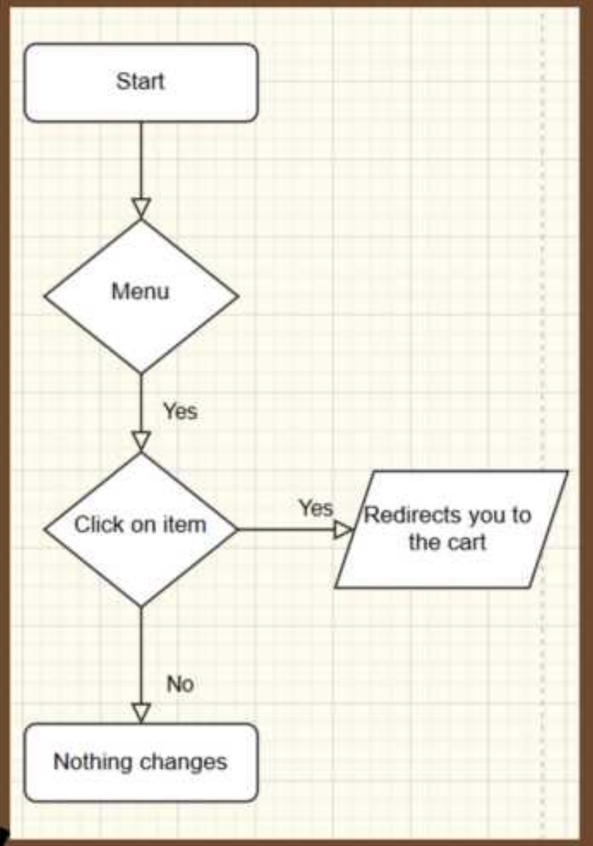
Problems: Wants a fast way to order coffee due to her vast working hours. Sruggles to find a reliable website

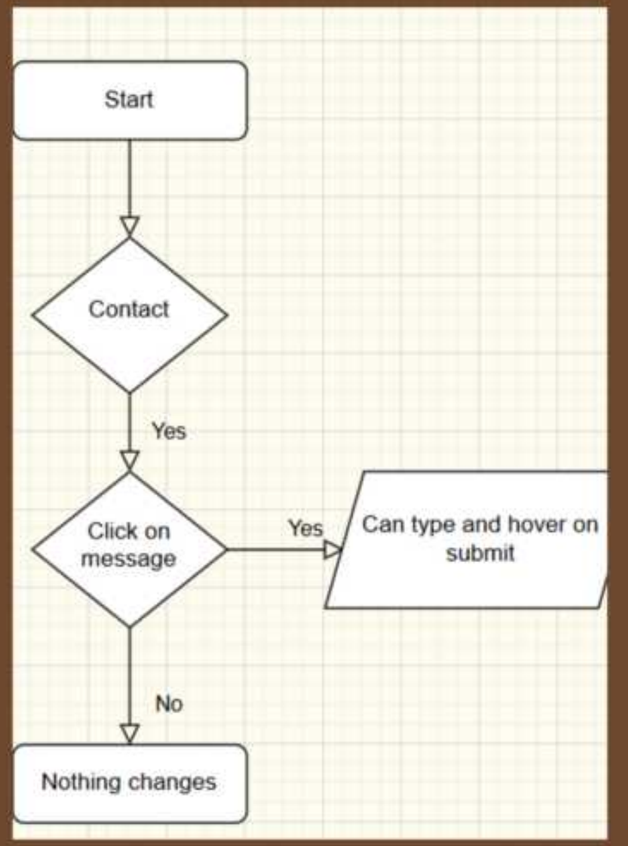
Special Requirements:
Prefers a seamless ordering experience with quick pick-up or delivery.

Value a rewards program for frequent purchases.

SITE MAP


Start
Welcome/ Home
No
Remain in the same place
Yes
Order Now
Yes
Redirects you to the menu
yes
Cart Area
No
Nothing changes
No
Nothing changes


Start
Menu
Yes
Click on item
Yes
Redirects you to the cart
No
Nothing changes


Start
Contact
Yes
Click on message
Yes
Can type and hover on submit
No
Nothing changes

STYLE GUIDE

Typography: *Pacifico* & Roboto Mono

Headers: *Sweet Sip*

Body: Sweet Sip

Icons:

Order now Contact us

Colours:

#ffffff

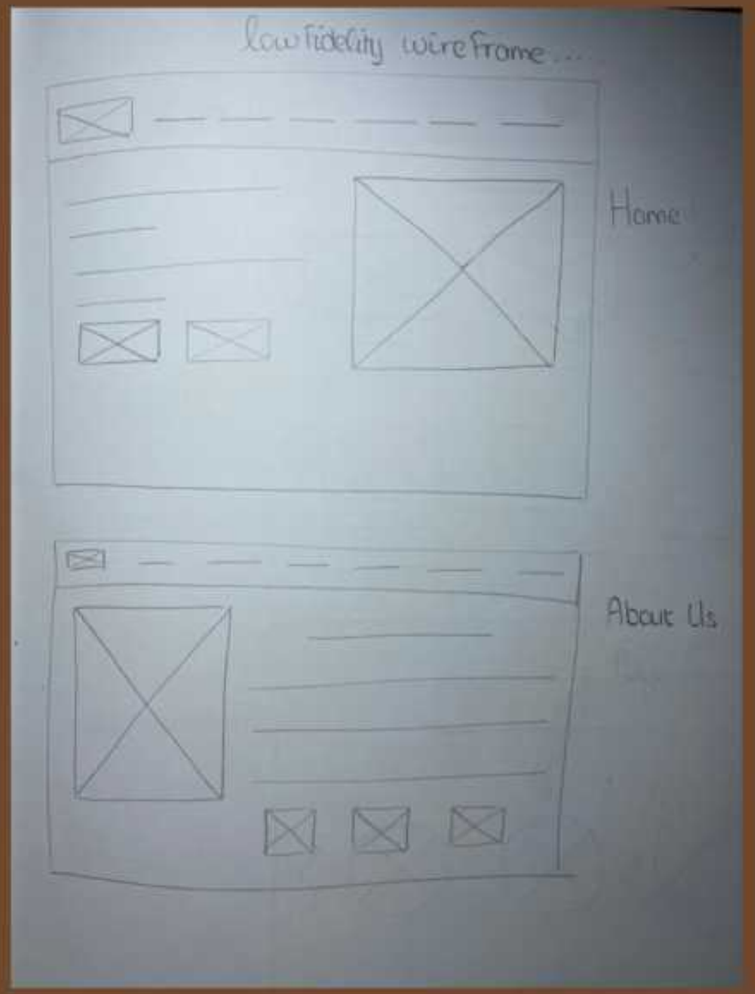
#3f221b

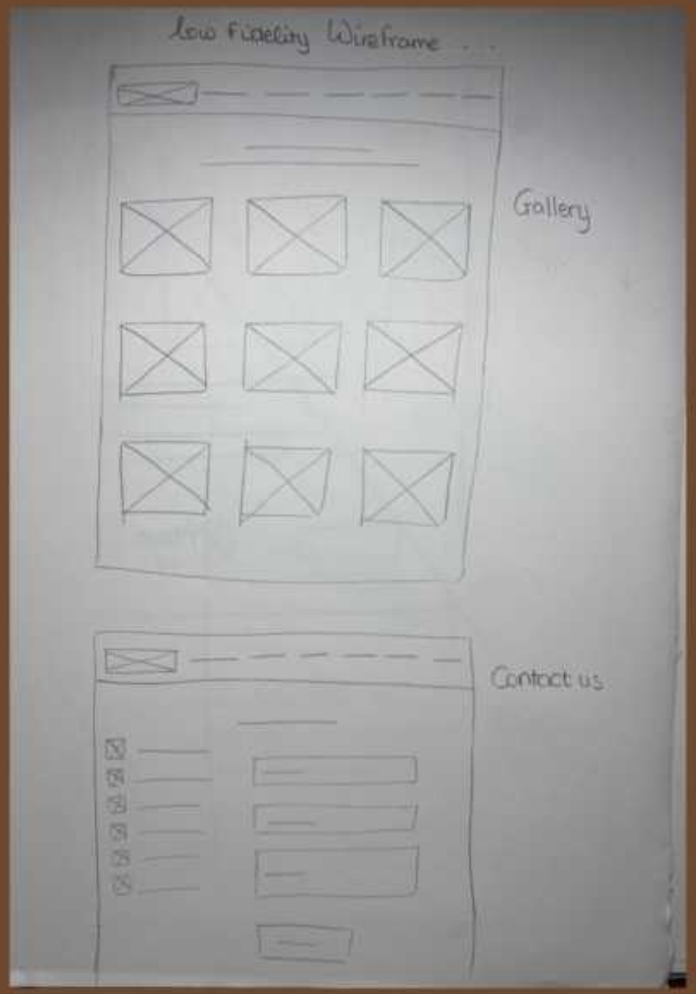
#6e482f

#7d4b4b

#ffc0cb

LOW FIDELITY SKETCHES





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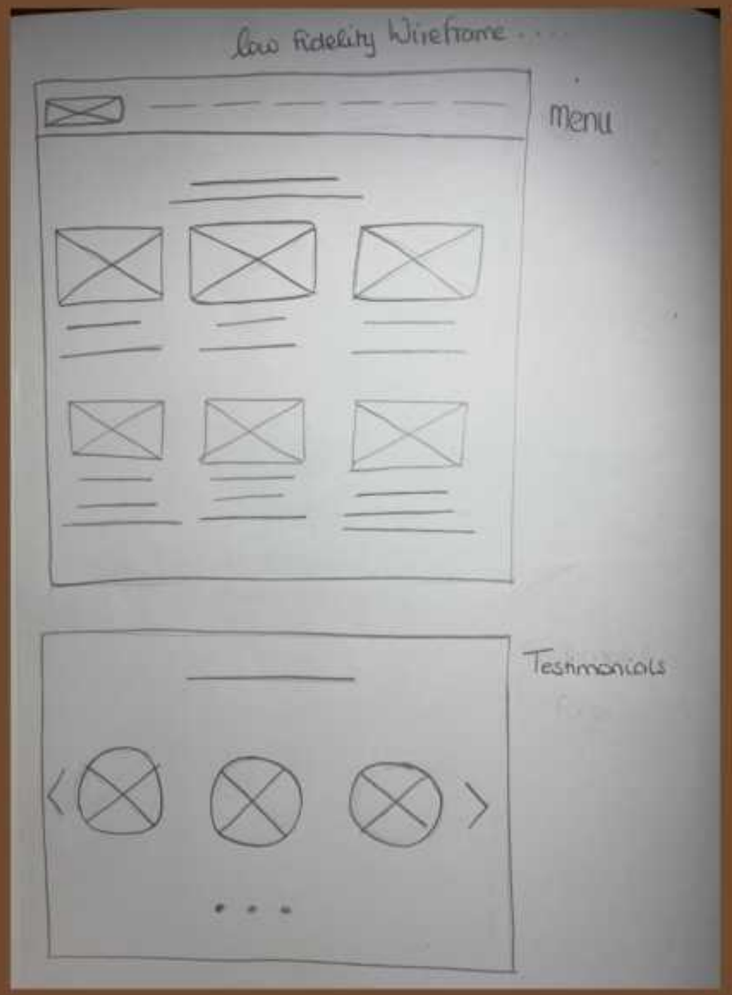
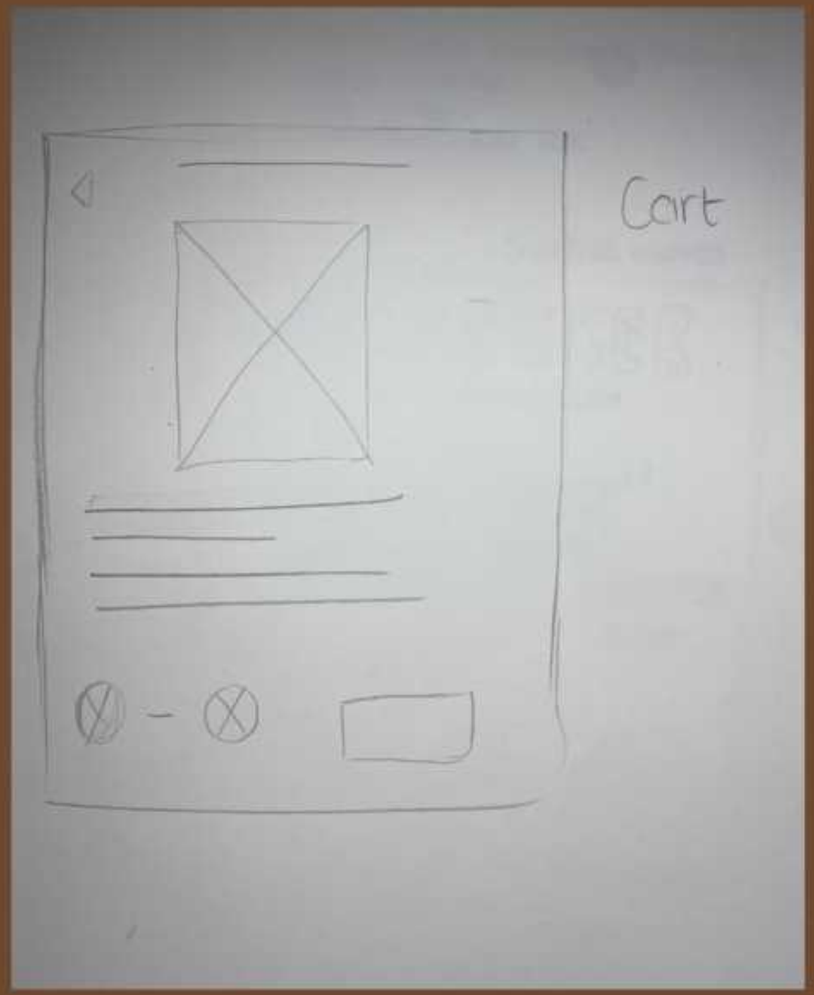
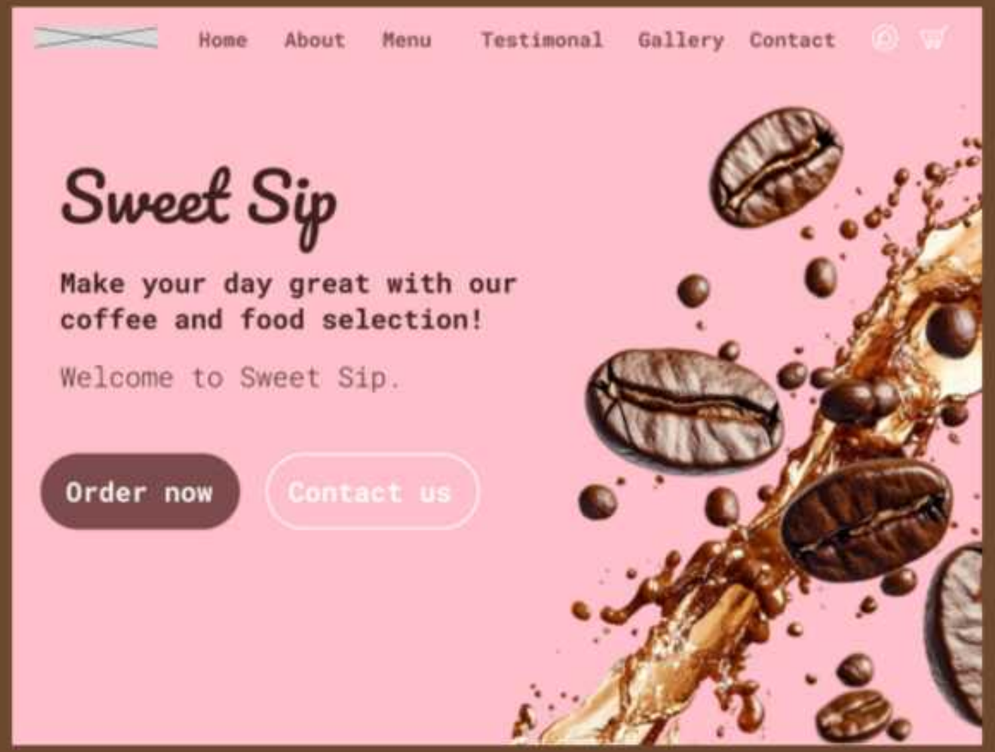




MEDIUM FIDELITY SKETCHES



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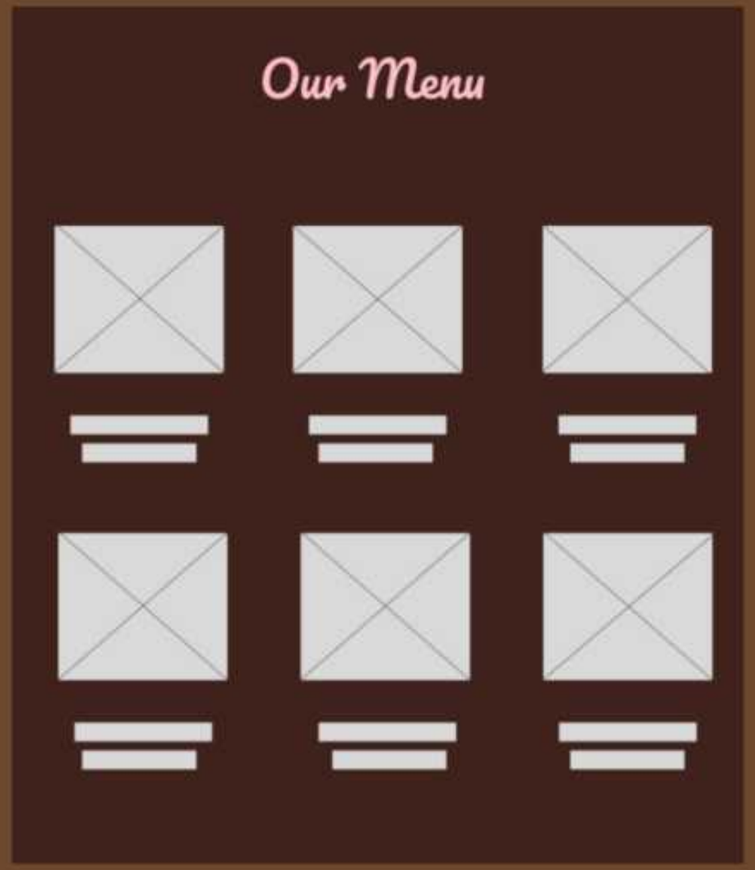

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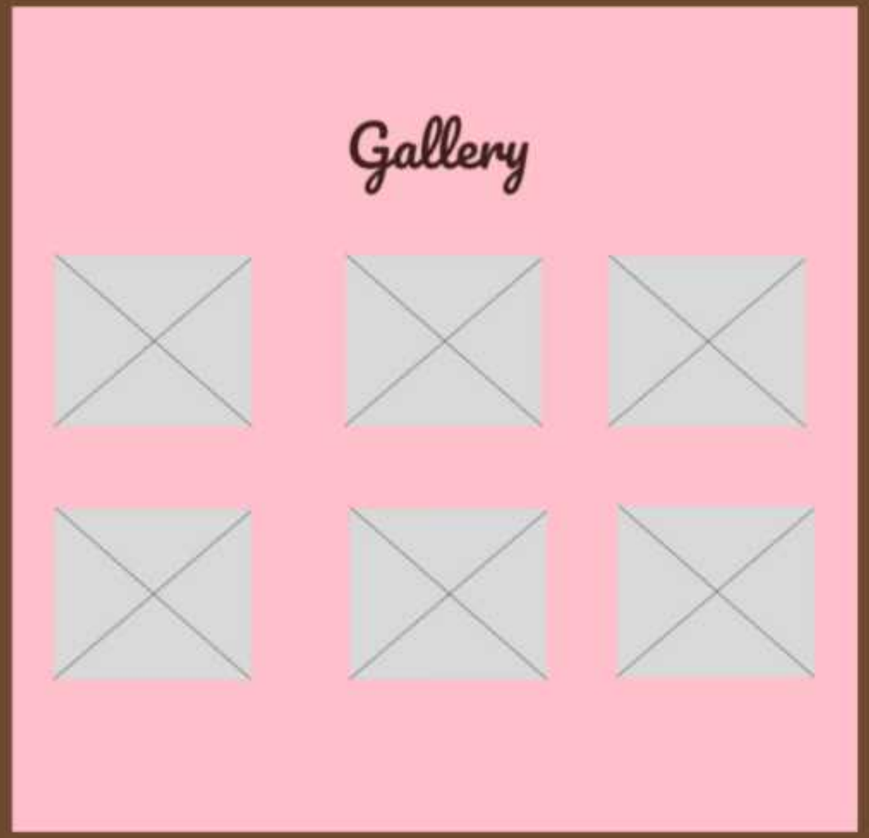

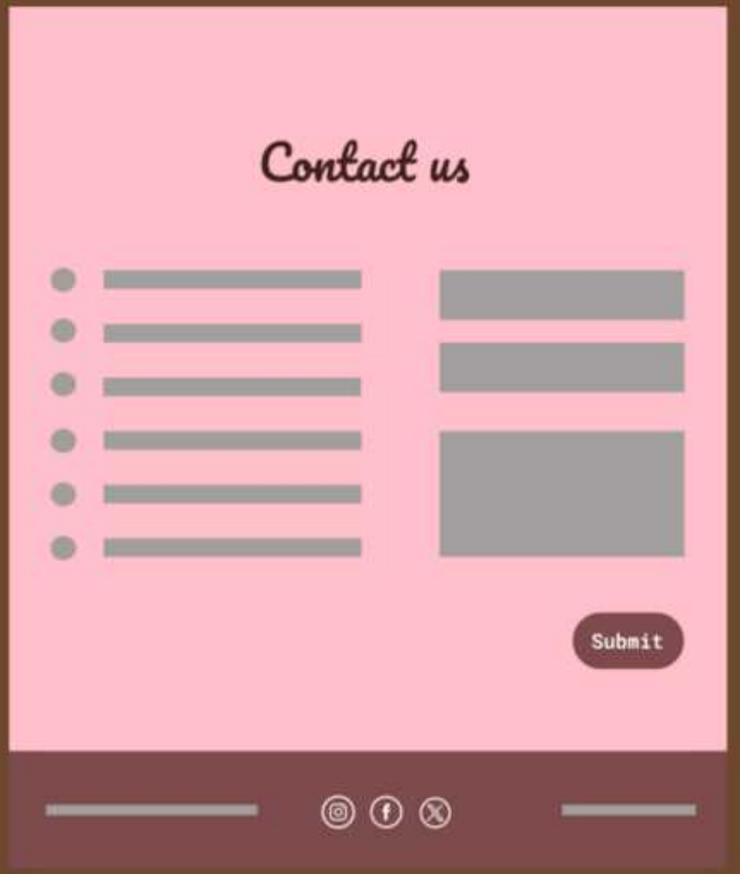

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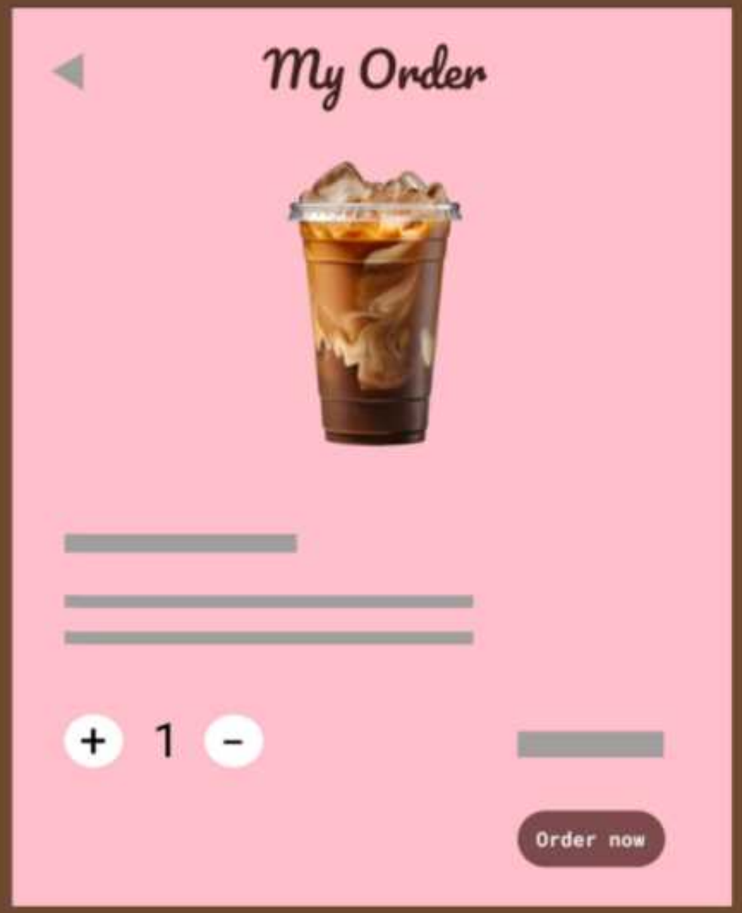

UI & UX LAWS BEING USED

- Hick's Law: Simplified various areas of the design to make navigation easier and more intuitive for users.
- Fitts's Law: Used appropriate font sizes to enhance readability and accessibility.
- Aesthetic-Usability Effect: Created a visually appealing interface to encourage user trust and engagement.
- Law of Proximity: Grouped related elements together to help users understand the structure and relationships within the content more easily.

THANK YOU