Final Project Requirements

Class Project

- The first component will be an in-depth examination of a **topic**.

    o When you propose a topic, audience will share what would they like to learn?

- The second component will be a proposal of how a **technology** can assist or disrupt this ecosystems.

Some examples. (but get creative!)

- Topics: Tiktok, Influencer Marketing, Apple App Tracking, Cookies, Zara Fast Fashion

- Technologies: VR, Metaverse, NFTs, Image Search, ChatGPT, ML Predictions, Recommendation Systems, Voice Assistants.

About Us

We started selling coffee about 4 months ago. Timing was right. Elmer started grad school and was learning about business administration while working for LA County. Gabriela decided to move away from teaching transitional kindergarten TK (4 year olds) and started working at a coffee shop and roastery. We are inspired by the hard work of our immigrant parents and our indigenous roots and are always super keen to learn more about ourselves and to teach others.

About Taza

Elmer used to make a Cafe de Olla Cold Brew during undergrad and now grad school and we both thought it would be a good idea to try and sell it. We both figured it would at least earn some money to feed the dogs or for us to go out. We were lucky enough to have our first sale at the Compton Farmers Market (Gabriela's home city) and later started selling at the Santa Ana Artwalk (Elmers home city) where we do monthly events where a portion of sales go towards donations to OC Protests and Mutual Aid (an organization that runs food drives out of Anaheim and other cities).

We would say we keep this in mind in the grand scheme of things

- Give back to community
- Build a connection to culture with our foods
- Be available and accessible to people

What and Where
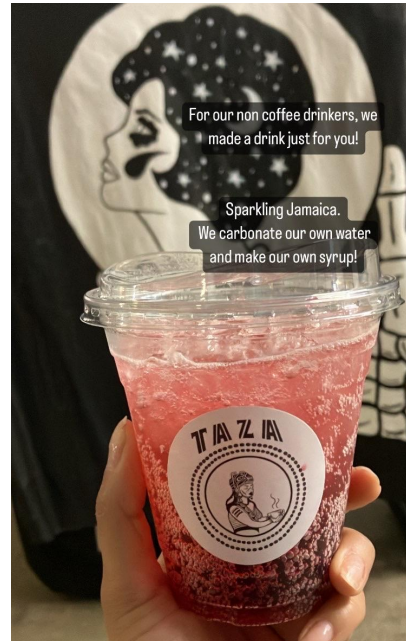
We sell lightly sweetened cold brew coffee and carbonated teas. We make these at the coffee shop Gabriela works at in the Long Beach area (Black Dog Coffee Roasters). We sell them at the same coffee shop, pop ups, and farmers markets. The only recurring locations we sell at are in Santa Ana and Black Dog. We are planning to begin selling in Junipero Beach in Long Beach starting early March.

Potential Work

- User Tracking and Cookies
    - Existing ways to track CTR and TCR
        - Google Analytics?
        - Shopify Analytics?
        - Meta/Instagram Shop Analytics?

    - What is tracked in cookies by companies
        - What do companies store on our browser
        - What data can they gather
        - What does actionable cookie data look like? If I went to work for a large corporation in user insights. What would their data look like?
        - Tracking Pixels (mentioned in squatty potty case)

    - How do we store user tracking data

- How do we track if a user came from google search, instagram, qr code scan
- How do we track user page navigation

- Geofencing Marketing Campaign
    - What exactly would we promote
    - Price estimates
    - Where would campaign efforts be best suited
    - How do we plan and track marketing campaigns
    - What can we we automate or semi-automate
    - How can we track campaign outcome and tie data to sales
    - Would strategically placed flyers work
    - Help with defining

- Web Design

- Surveys or ways for customers to communicate what they want with us (ig polls?)

- Influencer Reach Outs (IG, Podcasts, TikTok)
    - What should we have already setup to do this?
    - What are best practices to reachout?

- Deals/ Coupons / Discount Codes

- SEO review

- ????