# Roasted

## Our client

Roasted, an independent coffee shop represented by their Technical Lead Ms. Abeer

Starbuck, have approached us to help the reinvent the company’s digital offer.

Roasted roast and sell their own beans in the coffee stores, which really sets them apart from their

competition. They have two stores: Mall of the Emirates in Dubai and one in the Dubai Mall, both affluent

locations with huge customer potential.

Their stores are small but have some seating, though most coffees are sold to go, so they have

highlighted they need to speed up the ordering process. They have noted the need to have a digital

presence that will attract new customers and engage current customers.

Their current method of accepting orders digitally is done through social media. Customers send their

orders as a message, the Roasted team see the notification and make the coffees. Sometimes

notifications are missed and orders aren’t completed on time, they can’t be tracked, customer orders can’t

be stored over time and data collection is almost impossible and there’s no standard format for orders.

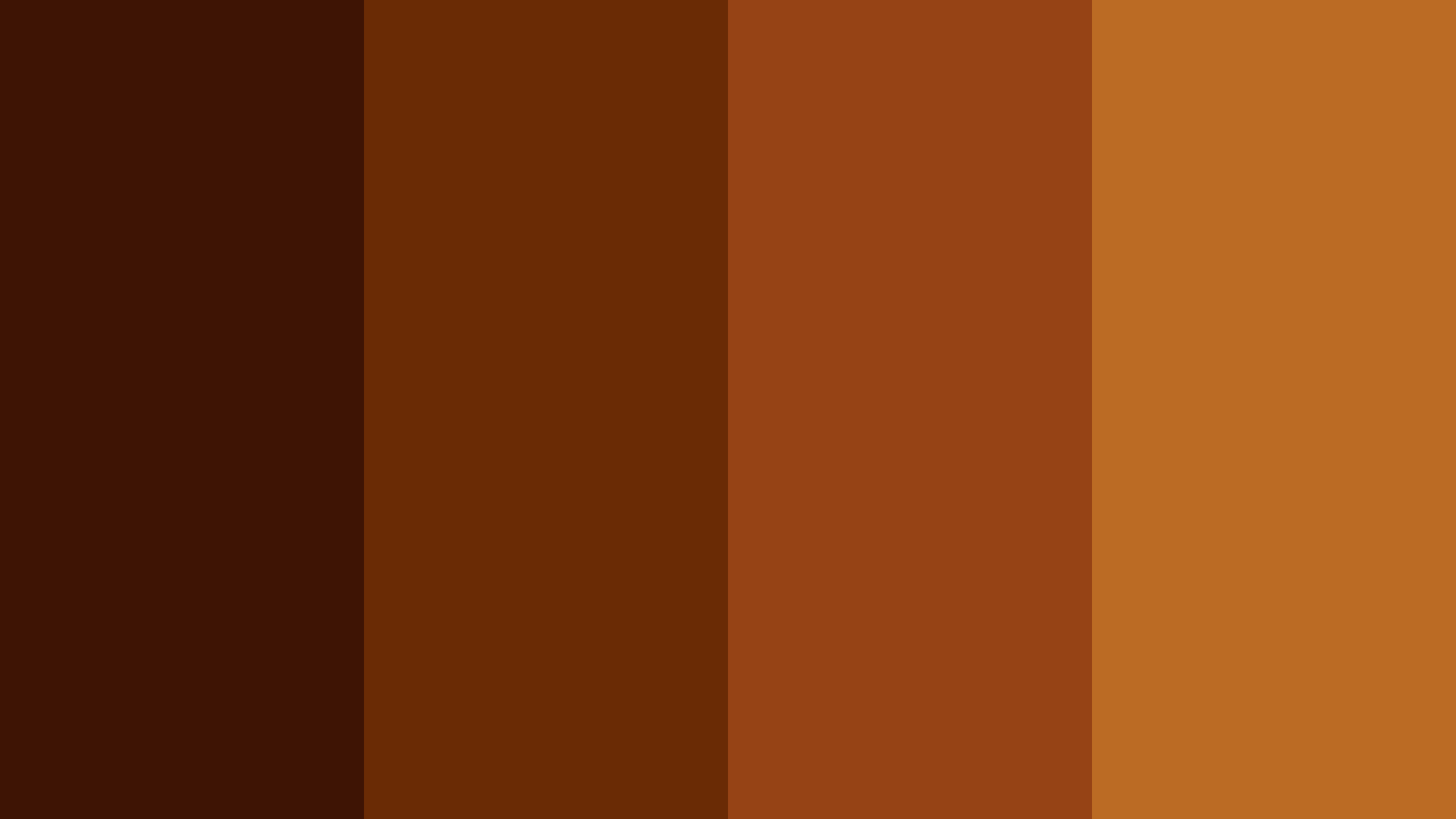
Customers can only pay when they arrive to pick up the coffee, meaning there’s still friction and little time

saved by ordering ahead.

What would you propose? Create wireframes for your homepage, menu page and checkout system.

## Wireframes

## Colour Scheme



## Text Face (Font)

## Bootstrap notes

### Background styles:

File bootstrap.css🡪 line 6713

Bg-sucsess = green