

## Global Coffee Sourcing: Farm to Cup

### Website Proposal

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#### Context

Most of the world's coffee production occurs in tropical regions close to the equator. This region between the tropic of Cancer and the tropic of Capricorn, the coffee belt, extends 23.5 degrees north and south of the equator. We learned that coffee is one of the most valuable global commodities traded through my investigation. The genus *Coffea* features two species traded worldwide (*Arabica* and *Robusta*). Most people prefer Arabica due to its superb quality and taste. The Arabica species directly affects the human sensory experience more significantly than Robusta. Robusta coffee features a less potent and more bitter taste. Robusta covers only 35% of the total world production, while Arabica covers 64%. A third species *Liberica* lacks much demand or production internationally.

#### Purpose

Our goal here includes making sense of the data surrounding coffee production, coffee processing methodology and developing relevant access to coffee for everyday people regardless of income. Our website aims to promote fair trade coffee which originates from reliable local sources untainted by mass production. Global coffee source aims to provide a standardized measurement of quality coffee across the globe while promoting market accessibility for local coffee farmers and linking them with consumers.

#### Target Audience

Our target audience includes college aged youth to seniors who are coffee lovers. Our focus is on anyone who has an interest in fair-trade coffee. We want to promote awareness of less popular coffee sources. We are the opposite of Starbucks and Pete's Coffee. We want to attract people who are more sensitive to the plight of the farmers who are producing the coffee from the source. Also coffee takes a short amount of time to brew, which makes it an easy, immediate pleasure and convenient as a commodity. Those who are more inclined to the most natural and traditional methods of coffee will be attracted to visit our website.

#### Visitors' Motivations and Goals

Our visitor's motivation and goals include many details some of which include: learn about coffee processing methods, connecting to local farmers globally, purchasing home brew kits, purchasing fresh, globally sourced coffee, brewery methods, understanding coffee types, and coffee farm info. Visitors will learn and grown in the realm of international coffee knowledge. Our website will provide a search option as well as a contact form, informational video, and other multimedia.

### Information Requirements

1. VS Code
2. CSS, HTML, JavaScript (Bootstrap 5)
3. GitHub for Version Control and WebHosting
4. Web Designers (Ansuha Vallasapali, Jeevan Hall)

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