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Website Design and Development

Project Group #1

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<u>Introduction</u>

This is a business report for the creation of the website for Virtue Coffee. It will go into detail about their target audience and how to expand their clientele, goals, and how the website will improve the business to navigate the digital age post-COVID-19. It will also talk about the different features that could be implemented to better suit the clientele and build a stronger client base with the means of a feedback page, being able to view the products that are used and sold within the café, and much more. There will be lots of discussion of how Virtue Coffee can optimize their presence in the market, making stronger connections with their customers, and sharing premium-quality products with the community, all through different uses of the website and functionalities.

Why Would a Website Be Beneficial?

For a business, having a website is incredibly important. These days, most businesses are recognizing how beneficial creating a digital space is and are beginning to transition towards it. Here are some key reasons why its creation would help improve business for Virtue Coffee.

- Having a website allows for customers to view a catalog of your products: There is only so much that customers could see in-store, but when looking online, they are able to view the full array of products offered by the business. This will develop into customers making more purchases, which will obviously help the business.
- A website allows for discoverability: Website traffic could lead to more business, since people might have not even known that the business existed. This is in development, we added a gallery page, so that customers can view the atmosphere and the environment.
- Allows for the sharing of feedback: Feedback is important in business. Having a place where customers can send feedback, both good and bad, is fundamental. This allows the business to make appropriate changes and to know what they could improve on.

__The Organization__

Five years ago, Jane and George (husband and wife) started a small café in a sub-urban neighborhood called Virtue Coffee. The café has a cozy atmosphere, where people are invited to sit and relax while eating and drinking. They serve different blends of coffee and tea, all sourced from different growers. Jane and George care a lot about sustainability, which is why they made sure to only choose growers from a fair trade and sustainability coffee and tea grower program.

Why Virtue Coffee Wants a website

The business was generally good for Virtue Coffee, however they found that more people were coming on the weekend rather than during the week. Most of their customers had work or school to go to which left them without a large chunk of their clientele base. So, Virtue Coffee started offering even more variety in coffee bean blends. They came from different regions and growers, which would draw in coffee fanatics to try them. Jane and George also decided to carry different coffee and tea machines, so that customers would be able to replicate their favourite drinks from the comfort of their own home.

Jane also wanted to start promoting her baking, since she has been going to bakery school. She has learned how to make different cakes like coffee cake, carrot cakes, brownies, muffins, and cookies. She would love if the customers were able to purchase baked goods alongside their drinks to go with them.

Therefore, they needed a place where they could display all their products. This would give anyone who is interested in the art of coffee and tea the information that they need to get started in their drink-making journey, making sure that they have the right products and machines for what they want to make. It would also be able to display the baked goods served in-store, improving sales, and helping business.

Furthermore, Jane and George really value their good customer service, and they are very proud of it. Because of this they want the website to also have a place where they can efficiently collect customer feedback so that they can understand how they can improve their services.

Market Research

Research was performed in the market to understand who the competitors of Virtue Coffee are, and the strengths and weaknesses of their websites. This is so that we can examine what they are doing well on their website as well as what they are doing wrong. We can then apply the things that they are doing well to the website for Virtue Coffee so that they can have the best site possible.

First, Tim Hortons was examined:
- Strengths: The red and white on the homepage allows for them to have their key branding, as well as their logo on in the middle of the navigation bar. The homepage also shows a lot of their different promotions, which in-turn advertises them, leading to more sales. Tim Hortons also has an online order system set up, which is a huge advantage in the market. Tim Hortons also has a feedback survey, which allows for them to collect customers experiences and opinions to improve their business.
- Weaknesses: The homepage is too cluttered. The advertisements lead to there being no real focal point in its design and it is overwhelming for customers. The navigation bar also doesn't have a lot of different sections. They have a section that simply says "More", which is extremely vague so you wouldn't know what exactly it includes. You also must scroll a lot on their homepage, which isn't the greatest idea since it makes it more complicated to find what you need to get to on the site. It also makes the navigation more tedious. They also have their feedback survey kind of hidden away, even though it is an important page for their business.

Second, Starbucks was examined:
- Strengths: Different than Tim's, Starbucks' navigation bar is a lot better. It isn't as vague and shows everything that it needs to. The feature to find a store near you is incredibly

useful as well and it sits nicely in that corner of the navigation bar. Also, their branding is nice. They didn't just stick to plain green, and they added a few different colored gradients to give the site some more color. Furthermore, the layout of their homepage is nice, and the way that things are organized on the homepage is good.

- Weaknesses: Starbucks has a lot of scrolling involved on their homepage, like Tim's, which was touched on previously. Another weakness is that it doesn't show the price unless you place an order. This can be problematic for customers because they want to see what they are paying before they commit to anything. Also, other than their customer service section, Starbucks doesn't have a place for customers to input feedback. This doesn't allow Starbucks to collect any customer feedback, therefore they aren't able to improve their business based on customers wants and needs.

Through examining those two large corporations in the market, we can understand what we need to do better wen creating a website for Virtue Coffee. For starters, the navigation bar must be detailed enough to give the customer an idea of how to navigate the site. The site must also have appropriate and aesthetic branding, giving the café a clean, ordered, and peaceful look. Also, we must have a place to get feedback, that isn't just sending the customer to a FAQ section of the website.

Plan

Target Audience

- The target audience of Virtue Coffee is primarily coffee fanatics, who love calm and cozy environments. Since Virtue Coffee has such a large variety of coffee and tea blends it allows for coffee fanatics to always be discovering new blends and flavor combinations. Furthermore, the cozy environment allows for customers to do relax, do work, and study as needed, while enjoying their purchases.

Functions Performed by Target Audience

The target audience of Virtue Coffee should be able to do the following on the website:

- Find information on all products offered by Virtue Coffee.
- View the selection of baked goods served in store.
- Find information and view machine recommendations for coffee-lovers to level-up their setup at home.
- Find information regarding Virtue Coffee and their story.
- View a gallery of pictures taken at Virtue Coffee.
- Provide feedback to Virtue Coffee through a form.
- Access an email to contact Virtue Coffee.
- View the social medias of Virtue Coffee.

Goals Of the Site

- Allow customers to expand their coffee/tea knowledge: Having customers know about coffee and tea is important because they will understand a lot more about the flavors of the blends, as well as the process of creating their favorite drinks. It also allows for customers to view new combinations and flavors of blends to expand their personal palette and they can try new things.
- Expand customer base: As stated earlier, our target audience loves cozy environments. Buy showing them our environment, they will be more likely to decide to come to Virtue Coffee instead of a competitor like Tim's or Starbucks. This way, the customers will know that they are able to sit and relax or even do work, and it isn't a hectic and busy environment.
- Allow for feedback: As we explored earlier, feedback is essential to upkeeping the importance of customer service for Virtue Coffee. Therefore, we must have an area of the website devoted to collecting customer feedback. This will allow for Jane and George to understand how they can improve their business, as well as understand the thing that they are doing correctly. Furthermore, there will be a suggestion box. It will be used to get customer suggestions, or even provide them with services if they need guidance as to what products they would be best getting for their situation and needs.
- Create a reliable and responsive resource for customers: It is always important to know what is in the food that you are putting in you body. Customers put that into consideration when choosing where they are going to eat. Therefore, we want to provide a resource where they can learn about our products and how their ingredients are sustainably sourced, as well as letting them know that everything is made instore and is fresh. Lots of cafes and restaurants in general have their products shipped to the restaurant, put in the freezer, then made. We want to educate our customers so that they know that we aren't like them, and that Mirage Coffee has fresh products.

- Provide beginners with knowledge of drinks and machines: We want to provide suggestions and guidance to beginners, therefore as stated above, there will be a suggestion box. Not only will doing this improve in sales, but it will also help expand the customer base of Virtue Coffee. It will create an environment where beginners can learn from experienced professionals as well as ask them questions regarding how they should get started and what the process is like.
- Educate about the importance of sustainability: Sustainability is the most important thing to Virtue Coffee. Therefore, educating its importance to customer is fundamental. Not only will it help encourage customers to be sustainable in their daily lives, but it also shows how easy it can be to live a sustainable life.

Features of The Website

To recap what was discussed briefly, here are some features for the website to help achieve the goals that were set for it:

- The ability for customers to input feedback: This will be a form where customers can give feedback, good and bad, as well as suggestions. This is a very important feature of the website according to Jane and George.

- View products and bakery items: These will be pages to display the different products and bakery items carried in store. These pages are fundamental because they will most likely be the pages with the most traffic in the site.

- Gallery page: This page will show some of the pictures taken in the café and it will give the customers an idea of the environment and what the products look like. Ideally, it will also help bring in new customers with curiosity of what Virtue Coffee offers so that they can be impressed upon visiting the café.

- About Us page: This page will educate the customers of the history of Virtue Coffee as well as other fundamental information about the business. This is important so that customers understand that the business is sustainable and that they understand the benefits of buying products from Virtue Coffee instead of their competitors.

Site Structure

Tree Diagram
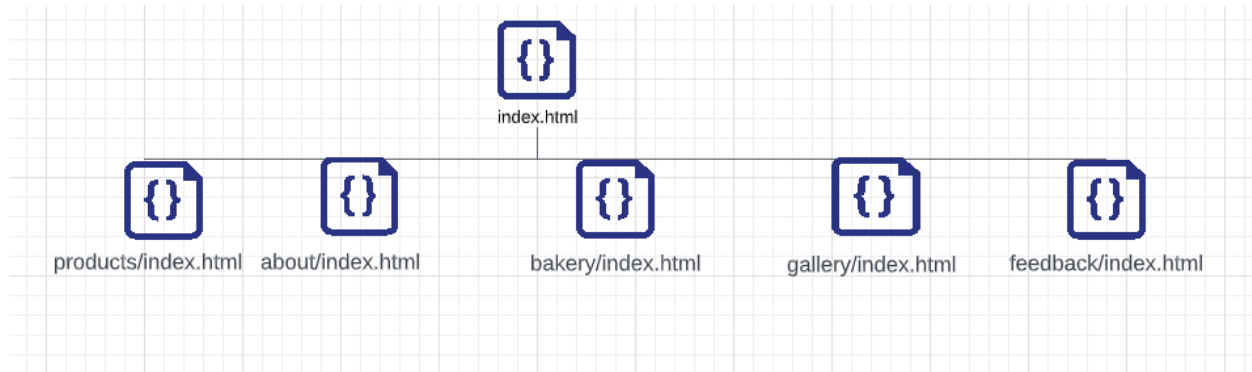
Although this tree diagram seems very simple, it is actually because of the way that the website was programmed. Other than the index.html page (Homepage), there are no links to other pages (excluding the navigation bar obviously). This means that the tree does not need to be very big and extensive. Everything for each page is basically contained inside the page without using links to other pages. We did this for a couple reasons: Firstly, it makes the design of the website a lot simple as well as the development. We don't need to worry about making a ton of different extra pages, which saves a lot of time. Secondly, it helps the website avoid breaking in the future. Links always have a chance of breaking, no matter how well your website is programmed. In the future, if Jane and George decide to do any website maintenance or change anything, it highly decreases the chance of any errors.

Flow Chart
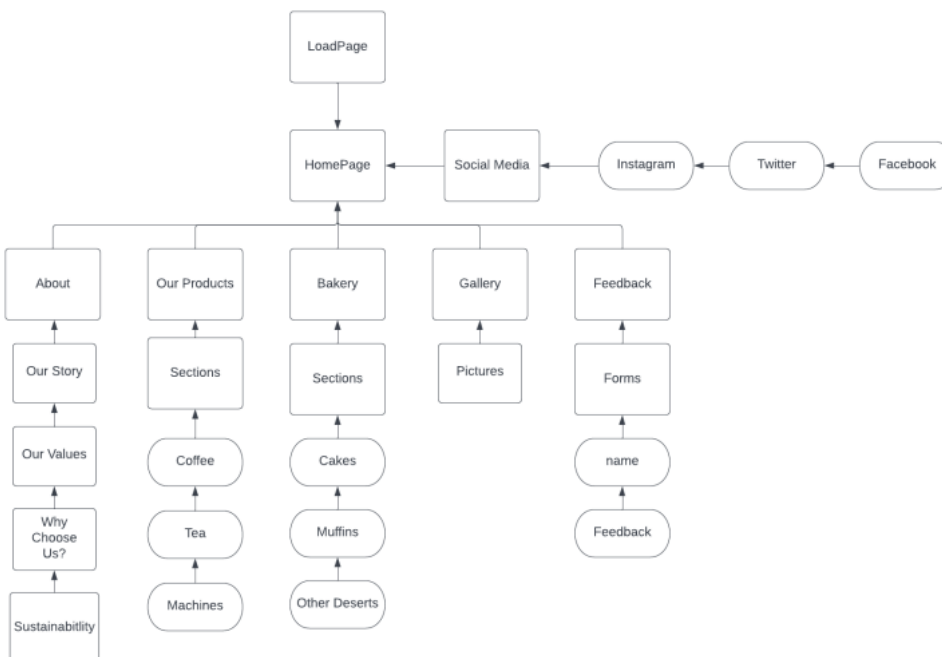
This flowchart explains how the content of the website will be organized. It shows the headers or the main points of the pages which gives a good idea of what information is on each page. It also shows how the user will navigate the website through this, because we are able to see the elements in the navigation bar, which is the main element used to help the user get around the website.

Project Experience

Project Log

This table shows the timeline of our project progress done in one to two-week sprints:

Sprint	Kate's Tasks	Saurav's Tasks	Nathaniel's Tasks
1	Navigation bar Footer	Wireframe for Product page Wireframe for Bakery page	Research products Write information for About Us page
2	Create Homepage	Create Product page	Find product pictures Find bakery pictures
3	Create About Us page	Create Product Page	Make product descriptions Make bakery descriptions
4	Create Feedback page	Create Bakery Page	Create photo order for Gallery page
5	Help Nathaniel with Gallery page Implement Product and Bakery pages +edit as needed	Create Bakery Page	Create Gallery page with Kate's help
6	Create Report	Make flowchart for report	Create social media and email address to link on site

Problems & Solutions

Through development of a website, it is inevitable that there will be problems that arise. Here are some that we encountered, and how we fixed them:

Problem	Solution
Correctly designing pages to match wireframe	Spend time figuring out formatting. Ask for feedback from other group members. Trial and error.
CSS is redundant	Fix CSS classes and id's so that they can be reused more.
Footer email link covering the social media links	Move the email button further down so that the borders don't overlap.

Highlights of Our Project

Here are some of the features of our project that we are proud of:

- Consistent design of pages: In a website it is important to have consistency throughout all the pages. We achieved this by not only using similar formats, but also using the same color scheme. It turned out pretty, and we love how cohesive it is.
- Homepage design: The design was based off the Starbucks website, with a few tweaks to make it appropriate for Virtue Coffee. The balance between photos and colors looks amazing and it is very pleasing to the eye.
- Gallery page: The design is like the product and bakery page, however it made itself more unique, the order that the pictures are in provides balance of colors, and we think that it is well done.
- Product page: We found a way to fit all the different blends and machines into a page, while still making it look elegant and put together.

<u>Conclusion</u>

In conclusion, we learned how important and crucial planning is when working on the development of a website. It is fundamental to ensuring everyone in a team is consistently on task each week to have the best results possible. It also helps everyone stay on the same page as we are all, for the most part, working independently form one another and balancing our own schedules and commitments with our shared project. Furthermore, we have come to learn how critical time management is so that tasks, no matter how huge or miniscule, are not left to be done at the last minute, since that would create unstable and stressful conditions to work under for everyone involved.

The lessons we learned along this journey to building the best possible website for Virtue Coffee are ones that we will carry forwards in understanding what is important to users when it comes to accessibility and their needs, what we can do to achieve those goals, and how to work alongside other members of varying skill sets and knowledge.

References

- Tim Hortons website:
  https://www.timhortons.ca/?lang=en
- Starbucks website:
  https://www.starbucks.ca/?gclid=Cj0KCQiArt6PBhCoARIsAMF5wagYPf8jHhZNy7_BO1zQRkdOL9xG1GOPf62dgRnDRA3Y8XttAGjRZawaAhJLEALw_wcB