

Exploring and Ordering from Black Lion Café Website

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WRTG 393 – Advanced Technical Writing

Writing Assignment 2

University of Maryland Global Campus

12 Jan 2023

Introduction

Whether seeking for a serene workspace with quality coffee, planning a meeting accented with freshly brewed coffee, or eager to explore the rich flavors of Ethiopian coffee, Black Lion Cafe in Montgomery County, Maryland, offers an authentic experience. This guide will walk you through the simple process of ordering coffee beans online from Black Lion Cafe's website.

Instructions

1. **Access and Navigate the Website.** From any device, navigate to Black Lion Cafe's website <https://blacklioncafe.com/>.

The main website includes information about the Café's "Farm to Cup" approach, the roasting process, their ethos, photos showcasing aesthetics and interior design, as well as an image list of bulk order products.

Note. *The website is optimized for both mobile and desktop use.*

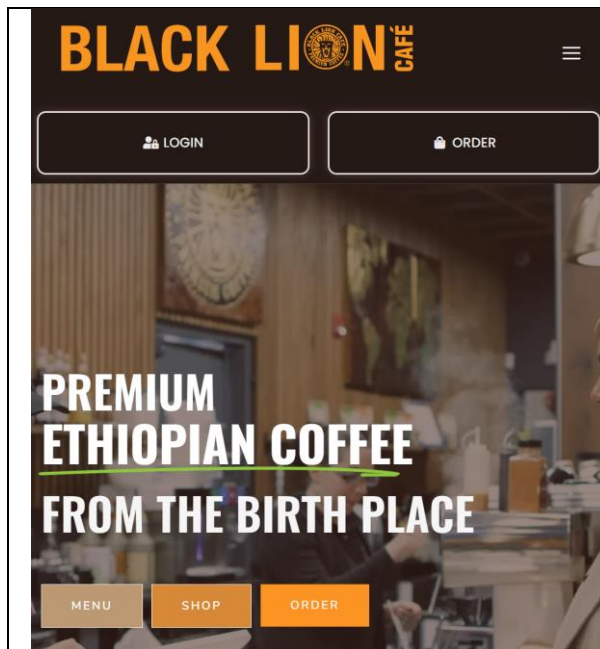


Figure 1. Homepage.

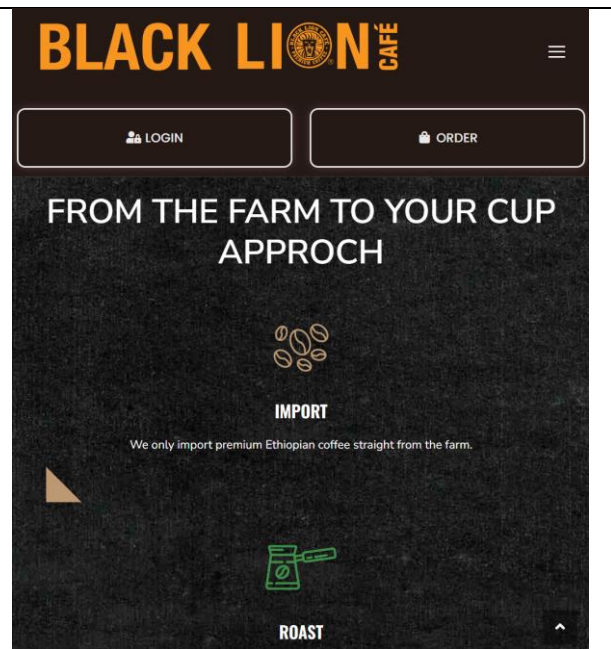


Figure 2. Homepage, "Approach" section.

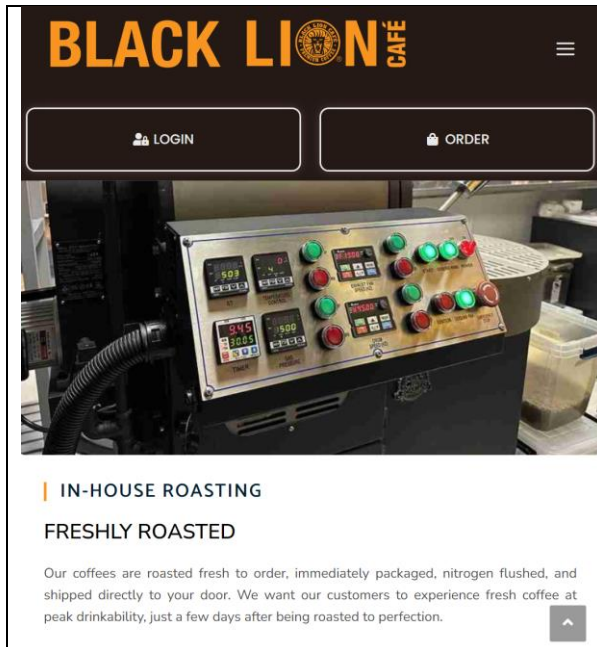


Figure 3. Homepage, "Fresh Roasted" section.

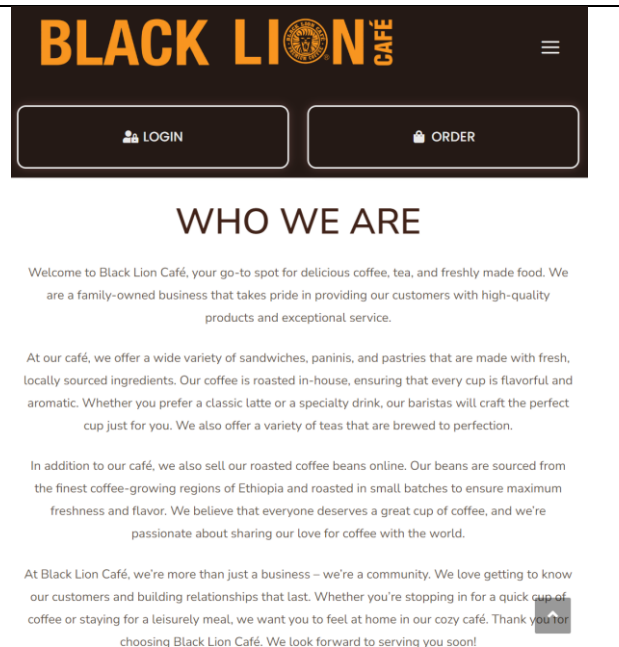


Figure 4. Homepage, "About" page.

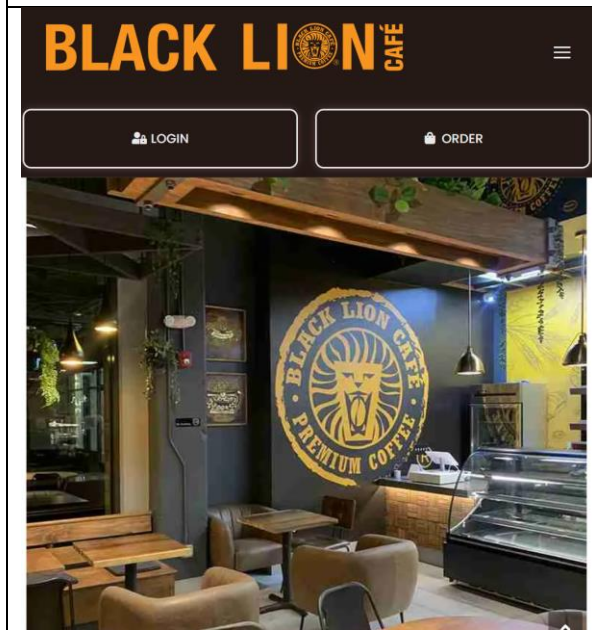


Figure 5. Homepage, Photos of location.



Figure 6. Homepage, Images of bulk coffee.

2. Begin Shopping.

- a. Click on the 'Shop' button from the main homepage.

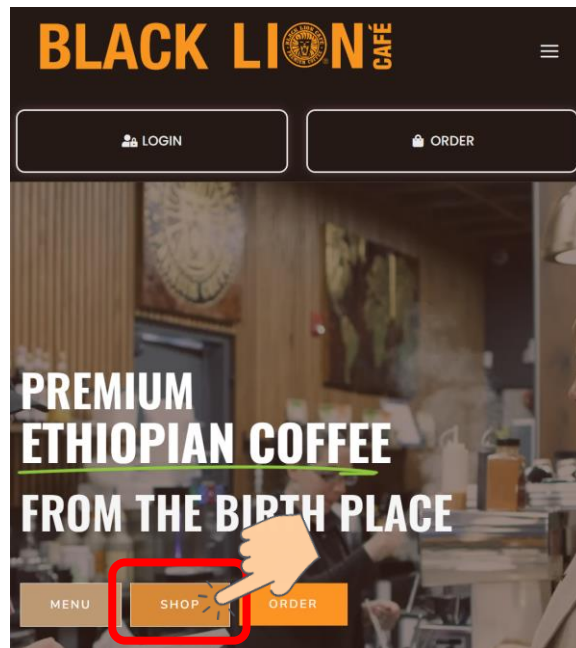


Figure 7. Shop button.

3. Make a Product Selection.

- a. Click on the product image to view product description and details. For example, as illustrated in Figure 8, select "Ethiopian Yirgacheffe Premium Coffee".

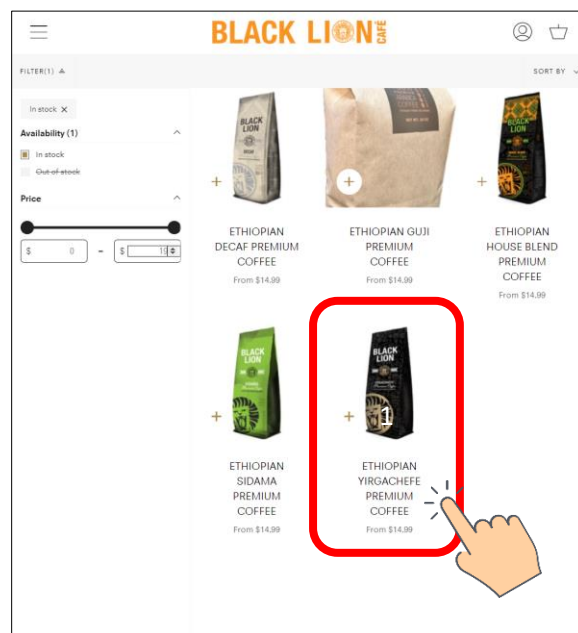
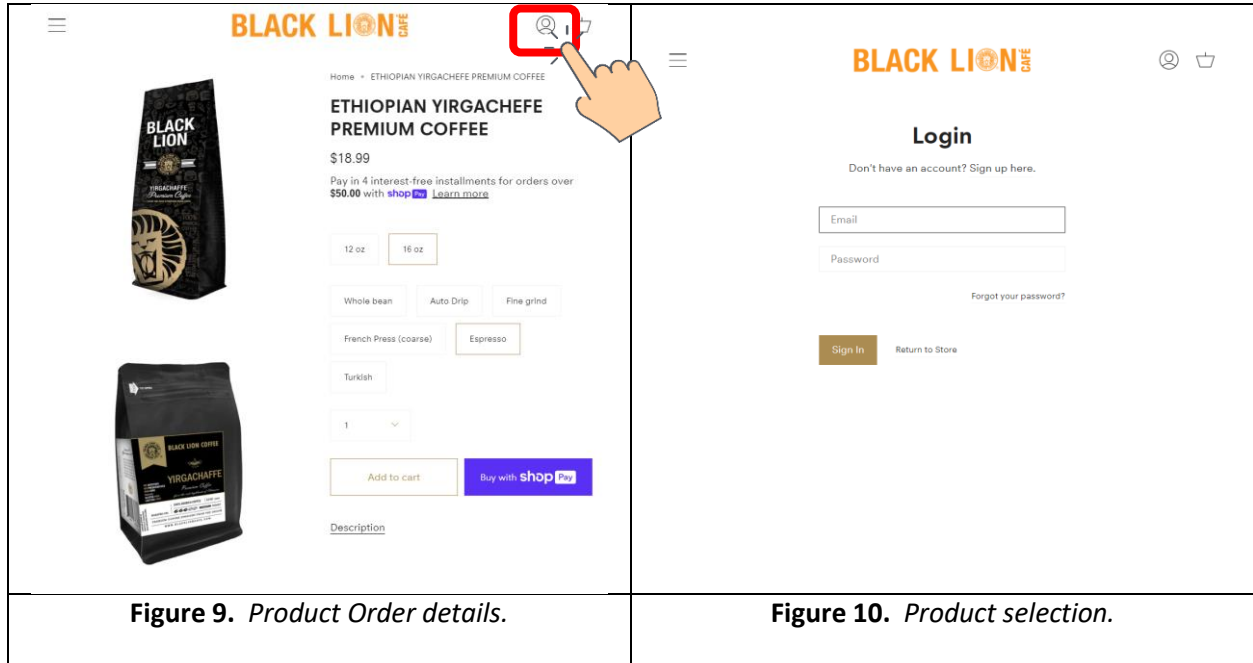


Figure 8. Product selection.

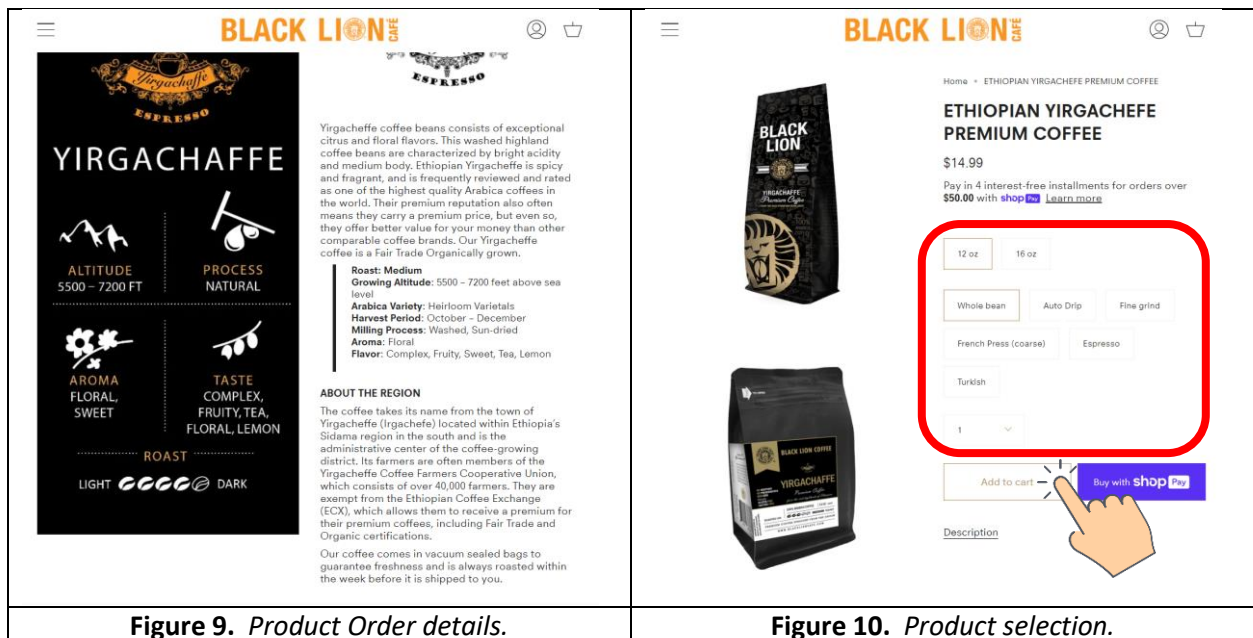
Exploring and Ordering from Black Lion Café Website

4. **User Accounts.** The Black Lion Café website supports user accounts. This feature is useful for order tracking and history. To access the user login page, click on the user login icon as illustrated in Figure 9, which will take you to the login page show in Figure 10. **Note:** *This feature is optional and is not necessary for one-time orders.*



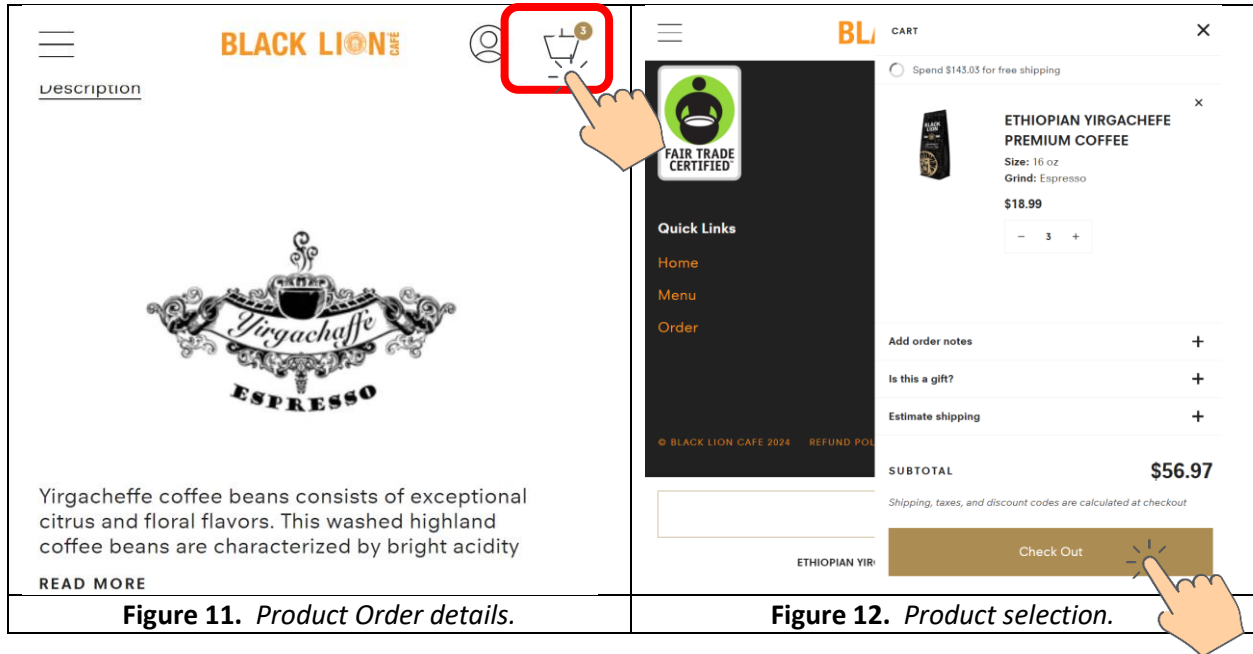
5. **Product information.** To review technical information about the coffee product, as shown in Figure 9, scroll down on the product page.

6. **Add to Cart.** When ready, scroll back up or configure your order and customize the volume, grind method, and order quantity, as shown in Figure 10, then click "Add to Cart".



7. **Viewing The Shopping Cart.** The shopping cart icon updates with the current product quantities within the cart, as illustrated in Figure 11 below, showing 3 items in the cart.

8. **Proceed to Check Out.** After reviewing and verifying the cart items, click “Check Out” to proceed to checkout.



9. Express Check Out Options.

As show in Figure 13, the Black Lion Café checkout page is integrated with various popular and secure Express Checkout payment systems such as ShopPay, Paypal, and Venmo, to help make the user experience more streamlined.

Users have the option to use Express Checkout or manually enter shipping and payment information as show in Figures 14 and 15.

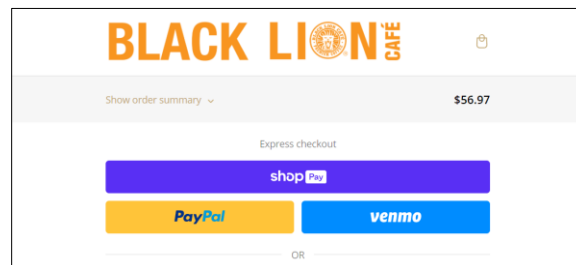


Figure 13. Express Checkout.

Exploring and Ordering from Black Lion Café Website

Contact <small>Have an account? Log in</small> <input type="text" value="Email"/> <input type="checkbox"/> Email me with news and offers	Payment <small>All transactions are secure and encrypted.</small>
Delivery <input type="text" value="Country/Region"/> <input type="text" value="United States"/> <input type="text" value="First name"/> <input type="text" value="Last name"/> <input type="text" value="Company (optional)"/> <input type="text" value="Address"/> <small>+ Add apartment, suite, etc.</small> <input type="text" value="City"/> <input type="text" value="State"/> <input type="text" value="ZIP code"/> <input type="text" value="Phone (optional)"/> Shipping method <input type="text" value="Enter your shipping address to view available shipping methods."/>	Credit card <small>VISA MASTERCARD AMERICAN EXPRESS DISCOVER +4</small> <input type="text" value="Card number"/> <input type="text" value="Expiration date (MM / YY)"/> <input type="text" value="Security code"/> <input type="text" value="Name on card"/> <input checked="" type="checkbox"/> Use shipping address as billing address <input type="radio"/> PayPal <input type="radio"/> shop Pay Pay in full or in installments Remember me <input type="checkbox"/> Save my information for a faster checkout


Figure 14. Checkout Shipping Information Entry. **Figure 15. Checkout Payment Information Entry**

10. Review and Payment.

Review order summary details. When satisfied, click “Pay Now” button to proceed with payment and process the order.

Once the order has been successfully placed, a confirmation number will be displayed on the page. Please keep this confirmation number to reference your order.

Lastly, there are links at the bottom of the page to view details about payment refunds, product returns, and terms of service.

Order summary
 ETHIOPIAN YIRGACHEFFE PREMIUM COFFEE
16 oz / Espresso \$56.97

Subtotal \$56.97
Shipping Enter shipping address
Total USD \$56.97

[Refund policy](#) [Privacy policy](#) [Terms of service](#)

Figure 16. Checkout Payment Information Entry

Accommodating Personas:

In developing the online ordering user experience for the Black Lion Café website, careful consideration has been given towards addressing the unique preferences and requirements of diverse customers, represented by the personas Emma, Michael, and Sarah.

For Emma, an environmentally conscious graphic designer with tastes for specific coffee flavors, the website offers a user-friendly interface with additional details about the coffee varieties available at Black Lion Café. The guide highlights the website “Home” and “About” pages which contain information about Black Lion Café’s sustainability, farmer-friendly sourcing practices, and environmentally conscious ethos. This not only assists her in making informed choices that align with her taste but also supports her environmental values.

Michael, a local business consultant frequently organizing meetings, benefits significantly from the website’s design optimization for various devices, whether he’s using a desktop workstation at the office or his mobile phone during his commute. Highlighting the website support for user accounts (to track order histories and status) and secure express checkout features streamlines the ordering processes and simplifies the checkout procedure. These features are crucial for his need to place bulk orders efficiently and ensuring his business gatherings are always well-accommodated with quality coffee.

Lastly, Sarah, a recent graduate with a growing interest in coffee culture, should find the site particularly engaging. The highly detailed descriptions and technical information of coffee varieties, origins, and flavor profiles enrich her understanding and appreciation of Ethiopian coffee, aligning perfectly with her personal goal to delve deeper into the world and community of coffee lovers.

Overall, the guide should be useful in bridging the gap between the specific customer needs of the various personas and the coffee experience offered by Black Lion Café.