**January 2016 Code Louisville Front End Web Development Project**

**mid-towncoffee.com**

**Background**

I am a coffee geek. I’m into everything from roasting to brewing. Retirement from my career in ERP implementations is fast approaching and I’m looking for the next opportunity. A micro-roasting business is definitely on the short list. I am currently developing business models and plans for scaling a hobby into something larger.

**Web Presence**

In preparation for where I may go in the future, I want to build a web presence. At first, this would be an educational site, providing information on brewing and nuances of different coffees. Eventually, I would like to include ecommerce as part of the site.

I originally purchased a GoDaddy account complete with the web design option. I wasn’t happy with it as using a global template can result in a “me too” look and feel. I want the uniqueness that only a custom design can provide.

**Pages**

Initially, I am thinking about a landing page that includes a blog post. I would like to have a knowledgebase page as well. This page will provide information on brewing, home roasting techniques and coffee varieties. Additionally, an “about us” page would be included. At some point in the future I would add an ecommerce page.

**Look and Feel**

From a look and feel standpoint, I want clean and uncluttered. At the moment I’m leaning toward a white background with a typeface that conveys a mid century modern feel.