

Coffee Base Vision Document

Version <1.4>

Coffee Base	Version: 1.4
Vision Document	Date: 08/11/25
Minh Quang	

Revision History

Date	Version	Description	Author
8/11/25	<1.4>	Update 1.	Quang
8/11/25	<1.3>	Add 1.	Phát
03/11/25 13:24	<1.2>	Add 4. and 5.	Thanh
03/11/25	<1.1>	2.Positioning	Vũ Ngọc Minh Quang

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Vision (Small Project)

1. Introduction

The vision for Coffee Base is to become the digital platform for modern coffee commerce. We are building a comprehensive, dual-interface system designed to address both operational efficiency and customer engagement:

- Internal Management System: A robust back-end for shop operators, offering centralized inventory control, and sophisticated sales analytics to significantly reduce operational overhead.
- Customer Experience Platform: A seamless, branded web that facilitates rapid mobile ordering, order customization, and automated rewards, driving customer frequency and loyalty.

Coffee Base will bridge the digital divide, allowing any coffee shop to foster deeper customer relationships and achieve high operational profitability.

2. Positioning

2.1 Problem Statement

The problem of	Inefficient manual ordering processes and long customer wait times, especially during peak morning hours.
affects	Busy customers (like commuters or students) who need their coffee quickly and the shop's staff who get overwhelmed.
the impact of which is	Customer frustration, a chaotic store environment, potential for incorrect orders, and lost sales when potential customers see a long line and decide to go elsewhere.
a successful solution would be	A website with a robust online pre-ordering system that allows users to place and pay for their orders in advance for a scheduled pickup time, streamlining the entire process.

The problem of	Difficulty in building a community and retaining customers in a competitive market, where many interactions are purely transactional.
affects	Both the shop owner, who struggles with low customer retention, and customers, who feel no personal connection or incentive to return.
the impact of which is	High customer churn (losing customers), reliance on easily-lost physical punch cards, and missed opportunities to communicate promotions, new products, or events.
a successful solution would be	A website that functions as a customer hub, featuring a digital loyalty program, user accounts (to save favorite orders), and a newsletter for announcing special offers or events.

2.2 Product Position Statement

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For	Owners, staffs and customers
Who	Sell and buy coffee as well as pleasant services
The (product name)	Coffee Base
That	Allow coffee shop owners to provide their customers better coffee services as well as more scheduled working space for staff.
Unlike	The traditional coffee shops that sell manually with a time-wasting process.
Our product	Brings more convenience to both customers and shop owners

3. Stakeholder and User Descriptions

3.1 Stakeholder Summary

Name	Description	Responsibilities
Development Team	The group of students who are responsible for designing, building, testing and deploying the website.	Ensuring the website works as specified, meets the needs of all users and is completed within the given timeline.
Admins	Individual who runs small-to-medium Business, who need an all-in-one website to manage customers and incomes	Use the systems even when in testing phase, report unexpected errors to the Development team. Provide feedbacks to further improve products associated with the project.
End-users	People who can freely use the website after it is deployed in production, who can feedback on their experiences	Provide feedbacks after the project is deployed.
Faculty Advisor	Lecturer, Teaching Assistants who provide guidance throughout the development of the project.	Reviews the project's progress, gives feedback and make sure the alignment with academic requirements.

3.2 User Summary

Name	Description	Responsibilities	Stakeholder
Business Owners	Owners who want a modern platform to manage sales, customers and a convenient website for their customers.		Admin
Shop Managers (Staffs)	People in-charged of providing and managing orders		End-users

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	made in this platform		
Guest	Customers who just want a view the website or the menu, or simply just want to find a nearby store		End-users
Users	Customers who made an account, who might visit the shop more than once and visit its website.		End-users

3.3 User Environment

[Detail the working environment of the target user. Here are some suggestions:

Number of people involved in completing the task? Is this changing?

How long is a task cycle? Amount of time spent in each activity? Is this changing?

Any unique environmental constraints: mobile, outdoors, in-flight, and so on?

Which system platforms are in use today? Future platforms?

What other applications are in use? Does your application need to integrate with them?

This is where extracts from the Business Model could be included to outline the task and roles involved, and so on.]

3.4 Alternatives and Competition

[Identify alternatives the stakeholder perceives as available. These can include buying a competitor's product, building a homegrown solution, or simply maintaining the status quo. List any known competitive choices that exist or may become available. Include the major strengths and weaknesses of each competitor as perceived by the stakeholder or end user.]

4. Product Features

4.1 Customer Features

No.	Feature	Description	Priority
1	Sign up	Sign up for an account to use online ordering and payment services.	High
2	Log in	Log in to use the services and store your history information.	High

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3	View drink menu	Displays a list of drinks and side items with images, descriptions, prices, and categories (coffee, tea, smoothies, etc.).	High
4	Search and filter drinks	Users can search by name, category, price, or promotions. Sorting options include “Most Popular,” “Price: Low to High,” etc.	Medium
5	Customize drinks	Allows users to select cup size, add toppings, adjust sweetness or ice level, and choose milk type according to their preference.	Medium
6	Online ordering	Customers can select products, add them to the cart, confirm orders, and choose to pay online or in-store.	High
7	Order tracking	Shows real-time order status (preparing, delivering, completed).	High
8	Online Payment	Supports payment methods such as bank cards, e-wallets (Momo, ZaloPay, ShopeePay), or QR codes, or our credit.	High
9	Drink ratings and reviews	After purchasing, customers can rate products with stars and leave comments about quality and service.	Medium
10	User Profile & order history	“My Account” page displays personal details, past orders, saved addresses, and payment methods.	Medium

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4.1 Admin Features

No.	Feature	Description	Priority
1	Admin login & authentication	Allows only authorized admins to access the management dashboard. Supports role-based access (e.g., Super Admin, Staff).	High
2	Manage menu	Admin can create, edit, or remove products in the menu. Each item includes: Name, Description, Picture, Price, Tags/Categories , and Availability Status (active/inactive).	High
3	Manage users	Admin can view and manage user accounts, including Email, Username, Full Name, Birth Date, Phone Number, Credit Points , and Purchase History .	High
4	Manage orders	Displays all customer orders with details such as Timestamp, List of Products + Quantity, Customer Info , and Order Status (Ordered / Processing / Done / Canceled). Admin can update status manually.	High
5	View sales statistics (time - based)	Generates analytics on income and sales over specific time ranges (daily, weekly, monthly). Includes visual charts for easy comparison.	High
6	Manage feedback & reviews	Admin can read, approve, or delete customer comments and star ratings to ensure appropriate content.	Medium
7	Manage promotions /	Admin can create or edit	Low

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	discounts	promotional campaigns: discount codes, percentage-based sales, or loyalty bonuses.	
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5. Non-Functional Requirements

Performance:

The website should load the main pages (Home, Menu, and Cart) within 2–4 seconds under normal internet conditions.

Scalability:

The system should be able to handle approximately 50–100 users accessing the website at the same time without significant slowdown.

Availability:

The website should be available at least 95% of the time, excluding planned maintenance or testing periods.

Usability:

The interface must be simple, clear, and user-friendly so that customers with basic computer or mobile skills can easily navigate and place orders.

There is a 30-second tutorial video, and users can immediately follow along after watching it.

Staff members have a tutorial video for using the website, and after 2 hours of training, they will be proficient in using the website with no more than 2 errors per day.

Security:

All user passwords must be encrypted before being stored. Login sessions should expire after a certain period of inactivity to protect user accounts.

Data Integrity:

All order and payment information must be stored correctly in the database without data loss or duplication.

Maintainability:

The source code should be written in a clear, modular structure and include comments to help other developers easily maintain or extend the system.

Backup and Recovery:

The database should be backed up regularly (e.g., daily or weekly) to prevent data loss in case of system failure.

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Privacy:

Customer personal data such as email, phone number, and address must be kept confidential and not shared with third parties.

Accessibility:

The system interface should be readable and responsive, ensuring users can interact easily on mobile phones and computers.

Reliability:

If the system crashes unexpectedly, it should be able to restart and recover without losing essential data.