

HOLY ANGEL UNIVERSITY

PORCH COFFEE

A Final Project

Presented to The Faculty of the

School of Computing



In Partial Fulfillment

of the Requirements for the Web and Advertising Publishing Concepts

(6WEBPUB)

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I. Name of the Company

Porch Coffee

A. Description of the Company

Porch Coffee is a café in Clark, Pampanga, that prides itself on handcrafted coffee, signature blends, and a well-curated menu of comfort food. It draws inspiration from porches of barn houses for warm familiarity; thus, the space feels cozy yet modern. The intention was to build something that isn't a purely commercial coffee outlet, an inviting space where guests want to be able to slow down, connect, and enjoy life as it happens over good food and great coffee. Through its design considerations, warm service culture, and quality assurance, Porch Coffee has become a lifestyle destination for locals, office goers, and tourists alike in the nearby Clark area.

B. Current Logo Of the Company

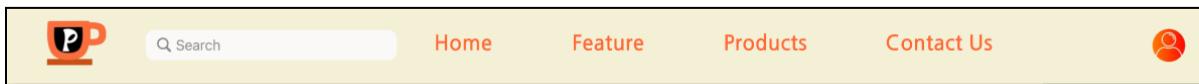


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C. Created Logo for the Company



II. Main Menu Navigation:

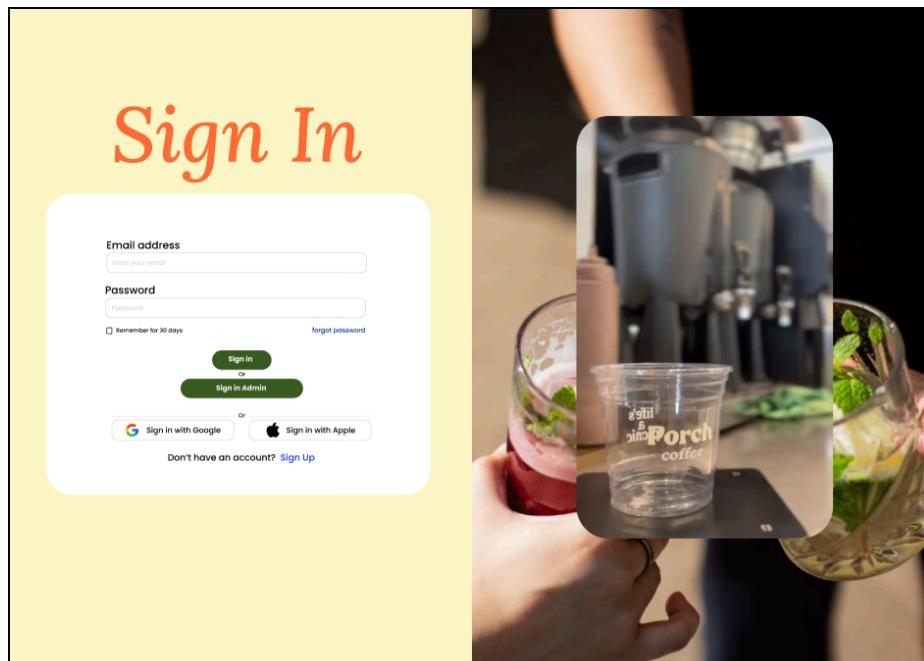


III. Sign Up Feature:

The image is a composite of two parts. On the left, there is a digital interface for a 'Sign Up' feature. It features a large red 'Sign Up' button at the top. Below it is a white rectangular form containing fields for 'Fullname', 'Email address', 'Address', 'Contact Number', 'Date of Birth', 'Gender' (with radio buttons for 'Male' and 'Female'), 'Password', and a checkbox for 'I agree to the terms & policy'. At the bottom of the form are 'Sign up' and 'Reset' buttons, followed by a note 'Or' and social media login options for 'Sign in with Google' and 'Sign in with Apple'. On the right side of the composite image is a photograph of a person's hands holding two clear plastic cups. One cup has 'Porch coffee' printed on it. In the background, there are several other cups and what appears to be a coffee machine or display.

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IV. Login Feature:



V. Pages

A. Landing Page

The image is a screenshot of a website for 'Porch Coffee'. At the top, there is a navigation bar with a logo (a red coffee cup icon), a search bar, and links for 'Home', 'Feature', 'Products', 'Contact Us', and a user icon. The main visual is a large, slightly blurred photograph of a porch with palm trees in the background. Overlaid on this image is the company's name 'Porch Coffee' in a large, bold, orange font, with 'drinks' and '&' below it, and 'foods' to its right. A small orange button labeled 'Menu' is located at the bottom center of the image area.

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B. Feature Page

 Q Search Home Feature Products Contact Us 

Porch Coffee is Different

"Inspired by gatherings on a warm porch, every cup brings people closer together."

Porch Coffee is the best because it offers more than just great coffee, it creates an experience. Located in a heritage barnhouse in Clark, the café blends history, comfort, and a relaxing atmosphere where guests can truly feel at home.

Our signature Porch Latte and a menu filled with comfort food, sandwiches, and all-day breakfast make every visit satisfying. Guests love not only the taste but also the cozy interiors, breezy porch seating, and welcoming service that turn simple moments into memorable ones.

Whether you are here to study, spend time with friends, or simply enjoy a quiet morning, Porch Coffee is the place where quality and community come together. Every cup, every meal, and every visit brings people closer, making Porch Coffee a favorite destination for both locals and visitors.

[Read More](#)



Blogs & Reviews





**Porch Coffee:
#25 on "The 41 best
bakeries in Pampanga
Province"**

**Porch Coffee: A Cafe
Housed In One of Clark
Freeport's Barn Houses
(They Make Good
Coffee and Desserts!)**

**Porch Coffee:
As Featured on
Wheree.com**

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PORCH LATTE

“Our signature drink, the Porch Latte, is carefully crafted to bring warmth and comfort in every sip, a perfect blend of rich espresso, creamy milk, and a touch of sweetness that captures the cozy spirit of Porch Café.

Porch Coffee



From the highland coffee farms of Sitio Belis and Sitio Naguey in Atok, Benguet, we proudly support local farmers by sourcing fresh, sustainable beans that bring community, quality, and care into every cup.



At Porch Café, we believe coffee time is best shared, even with your furry friends. Our pet-friendly space welcomes you and your companions to relax, unwind, and enjoy the cozy atmosphere together.



Porch

Experience a rustic barnhouse atmosphere that blends charm and comfort, the perfect place to unwind after a long day, catch up with friends over coffee, or stay productive while enjoying a warm and welcoming space.

 @porchcoffeeph


Porch Café
Coffee. Comfort. Community.

 2088 R. C. Santos, Clark Freeport,
Clark Special Economic Zone,

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C. Product Page

Porch menu

Eats

Porch Tocino  Sweet cured pork with rice and sides. PHP 375.00	Spam Rice  Classic spam slices served with rice and egg. PHP 355.00	Porch Chop  Fried pork chop with rice and egg. PHP 350.00
Chicken Curry  Savory chicken curry with rice. PHP 375.00	Chicken Sando  Crispy chicken sandwich with lettuce. PHP 330.00	Cheeseburger  Juicy beef patty with cheese. PHP 350.00

Sips

Ice Brew  Freshly brewed coffee on ice. PHP 155.00	Milo Dinosaur  Chocolate milk topped with Milo powder. PHP 190.00	Porch Mocha  Mocha blend of coffee and chocolate. PHP 210.00
Porch Latte  Smooth espresso with milk. PHP 220.00		

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D. Product List Pop Up (For all Products)



E. Contact Us Page

GET IN TOUCH

Contact us to start the conversation

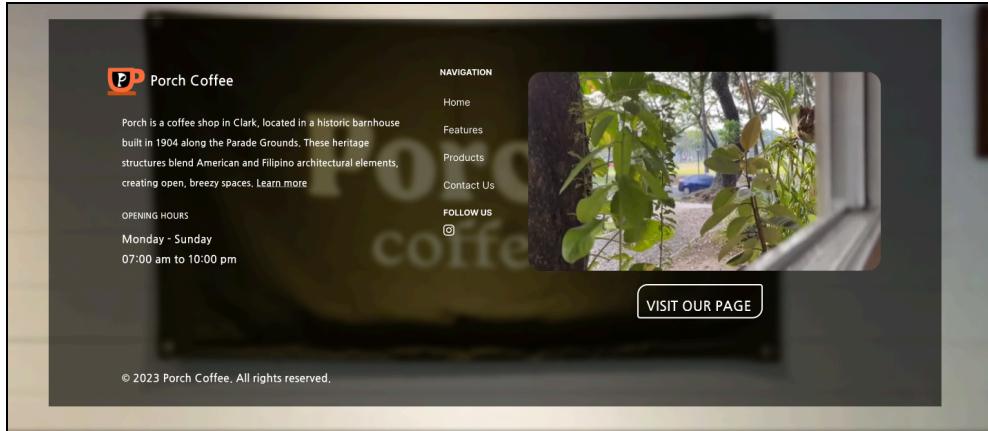
First name
 Last name

Email address
 Phone Number

Message

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F. Footer



G. Customer List Page (Admin)

[Back to Home](#)

Online Customer List

Customer ID	Full Name	Email Address	Contact Number	Address	Date	Order
PC001	Clarence Parungao	clarence@gmail.com	09914495249	San Agustin, San Fernando	09/30/25	Porch Latte, Porch Mocha, Milo Dinosaur, Ice Brew
PC002	Maxene Quimbaao	max@gmail.com	09123456789	Conception	09/30/25	Chicken Sando, Fries
PC003	Martin Villanueva	martin@gmail.com	09234567891	Cutcut, Angeles	09/30/25	Milo Dinosaur
PC004	Krisian Tionizo	krisian@gmail.com	09345678912	San Vicente, Apalt	09/30/25	Cheeseburger, Fries, Rocky Road Cookie
PC005	Adrian Sarmiento	adrian@gmail.com	09456789123	Pandan, Angeles	09/30/25	Chicken Curry, Spam Rice
PC006	Kurt Sicat	kurt@gmail.com	09567891234	Sindalan, San Fernando	09/30/25	Ice Brew
PC007	Christine Yunun	christine@gmail.com	09678912345	Sindalan, San Fernando	09/30/25	Porch Latte, Chicken Sando, Fries
PC008	Micah Lapuz	micah@gmail.com	09789123456	Telabastagan, San Fernando	09/30/25	Spam Rice, Pork Tocino
PC009	Kyle Payawal	kyle@gmail.com	098891234567	Conception, Tarlac	09/30/25	Porch Mocha, Ice Brew
PC010	Mark Camuz	mark@gmail.com	09912345678	Mabiga, Mabalacat	09/30/25	Porkchop, Chicken Curry, Cheeseburger
PC011	Micko Alberto	micko@gmail.com	09112345678	Dau, Mabalacat	10/01/25	Milo Dinosaur, Porch Latte
PC012	Shannen Pascual	shannen@gmail.com	09122345678	Agapito, Angeles	10/01/25	Chicken Sando
PC013	Julien Punsalan	julien@gmail.com	09123345678	Mabiga, Mabalacat	10/01/25	Cheeseburger, Fries, Porch Mocha
PC014	Jate Velasquez	jate@gmail.com	09123445678	San Agustin, San Fernando	10/01/25	Pork Tocino, Porch Latte

[Back to Home](#)

The screenshot shows the footer of the Porch Coffee website, identical to the one in section F. It features a dark background with a large, semi-transparent watermark of the word "coffee" in white. On the left, there's a logo with a stylized 'P' and 'C' followed by the text "Porch Coffee". Below it is a brief description of the shop: "Porch is a coffee shop in Clark, located in a historic barnhouse built in 1904 along the Parade Grounds. These heritage structures blend American and Filipino architectural elements, creating open, breezy spaces. Learn more". To the right is a navigation menu with links to "Home", "Features", "Products", and "Contact Us". Below that is a "FOLLOW US" section with a link to "Instagram". A small image of the interior of the coffee shop is positioned above a "VISIT OUR PAGE" button. At the bottom, a copyright notice reads "© 2023 Porch Coffee. All rights reserved."

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[Back to Home](#)

Welcome, Evicen!

Good to see you again. Let's make today brew-tiful

PERK-FECT PORCH



Brewing up something special just for you. Stay cozy and keep the coffee moments coming.

Order Now!

Collect 12 cups to earn 1 free drink.



Porch Coffee

Porch is a coffee shop in Clark, located in a historic barnhouse built in 1904 along the Parade Grounds. These heritage structures blend American and Filipino architectural elements, creating open, breezy spaces. [Learn more](#)

OPENING HOURS
Monday - Sunday
07:00 am to 10:00 pm

NAVIGATION

- [Home](#)
- [Features](#)
- [Products](#)
- [Contact Us](#)

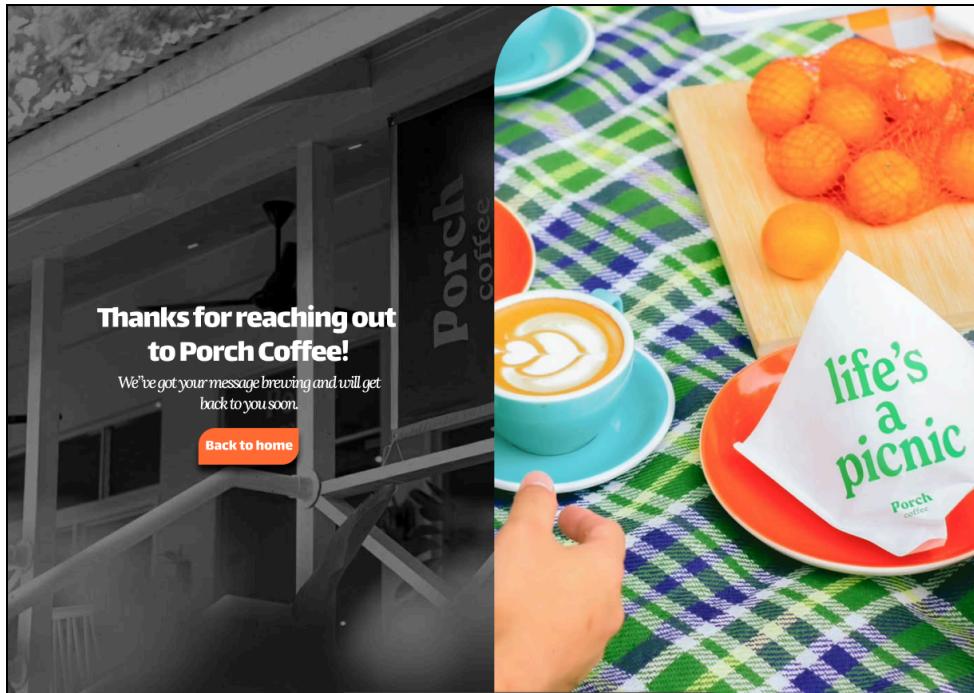
FOLLOW US

[VISIT OUR PAGE](#)

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I. Customer Messages Page



VI. Social Media

A. Facebook

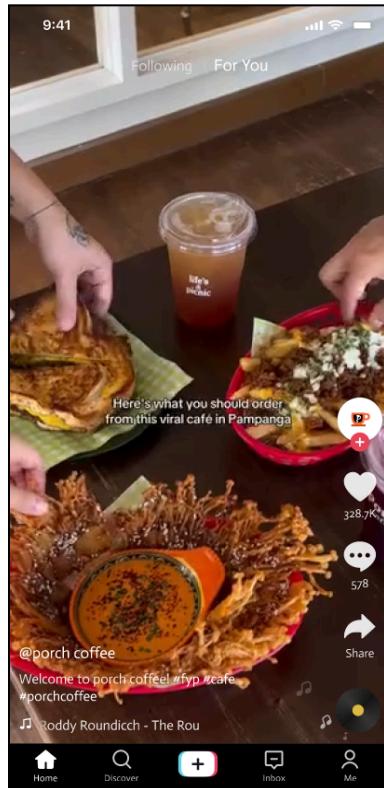
The image is a screenshot of the Porch Coffee Facebook page. At the top, there's a profile picture of a coffee cup, the page name 'Porch Coffee', and statistics: 13K likes and +16K followers. Below this, there's a navigation bar with links for Posts, About, Mentions, Reviews, Followers, Photos, and More. A large promotional post is displayed, featuring a photo of a double cheeseburger in a red basket. The post text reads: 'New burger drop! Juicy, bold, and made to steal the spotlight. Come grab yours before it's gone.' A call-to-action button says 'ORDER NOW'. At the bottom of the post, there are engagement metrics: 2 comments, 2 shares, and a timestamp of August 23.

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B. Instagram



C. Tiktok



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VII. Gmail

Inbox

- Starred
- Snoozed
- Important
- Sent
- Trash
- Drafts
- Categories
- Team
- News
- Work
- Personal
- More

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Something Fresh is Brewing!

PORCH x ISLANDER

ENJOY 15% DISCOUNT CODE: ISLANDSIP15

Crafted TOGETHER WITH PORCH

SIP OF SUMMER

www.porchcoffee.com

Rosella Bloom NEW
A refreshing floral blend with a hint of tart rosella and natural sweetness.

Lychee Mojito NEW
A tropical twist on the classic mojito, bursting with juicy lychee and minty freshness.

Orange Long Black NEW
A bold espresso balanced with zesty orange for a bright, citrusy finish.

ORDER NOW

Inquiry About the Islander x Porch Coffee Partnership

Hi Porch Coffee Team,
I just saw the announcement about your partnership with Islander, and I wanted to say how excited I am to try it out! The combo looks amazing—I'm a big fan of both your coffee and islander's burgers.
I just wanted to ask if the discount or promo for this partnership is already available in-store or online, and how I can avail it?
Thank you so much, and keep up the great work! Can't wait to drop by soon.

Best regards,
Jane Doe

Send email

VIII. Functionality and Purpose of Pages

A. Main Menu Navigation

Purpose

This is the header component used across all pages. It ensures easy navigation and includes the brand logo, a search bar, primary page links, and the user's account access. It usually stays fixed at the top of the screen.

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Functionality

- Logo: Clicks on this always take the user back to the Home Page.
- Search Bar: Allows users to find specific content (static only)
- Navigation Links (Home, Feature, Products, Contact Us): These directly load the main, corresponding pages of the site.
- User Icon: Access point for all account-related actions, like logging in/out or viewing the profile.

B. Sign Up Page

Purpose

The primary purpose of this page is to convert visitors into registered users. By signing up, users get access to personalized features like order history, saving favorites, or receiving tailored promotions—basically, making their experience better and helping us keep track of customers.

Functionality

This feature collects necessary user information and creates a new account.

- Form Fields: Users need to fill out all the required fields (Full Name, Email Address, Password, etc.) to create their profile.
- Sign Up Button: Once all required info is entered, then redirects the user to the Home Page (or a welcome screen).
- "Reset" Button: This is a convenience feature that allows the user to quickly clear all the data they have typed into the form fields.



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- "Sign In" Link: For users who already have an account, this link immediately redirects them to the Login/Sign In page.

C. Sign In Page

Purpose

The goal of this page is to authenticate existing users. Once a user successfully signs in, the system recognizes them and can pull up their personalized data, like saved items, order history, or exclusive content. It's necessary to make sure the user is who they claim to be.

Functionality

This feature allows registered users to securely access their accounts.

- Form Fields (Email/Password): Users input the credentials they used when they signed up. The system then checks these against the database.
- "Sign In" Button: When clicked, the system redirects to the Home Page or the page they tried to access previously.
- "Remember me" Checkbox: If checked, the system saves the user's login status for a set time (using cookies), so they don't have to sign in every time they visit.
- "Sign Up" Link: If the user landed here by mistake and doesn't have an account yet, this link sends them back to the Sign Up page.



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D. Landing Page

Purpose

The primary purpose of the Landing Page is to grab the user's attention, clearly communicate the brand's identity ("Porch Coffee"), and immediately guide visitors to the main call-to-action (CTA). It acts as a gateway, enticing the user to explore the products and services further.

Functionality

This page combines the global navigation with specific, persuasive elements.

- Main Navigation Bar: (Already covered, but note its function here is for global access to the rest of the site.)
- Hero Section (Image and Text): The large, engaging image and bold text like "Porch Coffee drinks & foods" serve as the main brand introduction. This content is static and aims to visually appeal to the user.
- "Menu" Button (CTA): This is the most crucial interactive element. Clicking this button should redirect the user directly to the Products or Menu page (or a dedicated section lower on the page), fulfilling the main goal of getting them to see what's for sale.
- Scrolling: As the user scrolls down, the page will reveal more sections of the site (like "Featured Products," "About Us," or "Testimonials") to keep the user engaged before they commit to a main menu item.

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E. Feature Page

Purpose

The purpose of this page is to communicate the brand's unique selling points (USPs) and build credibility. It explains why a customer should choose this coffee shop over others, often through storytelling, and by showcasing external validation like media features or reviews.

Functionality

This page is primarily a content-driven experience, aiming to engage the reader and prompt further exploration.

- "Porch Coffee is Different" Section: This section uses rich text and images to explain the brand's mission and values. The main function is to inform and connect with the user emotionally.
 - "Read More" Button: This is a secondary call-to-action (CTA). Clicking it should either expand the current text to reveal more detailed information or redirect the user to a dedicated "About Us" page for the full brand story.
- "Blogs & Reviews" Section: This area features snippets of external content. The primary function is social proof—showing that others have positive things to say about the brand.
- Review/Blog Thumbnails: Each image block acts as a link. Clicking on any of the cards should redirect the user to the full external article or blog post (on another site) or to a detailed internal page with the full



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review.

- Interaction: Users can click and read the full articles, which helps to further solidify brand loyalty and trust.

F. Product Page (Porch Menu)

Purpose

The main goal of the Product Page is to showcase all available items and allow users to select, customize, and learn more about them before purchasing. It's the virtual storefront where transactions begin.

Functionality

This page is highly interactive, focusing on presenting choices and initiating the purchase process.

- Product Categorization: Items are organized into clear groups like "Eats," "Sips," and "Treats and Add-ons." This lets users filter or browse easily.
- Individual Product Cards: Each item features an image, name, short description, and price.

Item Selection & Product Card View (NEW FEATURE): When a user clicks on any product card, a modal window (or a dedicated detail page) pops up. The key functionality here is to provide rich information to the user. This new view should display:

- Detailed Description: A more extensive write-up about the product



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- (e.g., ingredients, sourcing, flavor profile, preparation time).
- "Order Now" Button: After viewing the details and making choices, clicking this button will direct the user to the grab link of that product.

G. Contact Us Page

Purpose

The main purpose of this page is to facilitate communication between the customers and the business. It gives users a direct way to ask questions, provide feedback, or make business inquiries, and also provides key locational and social information.

Functionality

This page facilitates communication through a contact form, provides key location data, and acts as a gateway to your brand's simulated social media presence.

- Contact Form: (Functionality remains the same: Send Message button validates data and redirects to the Confirmation Page.)
- Social Media Icons (Facebook, Instagram, TikTok): These icons function as internal navigation links within the Figma project. When clicked, the user is redirected to the specific social media mockup post frames that we created. This lets users see an example of the brand's online content without leaving the prototype.
- Email Icon (Gmail): When this icon is clicked, it still initiates the `mailto:` function, which opens the user's default email client and pre-fills the



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recipient with the designated Porch Coffee marketing email address.

- Interactive Map: The map displays the physical location of the coffee shop, allowing users to zoom and get directions.

H. Customer Message Page

Purpose

The main purpose of this page is to confirm to the user that their message was successfully sent and received by the company. This closes the communication loop, reduces user anxiety about whether their submission worked, and maintains a positive user experience.

Functionality

This page acts as a temporary feedback screen and a navigational tool.

- Message Confirmation: The text ("Thanks for reaching out...") provides immediate feedback, confirming the system processed the message and the company will respond soon. This content is static.
- "Back to home" Button: This is the key interactive element. After the user has seen the confirmation, clicking this button will redirect them immediately to the Landing Page/Home Page. Its function is to keep the user engaged with the site rather than letting them close the tab.
- System Trigger: This page is only displayed after a user has successfully filled out and submitted a form on the site (e.g., a "Contact Us" or "Feedback" form).



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I. Footer Page

Purpose

The footer serves as the global wrap-up for every page. Its main purpose is to provide essential, secondary information that users might look for when they reach the end of a page, like contact details, operating hours, quick links, and copyright info. It helps make the site look professional and complete.

Functionality

The footer's function is to provide information and secondary navigation access.

- About Section/Brand Info: This area, including the logo and the text about the coffee shop, is static content. It informs the user about the brand's identity and physical details (like the location in Clark).
 - The "Learn More" link acts as a soft call-to-action (CTA). Clicking it should redirect the user to the "Feature Page" or a dedicated, long-form "About Us" page.
- Operating Hours: This is static text that clearly displays when the shop is open, which is essential information for customers planning a visit.
- Navigation Links (Home, Features, Products, Contact Us): These links duplicate the main menu navigation at the top, allowing users to jump directly to major pages without needing to scroll back up.
- Social Media Icons: Similar to the Contact Us page, these icons serve as internal links. Clicking on them redirects the user to the business's



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- social media accounts.
- "Visit Our Page" Button (or similar CTA): This is a prominent secondary call-to-action.
- Copyright Text: This is static legal text indicating the current year and the rights held by the company. It automatically updates yearly in a live environment.

J. Customer List page (Admin)

Purpose

The main purpose of this admin-only page is to provide the business team (admin users) with a centralized, read-only view of all registered customer data and their recent order activity. This information is key for team members to quickly reference customer details and track sales activity.

Functionality

This feature allows administrators to view a static snapshot of the customer database.

- "Online Customer List" Display (Static Data Table): The core function is presenting large amounts of customer data in a structured table. Since the data is static (not clickable or sortable), its job is purely to display the current customer records pulled from the database for immediate review.
 - The table includes essential metrics like Customer ID, Full Name, Contact Number, Address, Date of Order, and the Order details.



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- "Back to Home" Button: This is the only interactive element on the page. Clicking this button redirects the admin user back to the main admin dashboard or the primary Home Page, allowing them to exit the customer data view when they're done.

K. User Loyalty Page

Purpose

The purpose of this page is to recognize and reward loyal customers and encourage them to make repeat purchases. It personalizes the user experience by showing them their progress toward a reward, which helps boost customer retention and engagement.

Functionality

This page provides personalized status updates and a direct call-to-action (CTA).

- Personalized Greeting: The "Welcome, Evicen!" text is dynamically generated. It pulls the user's name from the database upon successful login, which is key for a personalized experience.
- Loyalty Progress Tracker: This is the main interactive feature.
 - The "PERK-FECT PORCH" card visually displays the user's progress (8/12 cups collected). This number is pulled directly from the user's transaction history in the backend.
 - It clearly communicates the goal: "Collect 12 cups to earn 1 free drink." When the count hits 12, the system should ideally trigger a notification or change the card's state to show a redeemable



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coupon.

- "Order Now!" Button: This is the primary call-to-action. Clicking this button should immediately redirect the user to the "Product Page" (C) so they can start adding items to their cart and continue working toward their next free drink.
- "Back to Home" Button: This is a standard navigation button that redirects the logged-in user to the Landing Page (A), letting them easily exit the loyalty page.

