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| Cups & Cookies |
| Project Vision Document | |
| **Version 1.0** | |
| 2/10/2024 | |

**Revision History**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Revision | Date | Author | Reviewed By | Summary of Changes |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Document Approval List**

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| 1,0 | Nut Jarensri | N.J | 2024-09-24 |
| 1.0 | Ivan Zakrevskyi | I.Z | 2024-10-01 |

**Document Distribution List**

|  |  |  |
| --- | --- | --- |
| Version | Name of the Receiver/Group | Date |
| 1.0 | Darya Mansouri | 2024-09-24 |
| 1.0 | Ali Mousavi Roozbahani | 2024-09-24 |
| 1.0 | Naveed Ahmed | 2024-09-24 |
| 1.0 | Nut Jaroensri | 2024-09-24 |
| 1.0 | Ivan Zakrevskyi | 2024-10-01 |
| 1.0 | Anjana Shah | 2024-09-24 |

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# Introduction

The objective of this project vision statement is to enhance the home café experience which is a web application led by students. The project aims to give coffee lovers an easy-to-use platform that includes a wide variety of coffee brewing instructions, pastry recipes, and associated resources. The online application is made to solve typical problems that coffee enthusiasts, encounter. Such as the high expense of your common coffee shop, the narrow selection of choices on the menu, and the annoyance of long queues.

This project's main goal is to enable people to make drinks and desserts at home that rival those in cafés by fusing a love of coffee with useful digital solutions. The document provides a clear vision that directs the development and outlines the project's objectives, scope, and anticipated results. As a student initiative, the project seeks to provide a novel solution to a shared issue while also giving the team a chance to employ their abilities in a practical setting, giving users a worthwhile experience.

## Purpose

This project vision document serves to clarify and convey the Cups & Cookies web application project's overarching goals and strategic orientation. This document acts as a fundamental guide, describing the project’s aim, scope, and expected outcomes, and gives a clear picture of how the proposed solution answers the demands of a coffee enthusiast wishing to enhance their home café experience.

## Scope

This project's scope includes creating and implementing a feature-rich online application specifically designed for coffee lovers who want to replicate a café atmosphere at home. The following are the principal aspects of this project's scope:

* **Comprehensive Recipe Library:** Development of an extensive library of coffee brewing tutorials and pastry recipes, featuring detailed instructions and tips for a wide range of beverages and desserts.
* **User Authentication and Personalization:** Implementation of a user authentication system to enable personalized experiences, including saving favorite recipes, tracking progress, and receiving tailored recommendations.
* **Responsive Web Design:** Creation of a fully responsive web application that offers an optimal user experience across various devices, including desktops, tablets, and smartphones.
* **Community Interaction and Feedback:** Integration of features that allow users to provide feedback, rate and review recipes, and engage with other users in a community setting.
* **E-commerce Integration for Tools:** Limited integration of an e-commerce feature where users can purchase recommended tools, such as pitchers, to enhance their home café setup.

### **Out Of Scope**

The following areas are not within the scope of this project and will not be addressed or influenced by the development of the web application:

* **Supply Chain and Inventory Management:** The project does not cover backend logistics related to inventory management or the supply chain for the e-commerce tools offered on the platform.
* **Third-Party Payment Processing Integration:** Direct integration with third-party payment processors beyond basic e-commerce functionalities is excluded.
* **Mobile Application Development:** The project scope is limited to a responsive web application; no native mobile applications (iOS or Android) will be developed at this stage.
* **Extensive Customer Support Services:** While basic user assistance and FAQs will be provided, comprehensive customer support services such as live chat or call centers are out of scope.
* **Advanced Data Analytics and Reporting:** While basic user interaction data may be collected for improving the user experience, advanced analytics, and reporting tools for business insights are not included in this phase.

## Definitions, Acronyms, and Abbreviations

<This subsection provides the definitions of all terms, acronyms, and abbreviations required to properly interpret the Project Visiondocument. This information may be provided by reference to the project’s Glossary>

This section explains all of the terms and abbreviations that are being used in this document, for those who are unfamiliar with them. Not everybody who reads this document will understand all of the terms, so this section is helpful.

|  |  |
| --- | --- |
| Term | Explanation |
|  | *Not Applicable* |
|  |  |
|  |  |
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|  |  |
|  |  |

## References

*<This subsection provides a complete list of all documents referenced elsewhere in the Project Vision****.*** *Identify each document by title, report number if applicable, date, and publishing organization. Specify the sources from which the references can be obtained. This information may be provided by reference to an appendix or to another document>*

| Reference File Name | Version | Description |
| --- | --- | --- |
|  |  |  |
|  |  |  |

This section also contains links to all other places that were referred to in this document. These may include:

* Web sites
* URLs or network locations
* Research done for similar products

|  |  |
| --- | --- |
| Name | Link |
|  |  |
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# Positioning

## Business Opportunity

This project's business potential is to meet the increasing demand from coffee enthusiast for a more affordable and customised substitute for frequent café visits. There is a sizable demand for a platform that enables consumers to make pastries and beverages of café quality at home because traditional cafés are becoming more expensive and have fewer menu selections. This web application addresses this opportunity by offering an accessible solution that combines comprehensive brewing tutorials, diverse recipes, and user-friendly tools, enabling individuals to enjoy a premium coffee experience in their own space. By satisfying this need, the initiative establishes itself as a useful tool for enthusiastic home baristas as well as casual coffee lovers.

## Problem Statement

|  |  |
| --- | --- |
| The Problem of | High costs, Post-covid restrictions, limited menu options, and long waiting times at traditional cafés. |
| affects | Coffee enthusiasts, frequent café-visitors, and individuals who enjoy café-quality beverages and pastries. |
| the impact of which is | Increased expenses, having to wear masks all the time, worrying about the hygiene, limited access to diverse coffee and dessert options, and time wasted waiting in line, which diminishes the overall coffee experience. |
| a successful solution would be | A web application that provides users with comprehensive brewing tutorials, a wide range of recipes, and the tools needed to create café-quality drinks and desserts at home, reducing costs, expanding menu variety, and saving time. |

Table 1 Problem Statement

## 

## 2.3 Product Position Statement

|  |  |
| --- | --- |
| For | Coffee enthusiasts and home baristas |
| Who | Desire to enjoy café-quality beverages and pastries at home without the high costs and limited options of traditional cafés. |
| The Cups & Cookies | is a Web Application for Home Café, a Digital platform offering coffee brewing tutorials, pastry recipes, and related tools. |
| That | Provides users with a convenient, cost-effective way to recreate the café experience at home, featuring an extensive recipe library and personalized user engagement. |
| Unlike | <primary competitive alternative> |
| Our product | <statement of primary differentiation> |

Table 2 Product Position Statement

## SWOT Analysis

## <Reference: <https://www.businessballs.com/strategy-innovation/swot-analysis/>)

|  |  |
| --- | --- |
| Strengths | Weaknesses |
|  |  |
|  |  |
|  |  |
| **Opportunities** | **Threats** |
|  |  |
|  |  |
|  |  |

# Stakeholder and User Descriptions

< This section provides a profile of the stakeholders and users involved in the project, and the key problems that they perceive to be addressed by the proposed solution. It does not describe their specific requests or requirements as these are captured in a separate stakeholder requests artifact. Instead, it provides the background and justification for why the requirements are needed>

## Stakeholder Summary

< There are a number of stakeholders with an interest in the development and not all of them are end users. Describe and list the project stakeholders>

| Stakeholder Name | Represents | Role |
| --- | --- | --- |
| <Name the stakeholder type > | < Briefly describe what the stakeholder represents with respect to the project > | < Briefly describe the role the stakeholder will play throughout the lifecycle of the project.> |
|  |  |  |
|  |  |  |

Table 3 Stakeholder Summary

## User Summary

< Present a summary list of all identified users of the system >

| User Name | Description | Responsibilities | Stakeholder |
| --- | --- | --- | --- |
| Joe Anderson | * Age: 22 * Occupation: University Student * Location: Edmonton, AB * Bio: Joe is a University student who enjoys coffee but has little resources. In an attempt to cut costs, he likes to experiment with home brewing and is constantly searching for less expensive ways to enjoy his daily cup of coffee without compromising on quality. | As a user, I want to find coffee recipes that require basic tools and ingredients, so I can make coffee without spending too much.  I want recommendations for budget-friendly coffee tools, so I can gradually build my home setup.  I want to watch quick tutorials that explain brewing basics, so I can improve my skills without feeling overwhelmed. | [If the user is not directly represented, identify which stakeholder is responsible for representing the user’s interest.] |
| Sara Thompson | * Age: 32 * Occupation: Office worker * Family: Husband and 1 children * Location: Toronto, ON * Bio: Sarah is a working mother and office worker who enjoys making delectable desserts at home for her kids to bring to school. She loves quick and easy baking recipes that are kid-friendly and fit into her busy schedule. | As a user, I want to connect with other parents and baking enthusiasts, so I can exchange recipes and gather new ideas for fun and creative snacks.  I want to find quick and easy dessert recipes that are suitable for school snacks, so I can prepare healthy treats for my child without spending too much time.  I want to browse recipes that include nutritional information, so I can ensure the snacks I make are healthy and balanced for my child. |  |
| James Brooks | * Age: 28 * Occupation: Barista * Location: Toronto, ON * Bio: James has a strong love for coffee and works hard as a barista. To improve his coffee concoctions, he is constantly keen to experiment with novel formulas, pick up new brewing processes, and find intriguing flavour combinations. | As a user, I want to learn about different brewing methods, so I can improve my skills and enhance the flavor profiles of the coffee I serve.  I want to find interesting food pairings that complement different coffee types, so I can suggest perfect combinations to customers and elevate their coffee experience.  I want to share my own coffee creations with other coffee lovers, so I can receive feedback and learn from their experiences. |  |
| Grace Parker | * Age: 31 * Occupation: Café Owner * Family: Single * Location: Montreal, QC * Bio: Grace is a passionate café owner who is always looking for new and creative coffee and dessert ideas to keep her menu fresh. She is also interested in gathering feedback and insights from others in the industry, so she can adapt those ideas to fit her own café’s style and customer preferences. | As a user, I want to discover new coffee and dessert recipes, so I can introduce fresh, exciting items to my café’s menu and keep customers coming back for unique offerings.  I want to connect with other people and learn from their experiences, so I can adopt best practices for improving my café’s offerings and operations.  I want to learn about cost-effective ways to make high-quality coffee and desserts, so I can maintain profitability while offering premium products at my café. |  |

Table 4 User Summary

# Stakeholder Requirements

< Categorize and list the requirements from the perspective of the business stakeholder and potential system users >

| ID | Requirement | Stakeholder |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

Table 5 Stakeholder Requirements

# System Features

< List and briefly describe the system features. Features are the high-level capabilities of the system that are necessary to deliver benefits to the users. Avoid design. Keep feature descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented >

| ID | Feature | Stakeholder Requirement ID |
| --- | --- | --- |
|  |  |  |
|  |  |  |

Table 6 System Features

# Assumptions

*<List all assumptions made about any of the content provided in this document. Assumptions should be applicable to the scope, desired solution, requirements, business process, and stakeholders >*

# Constraints

*<List any process constraints, external constraints or other dependencies >*