**Project Summary Template**

This document is intended to provide a summary understanding of the high-level vision of your project goals.

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| **Company Name/ Team Name** | Cups & Cookies | |
| **Company Address** | (if applicable) | |
| **Company Website** | (if applicable) | |
| **Telephone** | (if applicable) | |
| **Company Contact/ Team member names** | Darya Mansouri  Ali Mousavi Roozbahani  Naveed Ahmed  Nut Jaroensri  Ivan Zakrevskyi | |
| **Title** | (if applicable) | |
| **Company Email/ Email address for all team members** | [darya.Mansouri@georgebrown.ca](mailto:darya.Mansouri@georgebrown.ca)  [ali.Mousaviroozbahani@georgebrown.ca](mailto:ali.Mousaviroozbahani@georgebrown.ca)  [naveed@georgebrown.ca](mailto:naveed@georgebrown.ca)  [Nut.jaroensri@georgebrown.ca](mailto:Nut.jaroensri@georgebrown.ca)  Ivan.zakrevskyi@georgebrown.ca | |
| **Telephone** | (437) 436-5944 | |
| **Project Title** | Café web app | |
| **Project**  **Description** | **About the company:**  Cups & Cookies is a student-led project focusing on the home café experience through a user-friendly web app. Our platform provides pastry recipes and Coffee brewing tutorials (Espresso, latte, ...), making it easier for coffee lovers to create café-quality drinks at home. We aim to combine passion for coffee with practical digital solutions.  **About the project:**  A web Application for a Home Café. Barista Tutorials, Cake recipes. For the real coffee enthusiasts, you can get coffee, Desserts and pastry. We also have tools such as pitchers that you can purchase for the ultimate home experience. | |
| **Problem/**  **Opportunity Assessment \*** | *Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.* | |
| 1.  2.  3. | Financial Savings:  Regular visits to cafés can accumulate significant costs over time, especially for individuals who frequently enjoy gourmet coffee and pastries. For the growing number of coffee enthusiasts seeking café-quality beverages on a daily basis, the expenses can quickly become a burden. By providing a platform where users can learn to brew their own coffee and bake their favorite pastries at home, this project addresses the need for an affordable alternative without compromising quality.  Limited Menu Options:  Traditional café menus often offer a limited selection of drinks and desserts, restricting customers from exploring more diverse and creative options. Many cafés focus on popular items, leaving those seeking unique or less common recipes with few choices. This project aims to bridge that gap by offering a broad and customizable range of recipes, empowering users to expand their coffee and dessert repertoire at home.  People face a lot of waiting time when going to a café  Covid-19 Restrictions:  Due to the COVID-19 pandemic, Joe (and many others) faced challenges when visiting cafes. These included health risks, social distancing requirements, limited indoor seating, and the discomfort of mask mandates. Post-pandemic, while restrictions have eased, many customers like Joe still feel uneasy in crowded spaces and prefer more control over their environment. Additionally, many cafes have reduced hours, limited services, or increased prices, making them less convenient. |
| **Desired Project**  **Outcomes/**  **Requirements\*** | *Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution* | |
| 1. | Cost-Effectiveness:  The platform will empower users to significantly reduce their spending on expensive café purchases. By offering tutorials and guidance on how to make café-quality coffee drinks and pastries using affordable raw ingredients, the project will enable users to recreate these items at a fraction of the cost. This financial benefit will be one of the key motivations for users to engage with and continue using the platform. |
| 2. | Expanded Recipe Variety:  One of the core objectives of this project is to provide users with a wide range of recipes, far exceeding the typical offerings found in standard café menus. The platform will introduce users to new coffee brewing techniques, rare dessert recipes, and creative pairings. This allows coffee lovers to explore beyond the conventional options and experiment with new flavors and combinations that they would not ordinarily have access to in traditional cafés. |
| 3. | Health and Safety:  To successfully transition everyone from visiting cafes to creating a fully functional and enjoyable home café experience that replicates the quality, atmosphere, and satisfaction of coffee shop visits, while providing safety, convenience, and cost-effectiveness. |
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| **Key Deliverables to be produced by students\*** | *Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)* | |
| 1.  2.  3.  4. | Comprehensive Recipe Library:  The project will feature an extensive and fully functional library of coffee and pastry recipes. The library will cover a wide range of coffee brewing methods (e.g., espresso, pour-over, cold brew) as well as diverse pastry options (e.g., cakes, croissants, muffins). Each recipe will be detailed, offering clear instructions, ingredients, and preparation tips. Additionally, the recipe library will be regularly updated to include seasonal items and trending recipes.  Responsive Design:  Ensuring a seamless and enjoyable user experience across devices is crucial. The web application will be designed to be fully responsive, providing optimal functionality and usability whether accessed via mobile, tablet, or desktop. This will allow users to browse recipes, follow tutorials, and engage with the platform easily, regardless of the device they are using.  User Authentication and Personalization:  The platform will incorporate a user authentication system, enabling users to create personalized accounts. Registered users will have access to exclusive features such as saving their favorite recipes, tracking their brewing and baking progress, and receiving personalized recommendations based on their preferences. This feature will enhance user engagement and create a more tailored experience for each individual.  User Feedback and Community Interaction:  A key component of the platform will be a feedback section where users can rate and review recipes, share tips, and offer suggestions for improvement. This interactive feature will foster a community of coffee enthusiasts who can exchange ideas and help each other improve their brewing and baking skills. The feedback system will also allow the platform to continuously evolve by integrating user-driven improvements and new recipe requests. |
| **Desired Start Date** | 2024-09-16 | |
| **Desired End Date** | 2025-03-28 | |
| **Attachments** | *List attachments that support project description* | |
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\* Please add fields as required