## Concept and Analysis Stage

## Project Team Member Names: Gabriel Sierra & Dionis Pena

**Purpose of the Project**

Our website will introduce our customer to JaMocha Coffee Shop an eclectic coffee neighborhood coffee shop located in the heart of the West Village in NYC. JaMocha‘s name derives from Java (refers to coffee specially brewed) and Mocha (a strong tasting coffee from Yemen and the Arabian Peninsula..

**Web Project Goals**

We are serious about coffee and our website aims at educate our current clients and potential customers about some of the varieties we serve at our coffee shop, we will also display the different types of coffee certifications available in our store and which of our products complied with these strict standards.

* **Bird-Friendly (Smithsonian Migratory Bird Center)**
* **Rainforest Alliance**
* **USDA Organic**
* **Fair Trade**
* **UTZ Certified**

In addition, we will also offer online shopping (gear and coffee beans) and online gallery of images from local artists that will be showcased on premises.

**Intended Users of the Website**

JaMocha is located in one of the most affluent neighborhoods of the New York City, well-educated single and partner couples who love the city life and hold professional positions in business, finance, legal, computer, and entertainment. Our customer pay close attention to nutrition and buy organic food at high-end grocers, therefore we are a high-end coffee shop that caters to all these needs. Among the regular expenses of our customers you find nice clothes, art, and traveling. Laptops, cell phones, iPads are omnipresent in this neighborhood, therefore, we can capitalized in a customer base that wants to get work done at our coffee shops along with great music, free Wi-Fi and plenty outlets.

**Example:**

Target Audience: Most of our customers don’t own a car or home, they rent apartments close to amenities, and either work from home or walk, bike and take public transportation to get around.

Here some statistics about our Neighborhood:



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The median income in our neighborhood is above the average ($100,100), our customer base consist of the “American Dreamers” Upper Mid Middle Age Family Mix.

**Website Visit Scenarios**

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**Example:**

* Website Scenario #1: (For the JaMocha Coffee Shop physical address) A customer walks by and sees that JaMocha Coffee Shop has a web site. He/she stops and takes a picture of the venue, he/she wants to see what he could order and what are JaMocha’s Offers. When he/she can they go to the website to check the menu were they are shown several options and shown some of the ways the shop makes its blend. The web site recommends him any specials or promotions available and he/she orders something (coffee or gears). He might also be a coffee fanatic and discover our website has detailed information about the blends that JaMocha offers along with extra info about the social impact of the consumption of coffee that has certain certifications.
* Website Scenario #2: (surfing the web and go to sour website) Being knowledgeable about coffee he searches for a certain variety, he comes up to the website and sees they sell a variety of blends. He finds what interested him and can choose from several sellers (or can just order from us or have both options) He is comes against other blends and see's there are sampler packs which he orders.

**Competitor Analysis**

* **[http://rocknjoeunion.comcastbiz.net/]**
  1. Coffee Shop Website
  2. What do you like or dislike about the site?

The website doesn’t have a clean domain name, it looks that they used some template provided by Comcast. As a customer I would not be able to remember the whole domain name. Although you can use a template for any business this particular one might not fit the type of business they have, it’s very limited

* **[www.lenacoffee.com]**
  1. What do you like or dislike about the site?
  2. Local coffee shop on the west village area,very few pages, poor design and lacking online shopping.
* **[www.birchcoffee.com]**
  1. What do you like or dislike about the site?
  2. Great design and dynamic website, dark and red theme that compliments their logo, lots of info and sub pages under the navigation menu, big images and lots of video clips demonstrating different scenes of how the coffee is made, very informative overall. The most exciting part of this website? Well, they invite regulars of their coffee shop to sit down and talk to them about many different things, some personal questions, what they like about the venue what the coffee shop should improved, pure honest customer feedback with a non anonymous setting, they really connect with their customers.

*Topic must be approved before you may begin to work on the next milestone*

*Reviewed and approved***:  *Yes No***