

Business Case

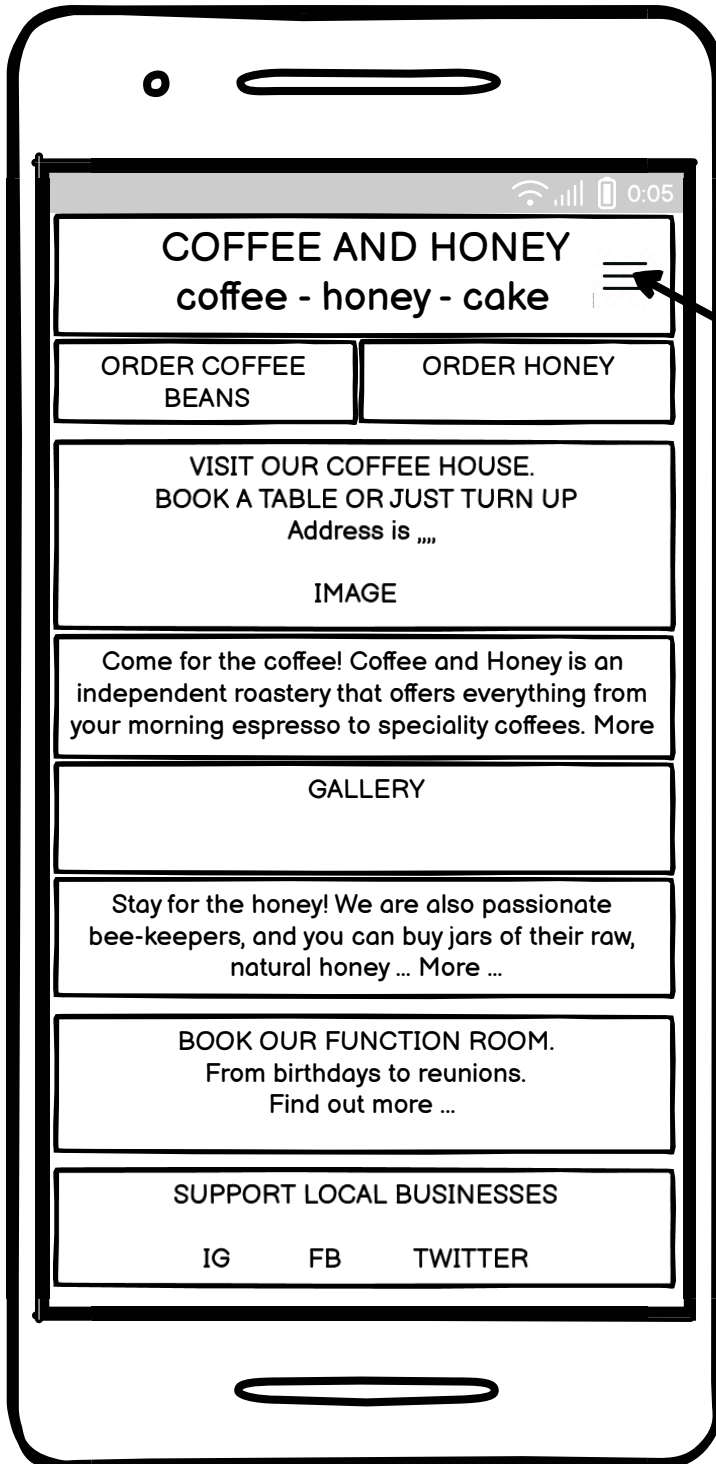
Coffee and Honey is an independent coffee shop. They are looking for ways to maximise their revenue by selling some of their products online and advertising their function room to maximise its potential.

They have identified setting up a professional website as a way of increasing their turnover. Once the website is added to the local search and the SEO is optimised, they hope to raise attention and turnover as follows:

- Increase usage of their function room: until now this has run successfully but only on a word-of-mouth basis and with limited bookings. They plan for the professional website to change this.
- Sell coffee beans over the internet, either for shipping or for pick-up in store. Part of their brand is their focus on specialty coffee beans, and this has potential to be scaled up.
-> The beans can also be ground by their professional grade bean grinder, if the customer so wishes.
- Sell honey from their own apiary, again for shipping or pick-up in store; one of the owners is himself a bee-keeper
- Sell bee-hive tours: this is more of an awareness-raising venture to help them stand-out from the many other competitors, but it could still bring in some welcome revenue at relatively low effort and cost.

The website is therefore designed to meet these requirements.

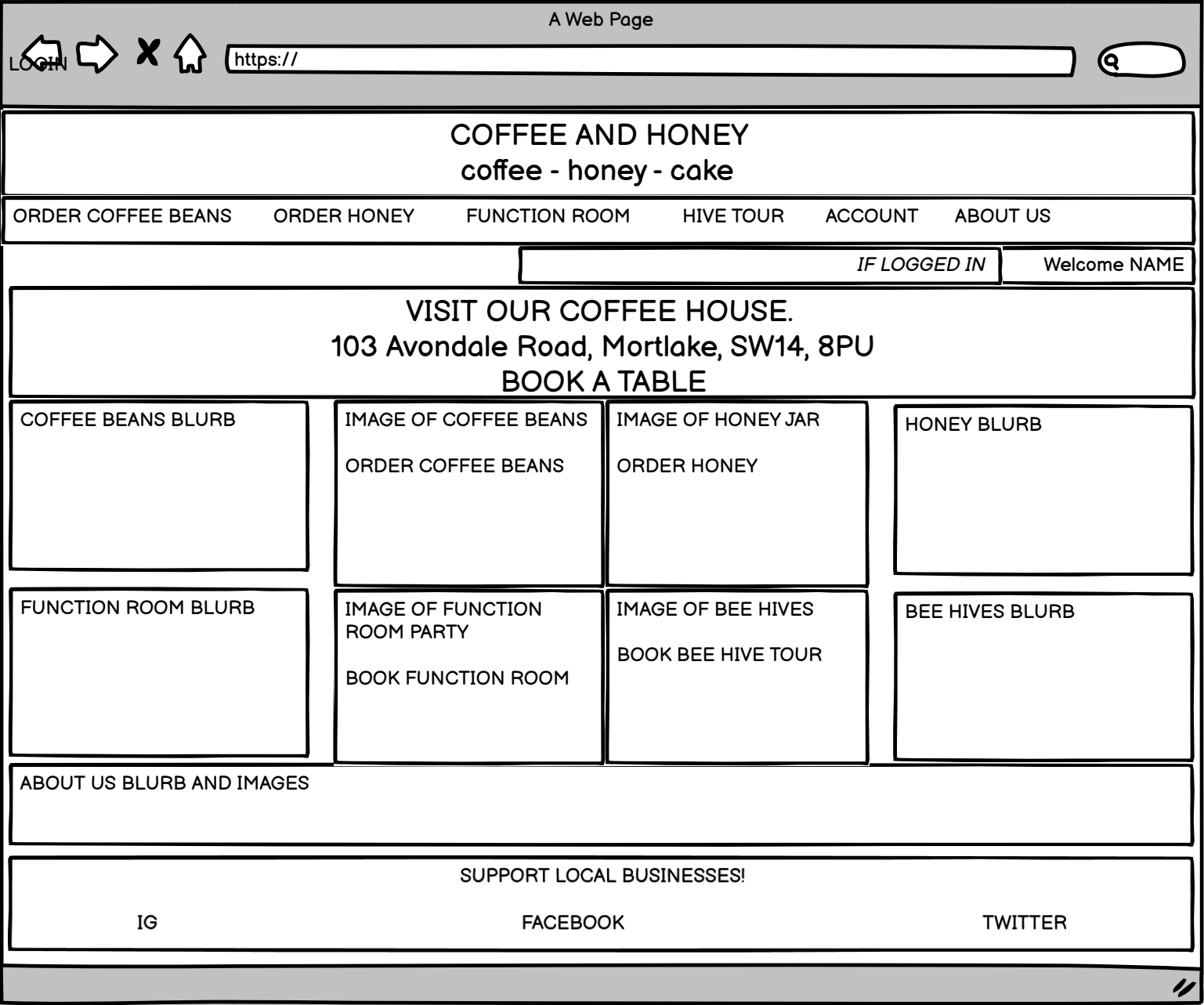
MOBILE / TABLET VIEW



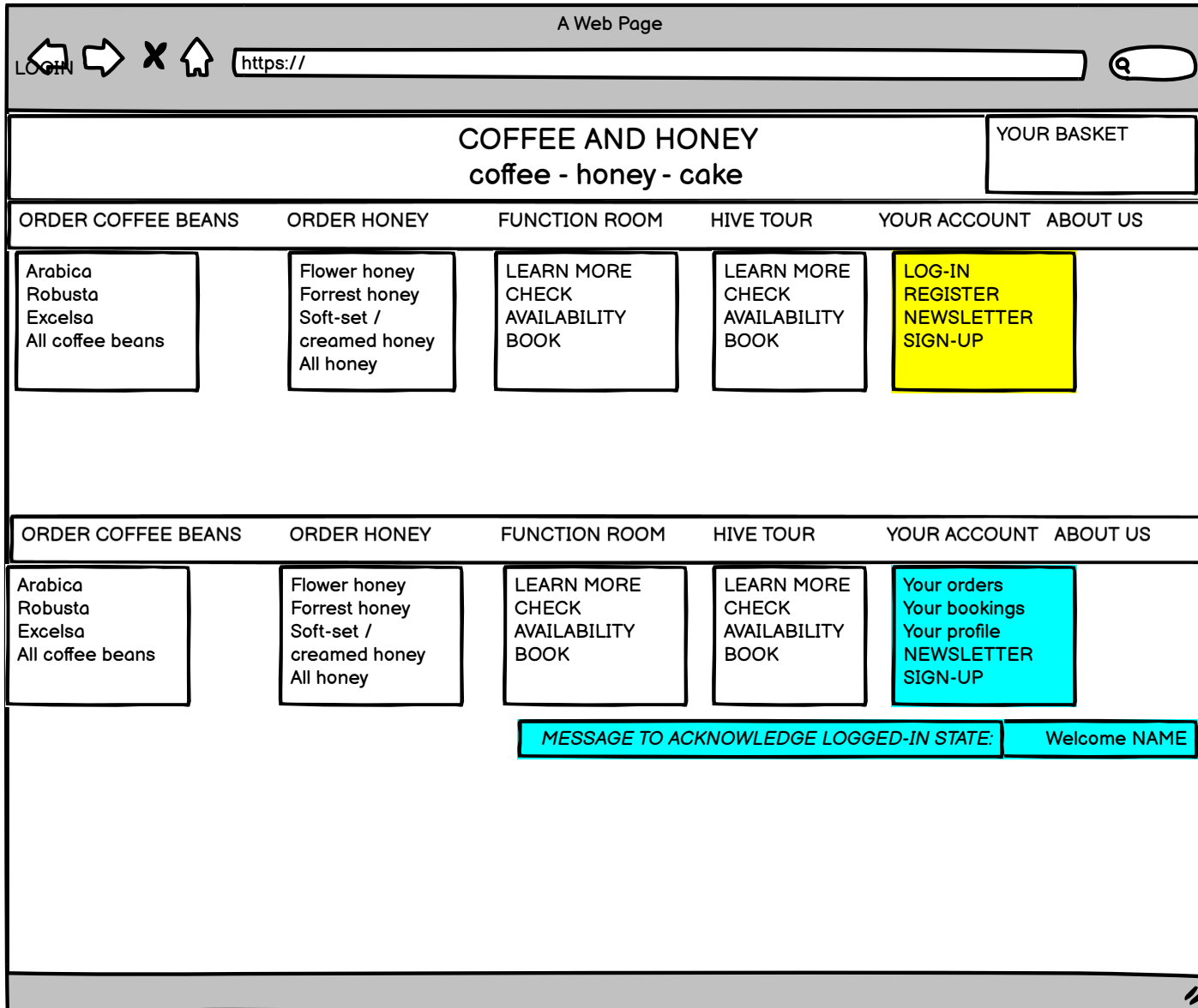
- ORDER COFFEE BEANS
- ORDER HONEY
- CHECKOUT / BASKET
- FUNCTION ROOM BOOKINGS
- BEE HIVE TOUR
- ACCOUNT
- ABOUT US



What the expanded text will look like - user cards or accordion elements for this

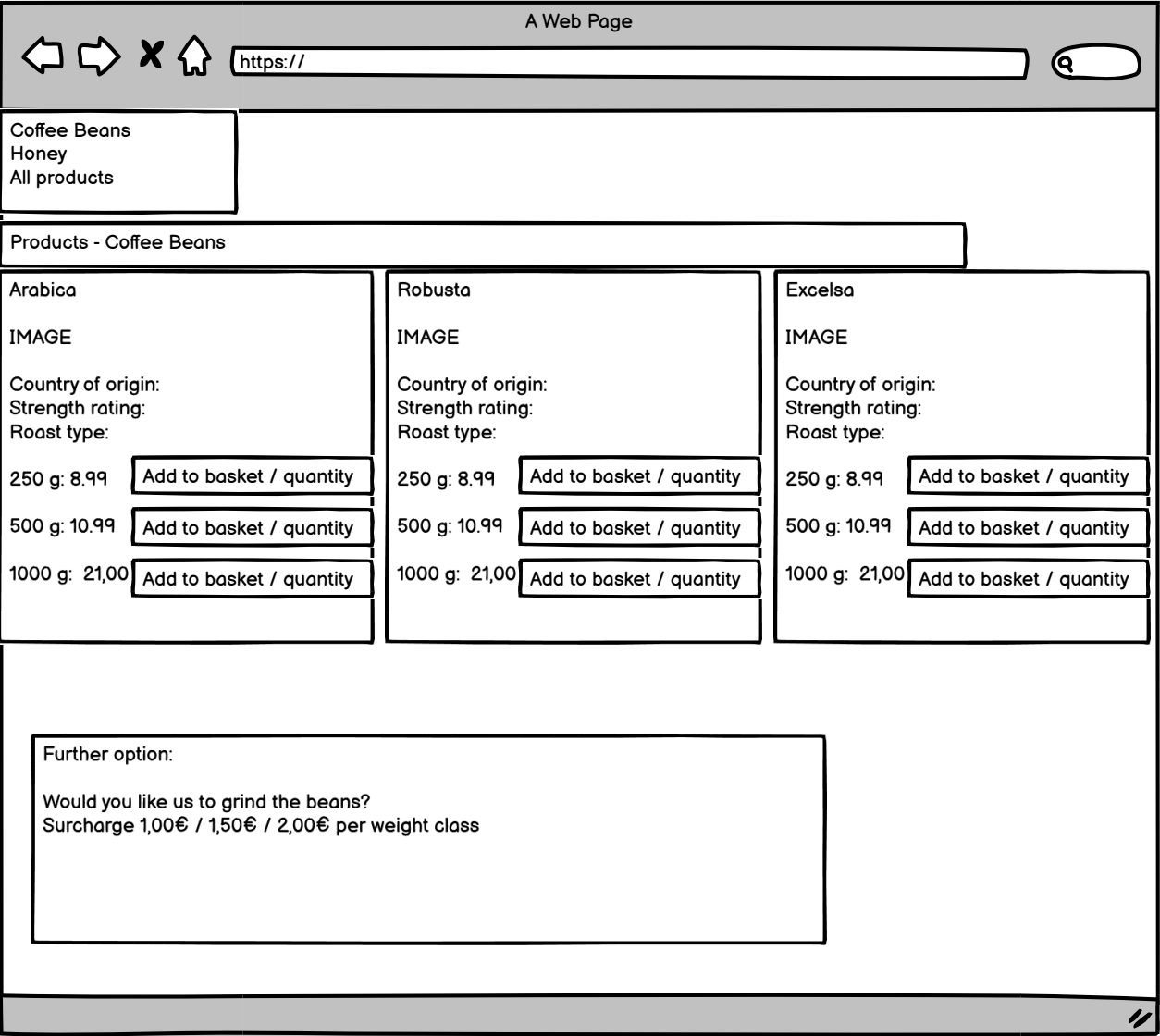


LAPTOP / LARGE
SCREEN VIEW



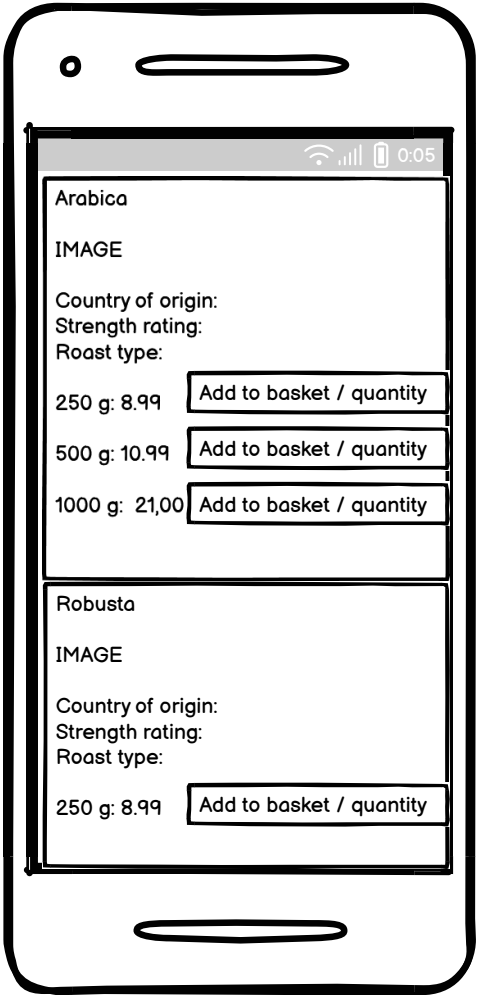
What the navbar drop-downs looks like if you are not logged in

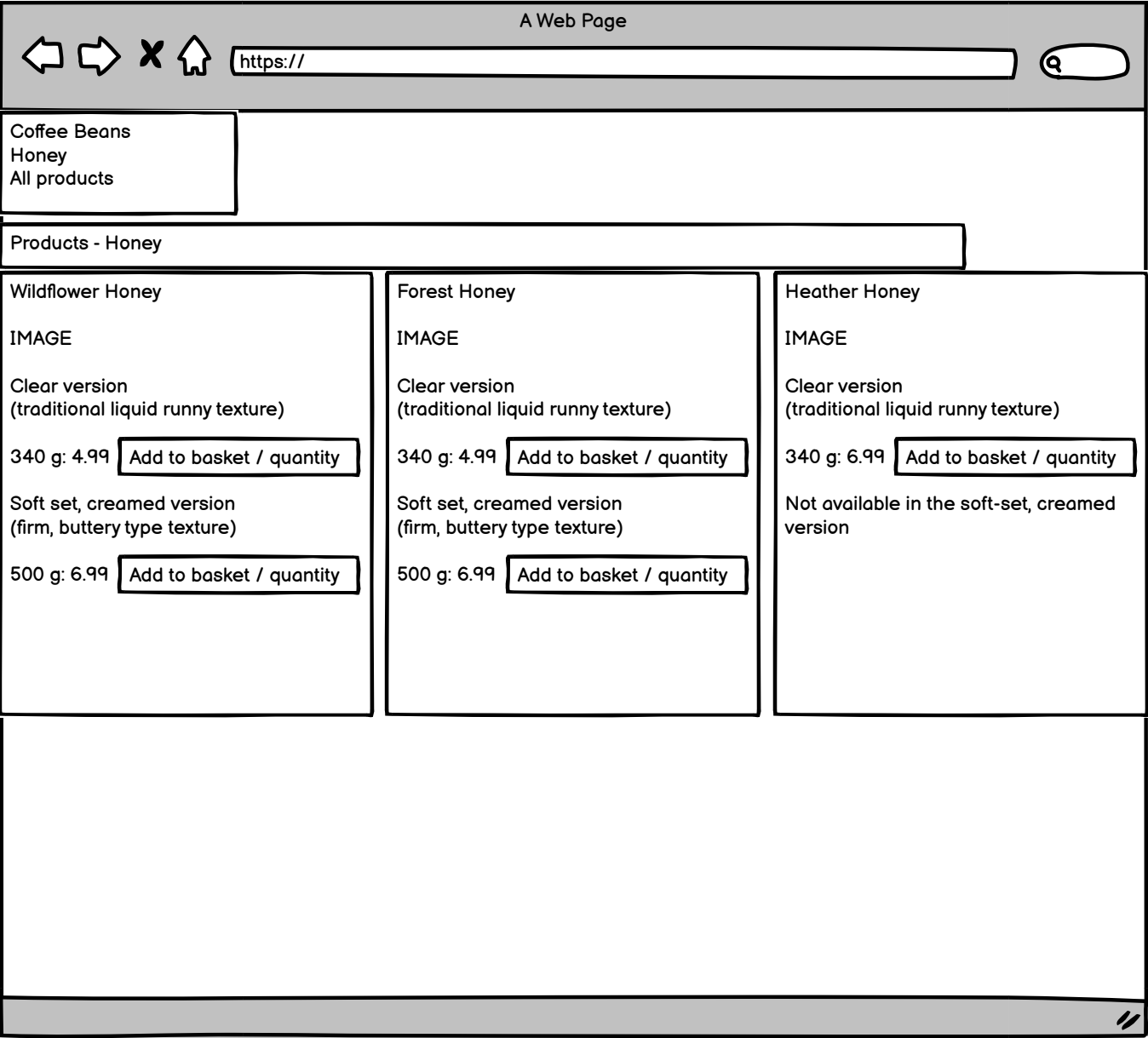
What the navbar drop-downs looks like if you are logged in



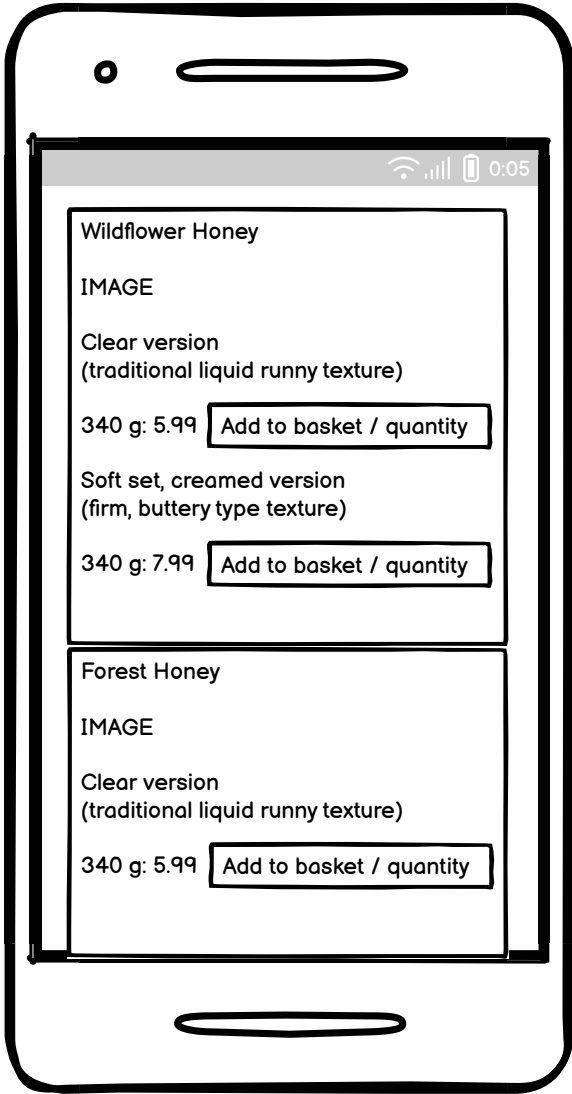
CLICK ON 'ORDER COFFEE BEANS'

Display in a scrollable column on mobile





CLICK ON 'ORDER HONEY'



Display in a scrollable column on mobile

A Web Page

https://

Coffee Beans

Honey

All products

Products - All Products

Arabica

IMAGE

Country of origin:
Strength rating:
Roast type:

250 g: 8.99

Add to basket / quantity

500 g: 10.99

Add to basket / quantity

1000 g: 21,00

Add to basket / quantity

Robusta

IMAGE

Country of origin:
Strength rating:
Roast type:

250 g: 8.99

Add to basket / quantity

500 g: 10.99

Add to basket / quantity

1000 g: 21,00

Add to basket / quantity

Excelsa

IMAGE

Country of origin:
Strength rating:
Roast type:

250 g: 8.99

Add to basket / quantity

500 g: 10.99

Add to basket / quantity

1000 g: 21,00

Add to basket / quantity

Wildflower Honey

IMAGE

Clear version
(traditional liquid runny texture)

340 g: 5.99

Add to basket / quantity

Soft set, creamed version
(firm, buttery type texture)

340 g: 7.99

Add to basket / quantity

Add to basket (greyed out until
checkbox is activated)

Forest Honey

IMAGE

Clear version
(traditional liquid runny texture)

340 g: 5.99

Add to basket / quantity

Soft set, creamed version
(firm, buttery type texture)

340 g: 7.99

Add to basket / quantity

Add to basket (greyed out until
checkbox is activated)

Heather Honey

IMAGE

Clear version
(traditional liquid runny texture)

340 g: 8.99

Add to basket / quantity

Not available in the soft-set, creamed
version

Add to basket (greyed out until
checkbox is activated)

CLICK ON 'ALL PRODUCTS'

A Web Page

https://

Bookings

- table
- function room
- hive tour

Bookings -> reserve a table

Table booking

Date

Time

Number of people

Contact number

Email

Check details

Your booking request overview

Date

Time

Number of people

Book table

Confirmation Screen: Booking confirmed

Date

Time

Number of people

Would you like to register an account?

Register

Bookings -> function room

Function Room booking

Name:

Telephone

Email

Date

Time from:

Time until:

Number of people

Room and drinks
or
Room and drinks plus light catering

Check details

Your booking request overview

Name

Contact details

Date

Time from

Time until

Number of people

With or without light catering

Make booking request

Booking request received

This is not a confirmation!

We will contact you within the next 2 business days to confirm the booking.

Date

Time

Number of people

Table reservations and booking room requests do not go via the basket / checkout:

- no payment for table reservations
- payment for the function room is made with an initial deposit (not on the website) and the full costs are worked out afterwards

A Web Page

https://

Your basket

Your items:

- Arabica, 500g, beans: 1 bag, 9,99
- Robusta, 500g, ground beans: 1 bag, 10,99
- Wildflower Honey, 340g: 1 jar, 7,99
- Hive tour: 2 people, 20,00

Go to secure checkout

Secure checkout

Your items:

- Arabica, 500g, beans: 1 bag, 9,99
- Robusta, 500g, ground beans: 1 bag, 10,99
- Wildflower Honey, 340g: 1 jar, 7,99
- Hive tour: 2 people, 20,00

Delivery:

- in-store pick-up: 0,00€
- shipping to your address: 4,99€

Delivery address:

- same as billing address
- different to billing address:

--> if so: enter address

Payment: STRIPE

Success page

Order success:

Order number

Order overview

Print order overview

Basket and checkout flow
What goes via the basket and checkout:

- coffee beans orders
- honey orders
- hive tour bookings

A Web Page

https://

Your profile

Your name:

Email address:

Update password:

Billing address

Delivery address(es) (if different to billing)

Your order and booking history

Basic 'Profile' page

	MODEL 1. class Product Category category	
	class Product category FK	Relates to ... coffee or honey
	name	for example, Arabica Beans, Wildflower honey
	weight	250 / 500 / 1000g for coffee // 340g / 500g for honey
	base price	coffee: depends on the type and the weight // honey: depends on the type, and on liquid or creamed
only coffee	coffee strength rating	rating of 1 - 5 stars: 1 is mild, 5 is very strong
	description	description of product
only coffee	coffee ground	customer can choose to have the beans ground for a surcharge. The price of the surcharge depends on the weight of the package they order.
only honey	honey_type	Liquid or creamed. Creamed honey is more expensive.
	MODEL 2. class Standard Booking Category	
	class Booking FK	Relates to ...
	categorycoffee table // bee hive tour	
	name	table reservation // bee hive tour
	date	date
	time	time
	number of people	1 - 4
	price	nothing for coffee table // 10€ per person for bee hive tour
	MODEL 3. class Function Room Booking Category	
	user FK	
	room option	room and drink // room and drinks plus food
	date	
	time	
	customer email	
	customer telephone number	
	customer message:	
		- booking acknowledgement
		- details
		- message: we will contact you within 2 working days ...
	Model 4. class User Profile (same as BoutAdo)	
	user	
	phone number	
	street1	
	street2	
	town	
	county	
	postcode	
	country	
	class User Account	
	user	
	my orders	
	my bookings	
	Model 5. Checkout (same as BoutAdo)	