

Portfolio Project: Coffee Crew Co.

@coffeecrewco

1. Introduction

My website idea is for a company that already has a solid following. This company's niche is having good knowledge of coffee and being able to share that with people who are new to the coffee scene and also those who have already been involved. This company could make good use of a responsive website and possibly an app. They share their love and knowledge of coffee and engage their audience through social media platforms such as Instagram, Facebook, and You-tube. They also use their own podcast to engage with their audience. Having a responsive website and possibly an app could help with keeping followers up to date with new content and also selling any merchandise they release by having ecommerce set up on their website as well. The goal of this project would be to improve the following of a company that already has a good support from fans and also make the interaction between followers and company faster and more convenient.

2. Expected List of Features

As mentioned in the introduction this website will have features that will benefit the company and the users. Having merchandise available online will make ordering easier for followers and easier to track for the company. Since this company has already released merchandise and other content in the past, having a section in which you could view older content would help newer users get familiar with what the company had produced in the past. Also when having links to social media accounts on the page will help increase the amount of followers that they can engage with.

- E-commerce
 - Merchandise
- Links to social media
 - Instagram
 - Facebook
 - You-tube
- A library of previous podcasts separated by season
- Archives of previously released merchandise

3. Market Survey/ 4. References

Since this company's focus is coffee there are already plenty of coffee shops who have their own website. However, this company doesn't necessarily focus on selling coffee beans and

drinks they're more about spreading knowledge and sharing what they know about the industry with their followers. They do also have a podcast that covers a lot of different topics but the general idea of it is supporting each other in ventures and sharing stories about how you have to keep pushing forward in order to persevere. I would say that taking inspiration from other podcast websites would be a great place to pull inspiration from. Also taking under consideration that they are a brand of coffee lovers.

1. Crime Junkie

<https://crimejunkiepodcast.com/>

Crime junkie is a crime documentary podcast has section in which all their previous episodes are ordered and on which you could actually search their library. They also included where users could find their podcast. I also really like the "About" section of this website. It has a big image of the hosts then at the bottom two columns that separate with about each of them.

2. Syntax.

<https://syntax.fm/>

Syntax is a coding podcast that has a simple layout but it does also include the hosts social media accounts in a "about us" type of set up. And a long list of all their previous episodes.

3. Superfresh

<https://shopsuperfresh.com/>

Superfresh is a business that releases merchandise every month with a different design. Once these designs sell out, they no longer are released again. Their website has a super simple navigation since they are only selling limited edition clothes there is no need for much more on their page. They do however have a section to sign up for updates and also a link to their app