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JMA 226

Final Project – Design Specification Document

**Proposal: Site for Big Dog Coffee**

**Background Statement:**

For my final project, I hope to develop a prototype site for my favorite Pittsburgh coffee shop, Big Dog Coffee. I have been going to the Coffee shop for 10 years, and it has always been a place of comfort for me. Not only has it has given more delicious cups of coffee than I can count; it has also provided me with a quiet place to study and a relaxing spot to socialize with friends and family. I plan to use this site as a prototype that I can develop over the next few months, before finally pitching the fully-developed site to the shop’s owner as a pro-bono gift. Since their site hasn’t been updated since 2011, I figured this project would serve as a good portfolio piece for me, and also give back to a company that I proudly support, and deeply enjoy.

**Site Requirements:**

The site must possess the following features:

1. Offer information about the company, specifically:
   1. **The company’s mission**
      * so that customers can become familiar with the company they’re choosing to support
   2. **The suppliers that the company uses**
      * so that customers are aware of the source of the food they’re putting into their body
   3. **The community initiatives that Big Dog participates in**
      * so customers know how they are supporting their community through choosing to buy at Big Dog
   4. **The upcoming events that Big Dog hosts**
      * so customers can participate in fun, family-friendly, events and socialize
   5. **A sampling of the company’s menu**
      * so customers can see what food options are available for purchase, as well as how expensive they are
   6. **The Google Map, address, and store hours of the company**
      * so customers can see what food options are available for purchase, as well as how expensive they are
2. Provide a way to contact the shop in case the customers would like to ask questions or schedule an event to be held at Big Dog.
3. A link to the company’s Yelp page.
4. The site must be responsive, and adapt to the media on which it is viewed, with the end result being a desktop and mobile-friendly site that can be viewed on most devices while maintaining visual integrity.

**Description Users**

The users using this site will primarily be customers searching for a coffee shop. If they’re looking for a good cup of coffee, the site links to reviews on Yelp. Most of the customers will probably be young adults to senior citizens, and so the site is designed in a hip, minimalistic way that makes it easy for those who might not be very tech savvy to find the information they desire. Since Big Dog is located on the South Side – not only a tight knit Pittsburgh community, but also home to many college students – the site places focus on the social and communal aspects of the shop, while maintaining a glossy design. Finally, it aims to support the use of customers from all income levels, and those who are at home or on the go. To fulfill this end, the site is responsive and mobile-friendly, so that those who view it on a library computer, cellular telephone, or tablet will see similarly structured sites.