

Cover Page Title



Name:

Student ID:

Course:

Unit Name:

Unit Number:

Date:

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Statement of Work

The client Aarron Cameron is the owner of 'The Coffee Shop' a thriving coffee bar business in the heart of the city of Edinburgh. The business specialise in top end coffee, but also have delicious soups and sandwiches to order that can be enjoyed in the comfortable surroundings of the coffee bar or to takeaway. The client requires a multiplatform, media rich website to promote and advertise the business to potential customers. A simple and professional company logo will be designed, which will include the company name. The website design will be professional, accessible and appealing to the broadest range of potential customers. Layout and navigation must be consistent, accessible and intuitive. The website must be ready to launch on the amazon server provided by the client by the 21st of December.

Potential customers likely to be professionals and academics as the premises are surrounded by offices and Edinburgh University.

However due to the broad customer base it is important that the site be easy to use for customers using a broad array of devices including touchscreen mobile devices and desktops with legacy and contemporary browsers. As such the site will use responsive design principles to provide a different interface for mobile phone users with small screen sizes of approximately 3.5 to 5 inch screens, tablets with larger screens of 7 to 10 inches and larger tablets and traditional computers with 12 inch and greater screens. To cover a broad range of browsers the site should be compatible with the four most recent versions of the most common browsers, at the time of writing this would be:

- IE Edge
- Google Chrome
- Mozilla Firefox
- Safari
- Android Browser
- iOS Safari
- Chrome for Android
- IE Mobile

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To support a broad range of devices the site will be developed using Bootstrap Framework (HTML5, CSS and JavaScript). To implement a unique design CSS bootstrap will be overwritten. PHP will be used for server side scripting and MySQL will be used for database. To support the growing trend in mobile internet use the site should use a light and clean interface that is sympathetic to the client's current branding. The site will allow users to scale the font and images of the web page content via the interface of handheld devices. The level of scaling selected will maintain a consistent user experience across pages and sessions.

Payment will be deliverable based and final payment will conclude on the 21st of December.

Project Requirements

Typical pages required but are not limited to:

- **Home** page (with navigation to all other pages)
- **Our Coffee** page (with information about our famous coffee and images)
- **Menu page** (with coffee menu, teas, cold drinks, speciality or seasonal range, soups, sandwiches and prices)
- **Find Us** (with information including our address, contact number, email and google map)

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User Requirements

- Predictable navigation
 - Top right of the screen.
 - Meaningful page names.
 - Easy to find information on our famous coffee blends
 - Easy to find our menus
 - Easy to find our contact information
 - Easy to find easy to find our location

User Expectations

- **Speed**
 - Expectations: Users expect mobile app working quickly with opening and operating. Mobiles devices are also mainly used outside from home/work place, which makes the time significant, when the users have only few minutes to use the application. Another argument is an internet connection, which can be slower according to Wi-Fi or specific mobile broadband.
 - Design: To make application working faster app has to include reasonable size of load pictures. It must also avoid too much JavaScript features, which can slow the page “reaction” and disturb the user.
- **Simplify design and features**
 - Expectations: Mobile app request a simple design which will respond for mobile device screen which is smaller than in computers or laptops.
 - Design: The content of the page as well as links has to be reduced for minimum, which fulfil user’s expectations. Users should find all information they expect, although nothing more than that which could annoy and confuse the user.

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- **Intuitive**

- Expectations: Menu and all used links must work intuitively making the app easier to understand, use and follow.
- Design: Menu must be easy to recognise using meaningful naming conventions relating to the task or information that will be given. A “back” button taking you back to the home page must be an option given to the user on every page.

- **Colour scheme**

- Expectations: Appealing and match with website design
- Design: user groups (user’s and administrator) have different colour scheme.

- **Typography**

- Expectations: Typography needs to be well sized for the mobile screens and readable to the user.
- Design: For better readability on screen, a sans-serif font will be used. Text will respond to screen size and will not be resized by the user.

- **Buttons**

- Expectations: Buttons need to be visible and outstanding from the rest of the page.
- Design: For mobile devices there is no function as roll-hover, which is used in computers and laptops to highlight the buttons and links.

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Hardware Requirements (User)

- Desktop PC (with internet Access)
- Laptop (with internet Access)
- Mobile Device including tablet's, iPads and smart phones (with internet Access)

Software Requirements (User)

It is assumed that a significant number of potential customers will be accessible through an online medium such as the World Wide Web. This would necessitate access to an internet connection and that the solution be uploaded to a public server accessible to users through any web browser.

- 4G
- Wi-Fi
- Internet Browser

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Context of Use

Users will use this site frequently perhaps daily to several days in the week to reserve a table or order a takeaway. The site will allow people to reserve a table and collect takeaways from the premises. The administrator will have access to update menus and images.

Feedback

It is unlikely that a dynamic search/results facility. However users will require an easy way to input data and forms should provide data validation feedback this will be implemented using PHP and AJAX, which will allow forms to validate without the need to refresh the application.

Functional & Non-Functional Requirements

Functional	Non-Functional
Web Experience	Age range
Interaction (Including all forms)	Gender
Feedback	Geographical Location
	Context of use
	Interests
	Deadline
	Budget

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User Profile

Gender	Age Range	Geographical Location	Web Experience	Frequency Of Use

Persona

Description of Character



Fiona is a Professor at Edinburgh University and deliver's lectures 3 days a week. Fiona enjoys the finer things in life and put's quality above quantity.

Name: Fiona Galbraith

Age: 40

Education: PhD

Marital and family status: Divorced with one 9-year-old child.

Place of residence: Edinburgh

Employment: Professor at Edinburgh University

Characteristics and Interests:

Professional, hard-working, methodical, headstrong, artistic, and a good communicator.

Reasons for visiting the website:

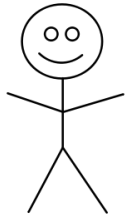
To view the new seasonal menu.

Limitations:

Fiona uses computers at work on a daily basis and will find relevant information easily and quickly.

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Use Case



Use Case: Create New Account

Actor: New user

Basic Flow: The user wishes to buy a product and needs an account. The user clicks the 'Create an Account' link. The user then enters their 'Title', 'First Name', 'Password' and 'Confirm Password'. The user now clicks the 'Create' button.

**This is an example of one use case if you have other functions from a user these must be included.*

Key Assumptions

The system must conform to requirements of disability discrimination legislation (e.g. DDA — Disability Discrimination Act 1995). The system will not be required to store personal information of its users nor will it be required to store information that would be subject to the Data Protection Act 1998.

Other Considerations

The principles for the success of this project include a constant design, simple navigation, responsive website. Bootstrap framework will be used to enhance the success of this project which focuses on mobile first development using HTML5, CSS, JavaScript and jQuery library. MySQL and PHP will be the primary languages being used for server side scripting.

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The User Interface

The solution will be GUI based. A parallax scroll technique will be used, where all the primary navigation will be found in the index page. Login, register and table bookings will be stored under other file names to ensure secure access to the database. The screen resolution will be optimised for large and small screen resolutions, using Bootstrap 3 responsive web development. Users on large screen will typically interact with the system using a mouse and/or keyboard.

Navigation and selection will be single (left) click based or through the use of a keyboard shortcut. Users on small screen will use touch screen to navigate, zoom and slide scroll. Forms will be used to collect keyboard input. The system should support, where possible, alternative interaction styles to accommodate a variety of needs.

The system interface will have a consistent feel, be intuitive and appealing to users. The system interface will make substantial use of graphical media elements, creating a look and feel that is deemed professional and trusting. Graphical media elements shall compliment the colour scheme used for the website.

The system is to be accessible to a wide range of users. These include users of different operating systems and host software (e.g. browsers).

Each section of the site will make use from the same colour pallet, however each section will have a different background but will still enforce the professional feel desired.

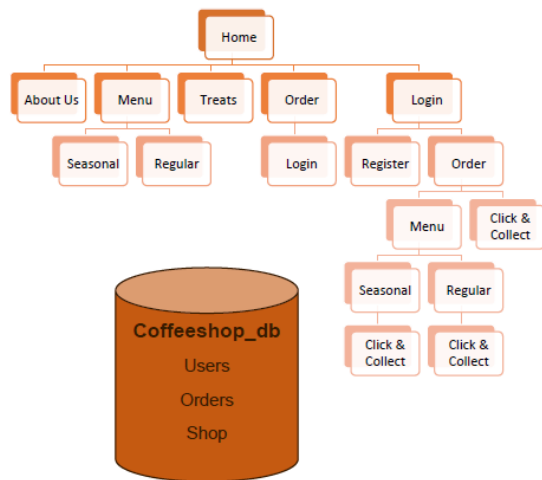
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Navigation

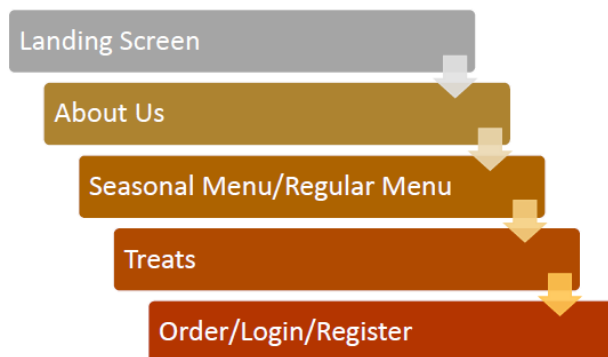
The navigational system will be designed to be intuitive to users. A navigation bar will be fixed at the top of the screen and will take up 100% of the width of the screen. When viewed in small screens the user can navigate by clicking a dropdown menu which will now be stacked horizontally on screen. The navigation will contain common links to including: Home (The Coffee Shop Logo), About Us, Seasonal Menu, Regular Menu, Treats, Order and Login. The navigation bar will be a dark brown colour which, with white text as I feel this will give the best contrast and provide the user with enhanced readability.

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Hierarchy Map



Linear Map



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Colour Pallet Hex

- White: #FFFFFF
- Dark Brown: #403830
- Light Brown: #746251
- Black: #000000

A simple colour pallet has been chosen for this project with the most dominant colour of a rich dark brown, this is to portray a feeling of warmth and richness. White has been chosen as a contrasting colour for the text and I feel this works well against the dark brown background. I will use the light brown colour for headings and icons I feel this will help with the contrast for the background whether it be dark brown, white or image. I will use black for paragraph text to ensure maximum readability of important information for the user.

Example of Fonts Used

Montserrat

Grumpy wizards make toxic brew for the evil Queen

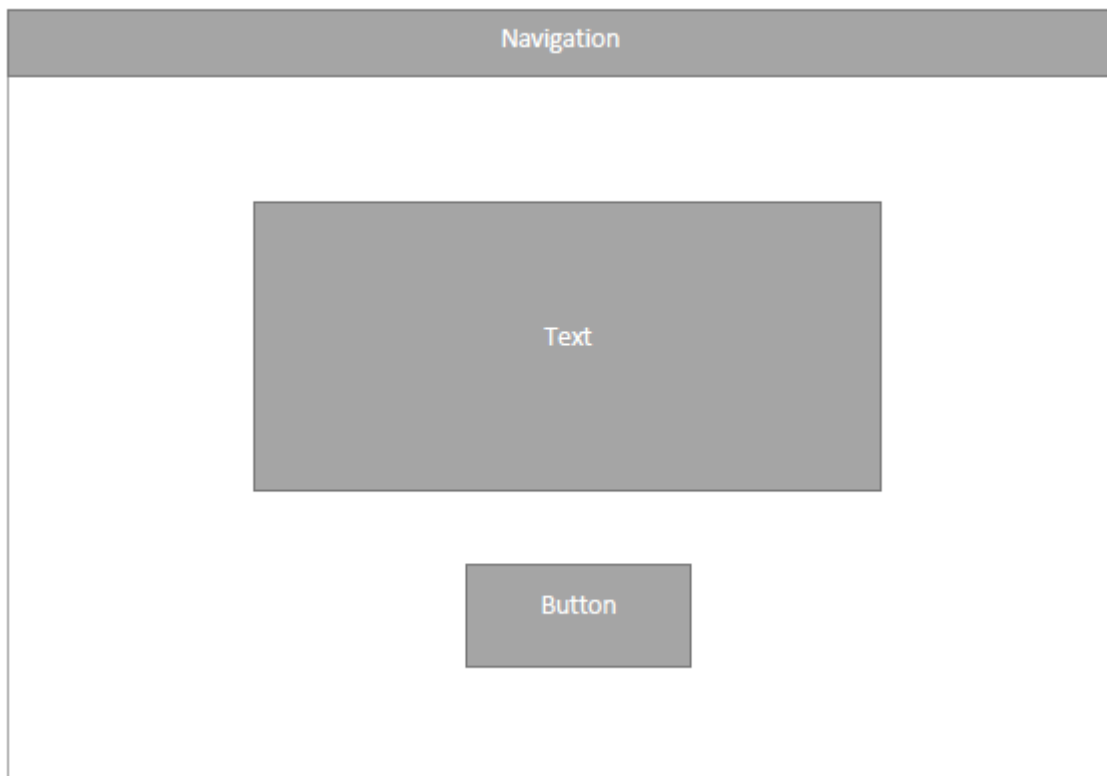
Roboto Slab

Grumpy wizards make toxic brew for the evil Queen

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Wireframes

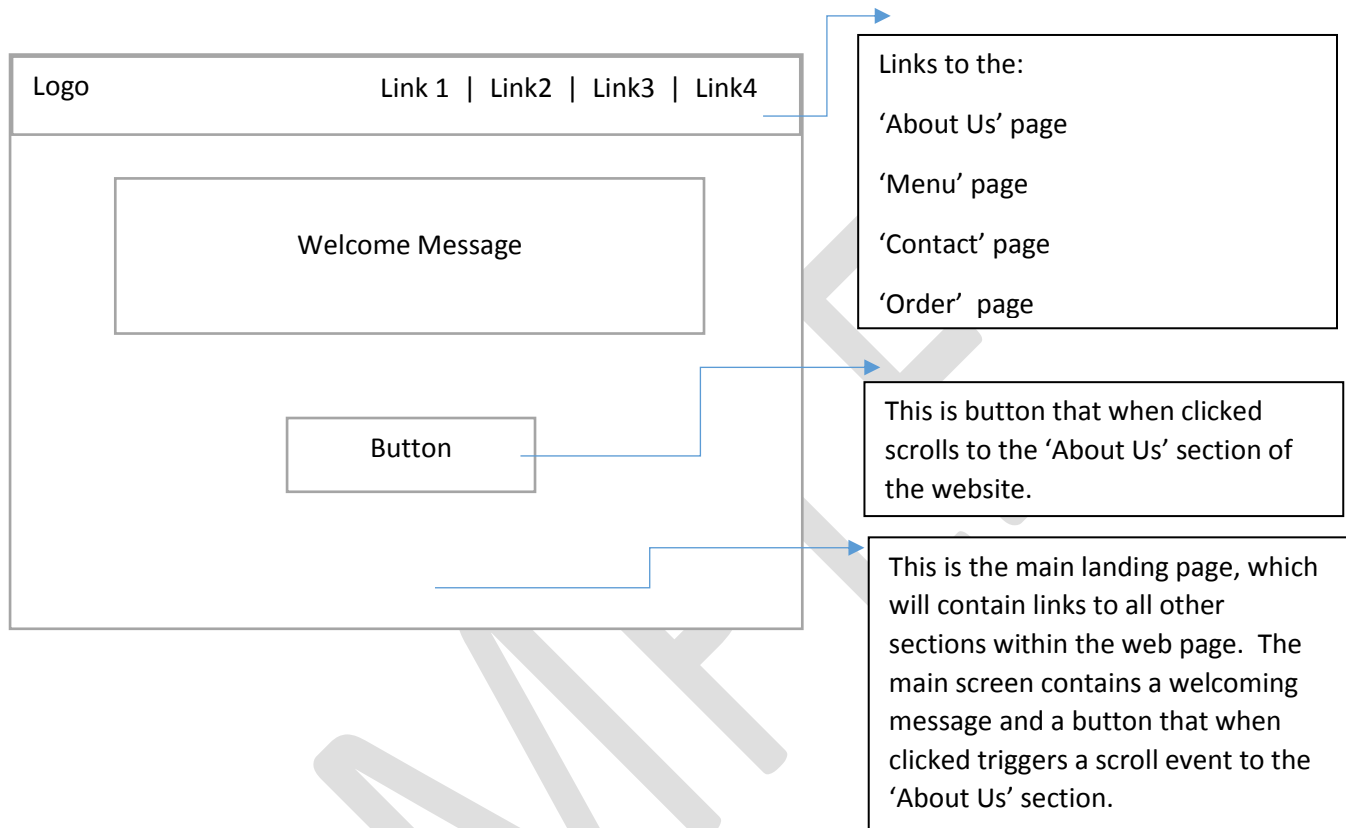
Welcome Screen



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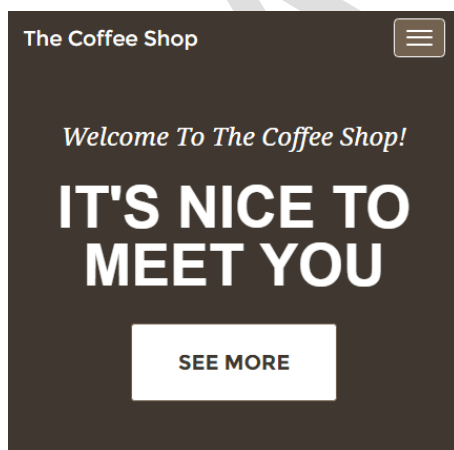
Storyboard

Example of a story board for the main page/landing page of the site.



Prototype

Example of large screen and small screen prototype.

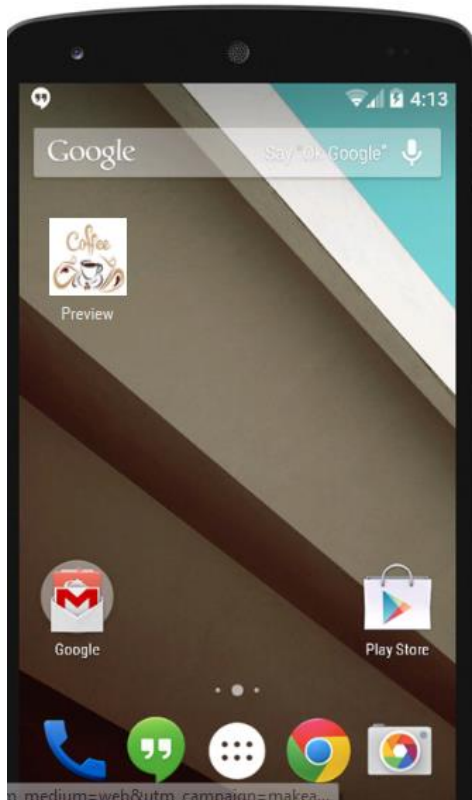


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Launch Icons



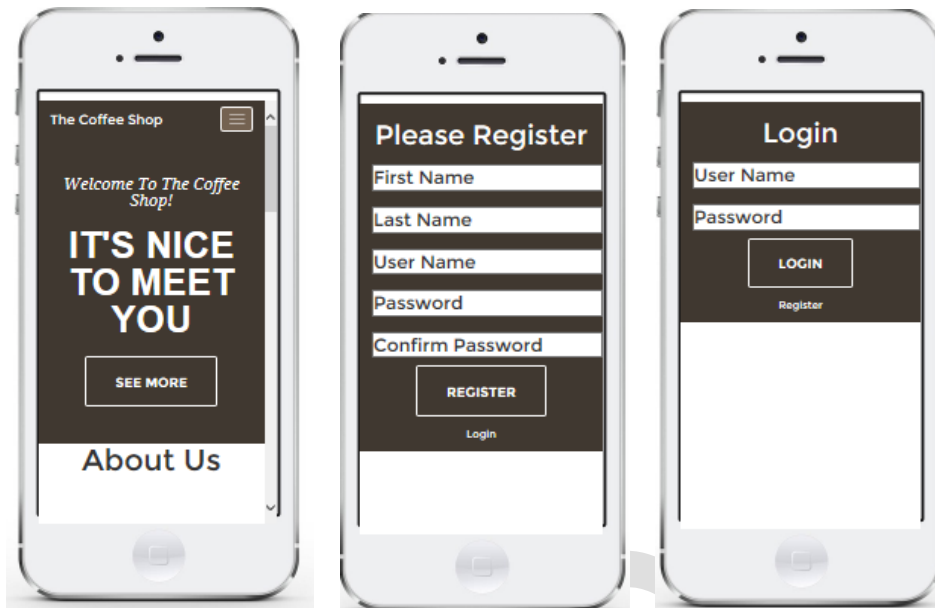
plus iTunesArtwork and iTunesArtwork@2x



<http://makeappicon.com/>

Name:
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Sample Screens



Icon Example



<http://demos.jquerymobile.com/1.4.5/icons/>