

A Sub-urban Cafe

Jane and George, a husband and wife team started five years ago a small café in a sub-urban neighborhood, the shop serve different blend of coffee and tea that they source from different growers and all their growers are from fair trade and sustainability coffee/tea grower program.

Business was good especially during weekend, but they wanted to offer more for their customer so a year ago they start selling selected blend of coffee beans and tea leaf from different region and growers. They also carry different coffee and tea makers, cups etc., so that their customer can enjoy a nice cup of coffee or tea at home too. Their customer would buy the coffee or tea maker, but they would get question from their customer on how to use them properly to brew a perfect cup of coffee or tea.

They decided that they need to create a website that would provide information to anyone that are interested in the art of making coffee or tea. And to provide information on the different type of coffee or tea that they carry so that their customer will be able to choose the right product.

In addition, they want to use this website to bring more business in by having an area showcasing items they carried in their store that people can visit and purchase. That includes all the different blend of coffee beans and tea they carry, different coffee and tea makers, cups etc. At this stage they do not want to setup an online store just to keep things simple.

Throughout the year, good customer service is one thing the couple is proud of, so with the website they would like to have an area that collect client feedback of their service and any suggestion that they can use to improve or add new services.

They also want the website to promote new coffee and tea that they will be bringing in and if anyone has any special request or interest they can try to source and bring them in. The website should also give direction so that new customer can find where their store is located.

Jane has also been going to bakery school and she has been making different cakes like coffee cake, carrot cakes, brownies, muffins and cookies, as an added touch to not only serve coffee and tea but also have some sweets to go with them.

You and your team of web developer needs to create a website for the couple that's help promote and showcase what they café serve and offer. You will also need to write a full design and development report so that they have a reference on how the website were designed and developed so that they can follow up with future design and development with their website.