My final project is going to be making a business site for the fake coffee shop called Mel’s. I myself am a coffee connoisseur and have always had an Internet in opening my own café someday, so I figured this may useful someday. I feel that is important for businesses to have websites to attract new cliental and to inform current customers of new menu items, hours and other relevant changes.

The site will help new and returning customers in many ways. First it will provide clients with basic information such as the location, hours and menu items. The site will provide visuals of many of the menu items as well as the locations to entice and visually stimulate users while on the site. The site will also allow clients to sign up to receive coupons and promotions via email to increase customer loyalty, participation and retention.

I want my site to give off a modern and warm feel to reflect that of the business. I am basing my color scheme around those found in many of the coffee and food products found at Mel’s. Mainly sticking with dark browns, chocolates and yellows. The design of the site will be pretty basic as far as containers and sections. I will instead use layers of photographs and colors to effectively use the negative space. I want the page to have consistency between the content pages. To achieve this I will use the same format for each one

I want to make sure that my site is easy to navigate through as many users of all different ages and Internet capabilities will be visiting it. I will always have the navigation at the top of every page so that users can easily go between pages. I do not want my site to be text heavy. Simple is better in my opinion. Clean, cut and concise content areas are easiest to understand, navigate and read in my opinion. I also want to allow social media savvy clients to be able to connect and join the conversation about the business via twitter or Facebook. I will build fake twitter and Facebook accounts so that the webpage actually links to these. I also will have a “live Feed” area on my homepage to track the tweets.

In conclusion I hope my site will portray a relaxing and warm feeling for customers so that they will not only enjoy the experience on the site but want to visit my fake business. I want to provide clients with as much information as possible, without overwhelming them. I want to make the user experience as easy and entertaining as possible while reflecting everything I have learned from this course and creativity.
Style Guide

Color Scheme

From: http://colorschemedesigner.com/# (Student Link)

I want my website to convey a warm and modern feel. By using deep browns and yellows I would like to reflect the colors found within the products sold at Mel's. I want to utilize the negative space with color and pictures to provide users with an interesting and unique experience while navigating within my site.

**Primary Color:**

| 794418 | 5B3D24 | 4F2808 | BC7E4B | BC8F69 |

**TypeFace**

I will be using the font of **Big Caslon** throughout my site to give off a cool and hip vibe. I will vary between sizes depending on if is a heading, navigation label or content.
Home Page will feature slide show of coffee, breakfast sandwiches and such which will all be obtained through stock photo sites. The images below are currently used and were found on stock photo sites.

Both of these images I made via Photoshop.

These photos are currently on the about, drink and food displays also found on stock photo sites.
Mel’s Coffee House Web Site Map
Christina Williams

Age: 25

Occupation: Social Media Analyst for Break the Ice Media

Education: Bachelor’s Degree in Communications, Working on Master’s Degree

Family: Boyfriend, no children

Income: $35,000 annually

Profile: Christina has grown up learning about and understanding computers. She has strong skills in both Apple and Office Suite software and has a sound understanding of usability and efficiency. Due to the nature of her work, Christina spends many hours between her mobile device, I-pad and on a desktop at work.

When Christina finds time to surf the web she is most likely to spend a majority of her time online shopping and using social media and paying bills online. When not working Christina enjoys spending free time outside and working out. If possible she prefers web surfing for leisure to be as easy and less strenuous as possible

Internet Usage: Her internet usage is high and she has both a lap top and mobile device of her own. She spends over 10 hours, 5 days a week on the web.

Website Goals: Christina would use the website to find the directions and hours of the coffee shop as she works a highly unusual work schedule and often needs coffee and caffeine to stay awake to complete her work. Christina would
also further navigate to the social media sites for content there as it is purely habit. Christina may look in the site for coupons or offers as money is tight while paying off student loans.

**Wants and Needs:** Christina would want an easy navigation and aesthetically pleasing site layout. She has an interest in fashion so design and layout are important to her experience. Clean and easy to locate information such as directions, hours and new products are important to Christina as well as printability options are a must for Christina.
Alfred Hitchcock

Age: 67

Occupation: Retired 11th Grade English Teacher

Education: Bachelor’s Degree in Education and English, Masters Degree Education

Family: Wife, 3 Children (Not at home)

Income: $75,000 annually

Profile: Alfred is a retired English Teacher. He has spent many years working in schools and with technology to develop lesson plans and assignments for his students. He did not grow up in the age of technology and is still getting used to computer usage and everything the Internet has to offer.

Alfred enjoys using his Nook to read magazines such as New York Times and catch up on favorite novels. He does not own a smart phone but does have a desktop PC at his home.

Internet Usage: Alfred uses the Internet less now that he is not teaching. He usually spends 1-2 hours a day checking his email, reading articles and browsing. He is not on any social media and has the most basic software for his computer.

Website Goals: Alfred would use the website to get directions and hours to the coffee store. He may also check and see the menu to try new specials and exotic flavors of coffee. Alfred would use the coffee shop almost as a quiet place to catch up on his reading and read magazines and the daily newspaper.
**Wants and Needs:** Alfred would need to have a website that is easy to navigate and read as his eye site is not the best. He would have to easily be able to navigate between pages. Alfred would need a site that is not text heavy and has the prices of drinks and menu items. Alfred would also need directions and store hours as he plans on spending a good portion of his morning relaxing there.
Brewed To Perfection

Take a break at Mel’s.
Always Fresh.
Always Delicious.
Always Supreme

Twitter Feed

Customer Loyalty Program

Email

Password

Sign Up for Free today & receive special offers!

Join the Conversation
Drink Menu

Hot
Espresso ... 2.25
Double Espresso...3.25
Latte....3.25
Americano...2.25
Chai Latte...3.75
Tea ....2.25
Coffee...2.75
Hot Chocolate ....2.50

Cold
Iced Coffee/Espresso...4.25 Iced
Latte....2.25
Iced Tea....2.50
Iced Chai...3.25 Frappe....3.75
Hours

Mon-Thurs: 5:30AM to 10PM
Friday: 6:30AM to Midnight
Saturday: 7AM to Midnight
Sunday: 7AM to 9PM

*Hours subject to change due to Holidays
Breakfast

Plain Bagel ... 1.25
Speciality Bagel ... 1.75
Croissant ... 1.50
Muffin ... 1.25
Hot Oatmeal ... 2.50

Sandwiches & Wraps

BLT ... 4.50
Turkey Bacon Melt ... 5.95
California Stack ... 5.95
Grilled Cheese ... 3.50
Tuscan Melt ... 4.50
Chicken Caesar Wrap ... 6.50
Chicken Pesto Wrap ... 5.50
Vincent Wrap ... 6.15

Sides

Fresh Fruit Cup ... 1.25
Chips ... 1.50
Bagette ... 1.00
Mel's Coffee House is currently located in the heart of Pittsford at two convenient locations with both outdoor and indoor seating.

3567 Pittsford Plaza
Monroe Avenue
Rochester NY 14618

607 Suite 5b
Sully’s Trail Road
Pittsford NY 14618