



# A.M Craft Website Improvement: Project Planning Report

BUS4-110B Section 03  
System Analysis and Design  
Professor Jalal Sarabadani

Prepared by Team 9:  
Anvesha Tyagi, Matthew Guo,  
Quang Nguyen, and Sanika Kulkarni

## **1.1. Background**

AM Craft is a cozy **specialty coffee and tea shop** in **San Jose, California**, run by **two employees**. They serve quality hot and cold beverages with decadent, house-made pastries. Their daily operations include making syrups fresh daily, including their mocha, which is made entirely with cocoa rouge. They use local organic dairy and try to serve in glass and ceramic cutlery. When using disposable containers, they choose eco-friendly options to help reduce waste. AM Craft's **goal** is to create a space in this community where people can relax and enjoy handcrafted drinks and pastries in the comfort of their community. However, AM Craft needs a more **functional website** to keep its business organized and accessible.

## **1.2. Problem Statement**

A.M. Craft's current website struggles to provide customers easy access to menu options and ingredients and is out of sync with the in-store menu, including daily or seasonal drink choices. Finding the main food and drink menu is a hassle, quickly turning away customers looking for a cafe to enjoy drinks and snacks. Compared to the in-store menu, the menu is limited, and options are miscategorized and incomplete. For instance, drinks are under the "bar" section, with no mention of seasonal beverages. In today's world, customers are accustomed to highly personalized experiences. AM Craft's website experience is far behind that of its competitors and must be updated.

While visiting the shop, our team observed discrepancies between the online and in-person experience and tremendous missed opportunities. For example, the in-store menu features several popular coffee options, such as lattes and cappuccinos, but they must also be included on the website. This gap creates a disconnect and failure to attract online customers, limiting foot traffic and impacting sales/profit. To sum up, AM Craft's online presence needs a considerable uplift to improve the store's online brand and reputation and attract more customers.

The best solution for the disorganized website is to redesign the layout to include a one central menu instead of the current three separate ones: seasonal, online, and in-person. A central menu displaying all of the drink and bakery items will help customers know what's available online and in person. A redesign of the website with consideration of a simplified design, better fonts, and food/beverage photos will improve the site to be more user-friendly.

## **1.3. Project Scope Statement**

### **1.3.1. Solution Description**

Our team proposes a re-designed website for a better customer experience. As mentioned, one of AM Craft's main issues is their website's disorganized menu structure. The website layout redesign would include a single, consolidated menu instead of the current three separate ones: seasonal, online, and in-person. The re-designed menu displaying all the drinks and bakery items will help customers know what's available online and in person. The revamped website version using a simple design, better fonts, and food/beverage photos will enhance the user experience.

### **1.3.2. Solution Rationales**

A redesign of AM Craft's website vastly simplifies the user experience by offering immediate synchronization of in-person and online menus. Compared to developing a mobile application or launching a social media marketing campaign, which would be costly and time-consuming, website redesign would be quicker to launch at a low cost, thus a very practical first step. A mobile application does not make sense for a local coffee shop and may not bring a high return on investment. Social media marketing would increase the cafe's popularity, but it is likely within a limited radius of San Jose. It may have lower benefits, and may be the next step after fixing the website. Thus, focusing on the web presence is the best solution given it is broken; fixing it is the first logical step, is cost-effective, will improve the store's brand, and will allow the customers to access one menu with all AM Craft's beverages and snacks.

### **1.3.3. Short-Term Impacts**

**Maintenance:** Regular maintenance keeps the website up-to-date, making it easy for customers to view the menu and food photos. This elicits positive reviews and recommendations that attract new customers both online and in-store.

**Improved Customer Experience:** Continuous improvement of the site would help improve the overall customer experience by making it easier to use and synchronizing in-store and website menu offerings.

### **Long-Term Impacts**

**Better Brand Recognition:** The rebuilt site will help the business improve customer perception and increase traffic to the website to check on special offers, deals/promotions, and seasonal items.

**Increased Foot Traffic:** In the long run, an organized website would result in a satisfied customer experience with increased word-of-mouth recommendations plus foot traffic.

