
Business & Cultural Context

Crit Presentation 1 & 2

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A close-up, macro photograph of coffee beans, showing their rich brown color and textured surface. The beans are slightly out of focus, creating a soft, bokeh effect in the background.

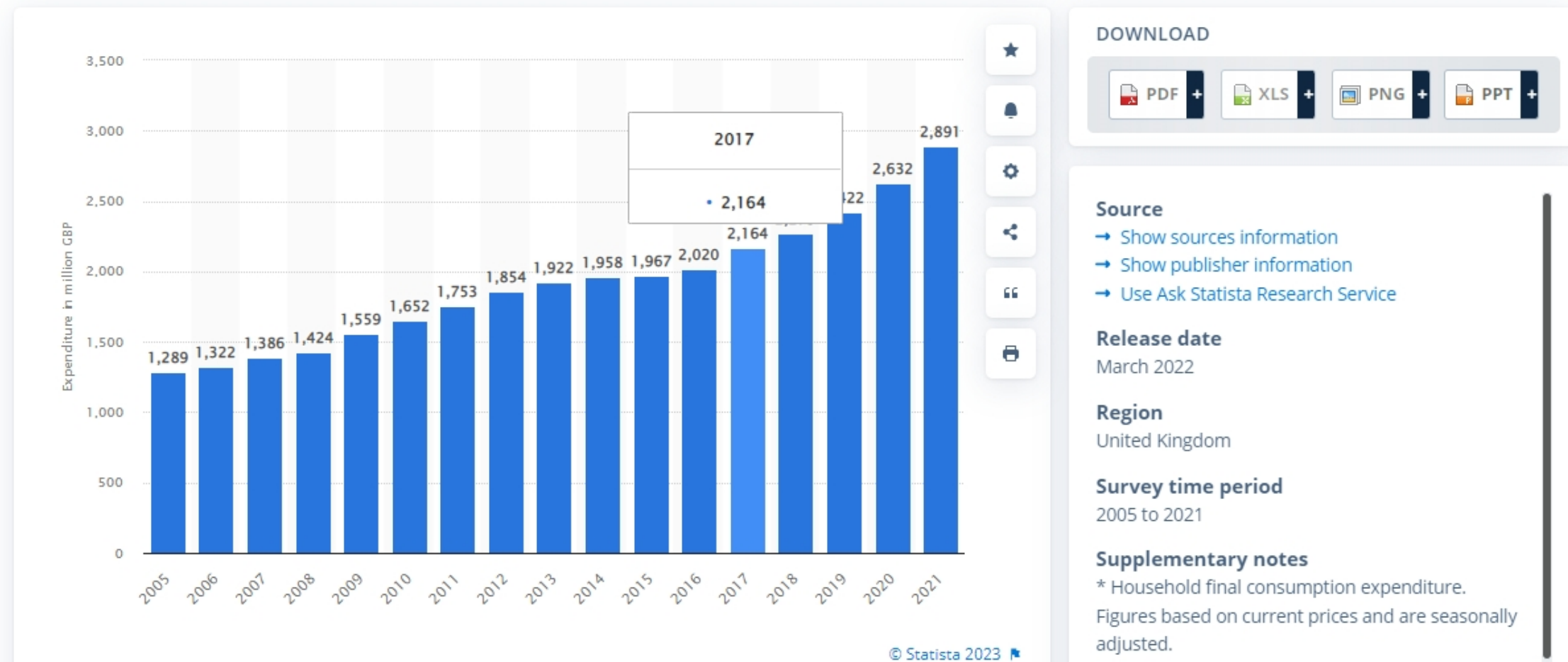
Caffeine Harm Reduction

Business & Cultural Context

For UK caffeine addicts, I intended to build an educational website. Caffeine use in moderation is not regarded to be harmful and may even be advantageous. It is unlikely that drinking coffee or tea might cause a caffeine overdose. Some so-called "energy drinks" can contain a lot of caffeine and should only be consumed seldom. So, I'll explain the lists of caffeine goods and how much caffeine is in each on my website. I also intend to explain how much caffeine is too much for human consumption, how all caffeine affects your body, etc. In addition to evaluating research on children's usage of energy drinks from across the world, the study reviewed data on thousands of UK youngsters. According to the research, males drink more than girls do.

But many of them won't be aware of how much caffeine they consume every day or the possibility of adverse effects. They may use my website to learn about the items that contain caffeine and how much is in each drink. They can also use it to learn about the many methods they can cut back on their caffeine

Consumer spending on coffee, tea and cocoa in the United Kingdom from 2005 to 2021 (in million GBP)*



It is evident that consumers are consuming more caffeine each year.



Target Audience

Many people regularly drink caffeine to stave off withdrawal symptoms, and even when this damages their physical and mental health, they find it difficult to stop.

GROUP 1

The people who desire to control their caffeine usage and also the people who want to know how much caffeine their daily intake, will be my target audience.

GROUP 2

People who are interested in learning about the numerous types of coffee and the coffee shots used in each type, such as cappuccino, latte, mocha, espresso, and macchiato, etc.



Vineesha

Age : 32

She is a care assistant who usually takes night shifts. So she consumes more than 8 coffee in the night.

Goals & Needs :

- Ways to reduce the consumption of coffee in a day.
- how much caffeine is consumed in one cup of cappuccino

Pain Points

- Information online is confusing and scattered.
- The instructions provided are not accurate.

No result even after 2 weeks.



USER PERSONAS

Christeena

Age : 26

She is working in a restaurant and she can drink unlimited drinks. so she always used to drink energy drinks that's makes her week.

Goals & Needs :

- to know about the side effects of caffeine consumption
- to know about the product which contains caffeine
- All in one place

Pain Points

- every online source is showing differently.
- It is very hard to find the right answers



USER PERSONAS

Rayi Mol

Age : 23

She is working in an Organic skin care production company. She loves to drink coffee once/twice in a day

Goals & Needs :

- Don't want to spend too much money on coffee. So need to know how to make it tasty

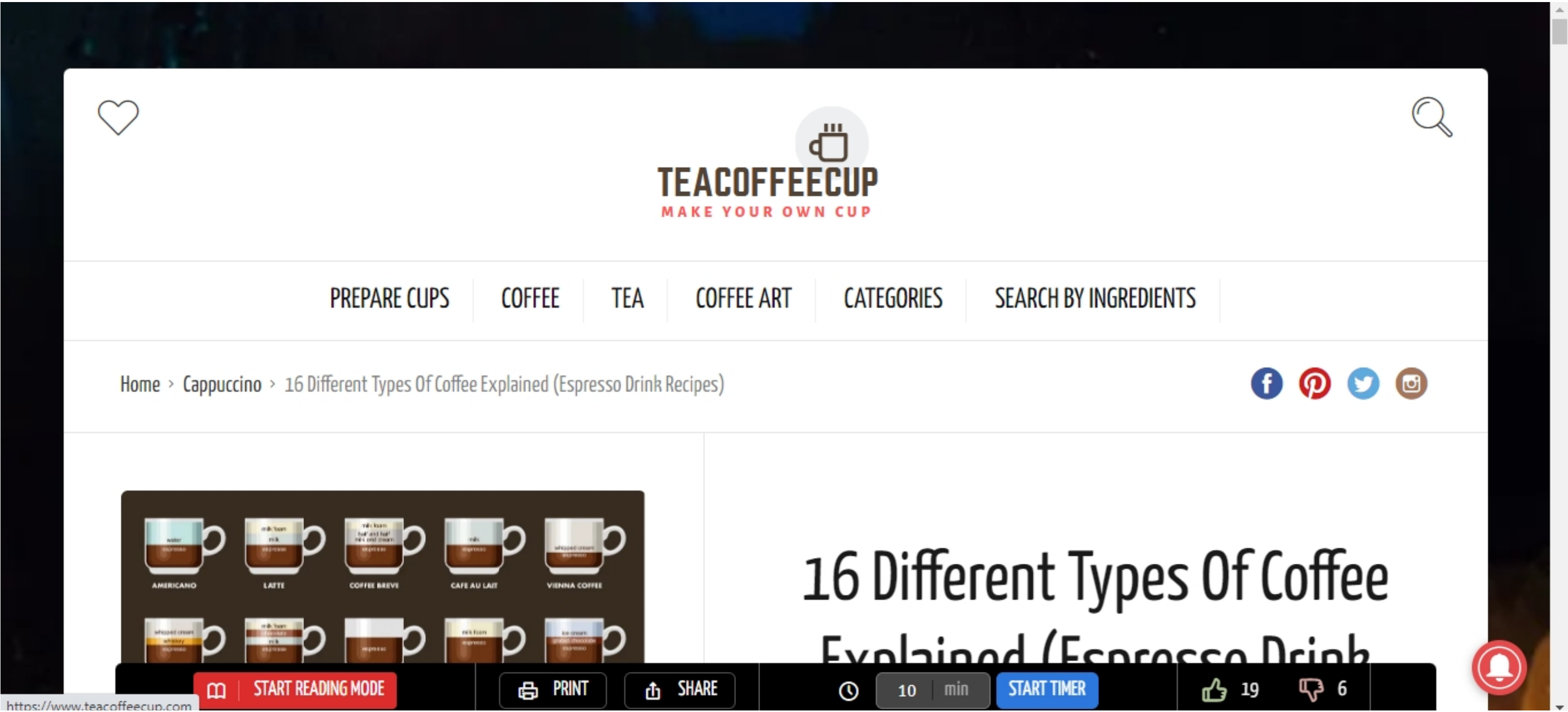
Pain Points

-Making coffee like a cappuccino may be done using a variety of online methods. but she also wants to be healthy, so she is interested in learning how much caffeine is beneficial to health.



USER PERSONAS

The following websites are the websites that show the details of how to make coffee and show caffeine side effects. But the issue is that we can locate every detail on various websites, not just one.





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Caffeine



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MEDICAL ENCYCLOPEDIA

Summary

What is caffeine?

Caffeine is a bitter substance that occurs naturally in more than 60 plants including:

[Caffeine in the diet](#)

9 Side Effects of Too Much Caffeine

Coffee and tea are incredibly healthy beverages.

Most types contain [caffeine](#), a substance that may boost your mood, metabolism and mental and physical performance (1[👍], 2[👍], 3[👍]).

Studies have also shown that it's safe for most people when consumed in low-to-moderate amounts (4[👍]).

However, high doses of caffeine may have unpleasant and even dangerous side effects.

Research has shown that your genes have a major influence on your tolerance to it. Some can consume much more caffeine than others without experiencing negative effects (5[👍], 6[👍]).



By Franziska Spritzler on
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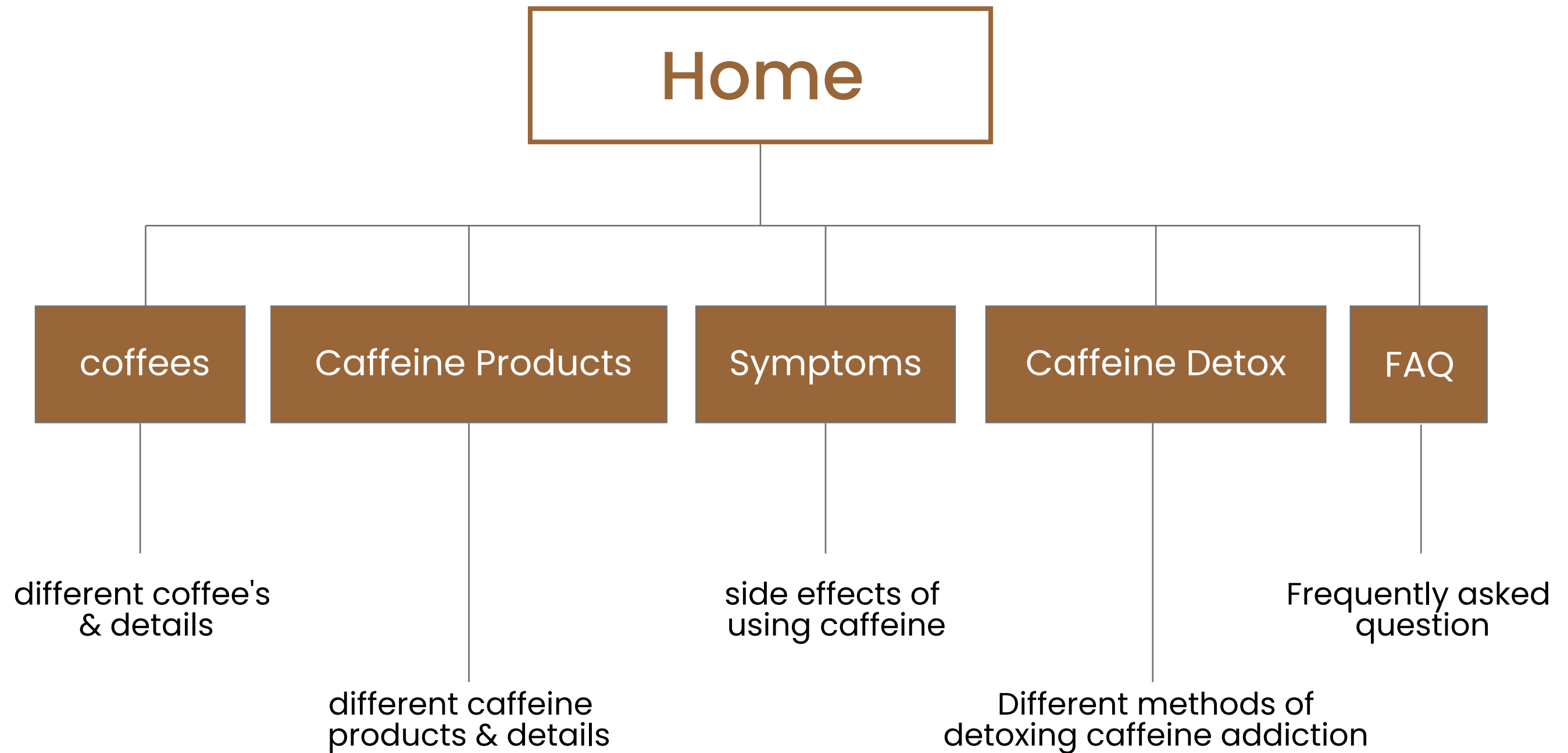
Solution

As a solution, I'm going to make a website with all the information on caffeine, including its side effects, detoxing from caffeine, caffeine products, and specific product information (such as how much caffeine each product has) and information about coffees.

As I previously stated, a small amount of caffeine use is not dangerous.

As a result, I also intended to describe how coffee is made and the amount of caffeine in each type. This would enable coffee enthusiasts to manufacture their own lattes, cappuccinos, and other beverages at home without having to spend all of their money on coffee.

Site Map



THANK YOU