

Introductory email from client:

Sun and Moon Cafe

We are a small family-run local business, operating in Bowen since 2012, hoping to improve our business by getting on the Internet. Our cafe is located at 223 Powell St in Bowen, Queensland. We specialise in making coffee and home-style dishes. We are currently in the process of getting some images created, so please just choose some ones for placeholders at the moment so we can see what it will look like.

We have customers of all ages, however, we would like to attract young families and people around the age of 18 – 35, to our bakery. From what we saw from other websites, we think we probably need 7 – 8 pages for our site with the following:

- Navigation – Should use a horizontal navigation at the top. Links should be repeated in the footer.
- Home page – should be very appealing and drive interest in our cafe. We also want to show some sample images of the products to be displayed to attract the site visitors' attention.
 - We want our customers to be able to sign up for weekly specials! We think there should be a page for our weekly specials to further attract customers.
 - The home page should highlight these two customers comments:

“Sun and Moon Cafe has the best coffee I’ve ever had. Best service in town.”

“Such a nice place to hang out. Their sandwiches and coffee are awesome.”
- About Our Cafe – I think are some interesting point about our cafe:
 - great location near Centre Point Plaza.
 - our barista is an award-winning barista
 - best service in town
 - fantastic home-style dishes
- Menu (image gallery) – this will have six images that link to 6 pages with details about each bakery item. Menu can be on the home page or on a separate page. The products we would like to showcase are:
 - Gourmet salads (\$8.50)
 - French Toast and Bacon (\$8.00)
 - Lamingtons (\$4.50)
 - Home styles soup of the day (\$5.95)
 - Cheeseburger (\$6.00)
 - Sun and Moon Sandwich (\$6.50)
- Specials page
This will have 3-4 items on special (25% off, in-store only, you pick the items!)
Page should show pictures of the items and sales price
- Footer information:
 - Contacts: 0455 9999 555
 - Catering: 0433 3333 999
 - Address: 223 Powell St in Bowen, Queensland