**Privada Café Website**

**1. Introduction**

* This website is for a coffee shop which allows for online food and beverage ordering as well as online booking of private rooms.
* The goal of this project is to make possible services which set this coffee shop apart from its competitors.
* The end user finds value in online ordering as a means to save time and limit face-to-face interaction. The end user also finds value in quickly and easily booking private rooms at a time when social distancing has become a necessary part of life.
* The company finds value in streamlining the room-booking process and making it as easy as possible for their customers to access their products and services.

**2. Expected List of Features/Layout**

* Home (1 navbar L)
  + **Navbar (sticky top)** – locations, login, menu, meeting room booking, contact, about
  + Main body – brief intro and about, brief description of services with **buttons**
  + Footer – social media **links**, incl. links to about us (L) & contact page (R)
* Menu (1 body row; 3 navbar L)
  + View the menu with an option to pre-order (requires log in)
* Meeting Room Booking (2 body row; 2 navbar L)
  + Locations (and room size based on number of attendees), dates, times, rates (requires log in), after booking à prompt to pre-order from menu, **tooltips** (offer user to call to book instead of online booking)
* About Us (3 body row, footer L)
  + Basic info about company and why it’s unique, images, bios, link to contact pages
* Locations (1 navbar R)
  + Privada Café **locator by zip code**, selecting nearest café takes you to login page
* Login/Sign Up (2 navbar R)
  + Log in or create an account à **save user settings/preferences**: subscribe to newsletter/email updates, payment information, preferred location, history of menu/room orders (**easy reorder or** **rebooking**)
* Contact (3 navbar R, footer R)
  + Text area for questions, comments, feedback, radio buttons; corporate address and phone number

**3. Market Survey**

* <https://therefugeaz.com/phoenix-melrose-the-refuge-cafe-party>
  + Home page features book a room prominently
  + Links to 4 different food delivery companies
* <https://starbucks.com>
  + “Join now” instead of “create an account”
* https://www.westonscoffee.com/
* <https://www.theofficecoffeeshop.com/book-a-meeting-space/membership>
  + No menu page on website. Links to external site “clover” to order
* <https://www.elevatecoffee.com/pages/spaces>
* <http://www.classiceventscafe.com/contact-us.html>
* https://saporicafe.com/menu/

Briefly compare/contrast the features of these websites with your idea…

**4. References**

* Give references to any material / websites / books, et cetera, relevant to your website idea.