

## **Dragons Delight Strategy & Scope Planning**

Dragons Delight is a small cafe and bakery business run in Amsterdam, The Netherlands. They are looking to build a sole online presence through the creation of a new website where customers will be able to find everything that they need to engage with the business and order food. Their main target audience will continue to be expats and tourists visiting the city- with a special focus on attracting guests from The Pestana Riverside Hotel next door to them.

Any user of a restaurant website would expect to see evidence of the quality of the food that they are considering purchasing. An idea of the culture of the business so they can make a preconceived idea of the atmosphere they may experience.

Dragons Delight has a specific niche of being a genuine English food eatery in Amsterdam. It's baker and owner is a trained scientist from London, and uses her science skills everyday in her craft with baking. Almost everything you eat in Dragons Delight is homemade and authentically English. Even the bacon and sausages are imported to be the same cuts you would get back in England.

<b>Features</b>	<b>Importance</b>	<b>Viability</b>
Food & Drinks Menu	5	5
Reservation Form	5	5
Ordering CTA	5	5
Gallery	4	5
Promotions	4	5
Opening Times	5	5
Social Media Links	5	5
Contact Links	5	5
Why Visit Us?	3	4
Business Bio	3	5
Newsletter	4	5
Blog	4	2
Staff Portal	3	1

Reviews	4	5
Find Us	5	5
Online Bakery Store	4	1
Multi Lingual	3	2

To help conclude what will be included in the initial release of the project I have made a list to work out what's essential and what can be added on a later release. The List is put into the following sections based on their scores of Importance and Viability.

**Essential**, meaning it must be included in the first release.

**Possible**, meaning it will be included if the time and facilities are available.

**Later**, meaning it will be added on a later release.

<b>Essential</b>	<b>Possible</b>	<b>Later</b>
Food & Drinks Menu	Why Visit Us?	Blog
Reservation Form	Newsletter	Staff Portal
Order CTA	Reviews	Online Bakery Store
Gallery	Promotions	Multi Lingual
Social Media Links		
Contact Links		
Opening Times		
Business Bio		
Find Us		

After analyzing the possible features I've decided that all of the Essential and Possible features will be included in the first release for Laptop/Desktop design. However, to simplify the appearance of the mobile version of the site all of the possible features and the business bio will be hidden on mobile devices. My reasoning for this is that mobile screens are much smaller and it can become a nuisance to be scrolling through too much information. Most mobile users are in a rush looking for ways to order food online or find the destination quickly- and because this is one page, with multiple sections i believe the less important/necessary information should be left for bigger devices.