



External Project: *Deja Brew*

Lonestar College – Summer 2024

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IMED 1316, Spring TX

Project Proposal

This proposal outlines the development of a modern, user-friendly website for a coffee shop. The website will serve as an online presence, enhancing customer engagement, and providing essential information and services.

Assumptions (Goals, Needs & Objectives):

Information

- Name of Organization: Deja Drew
- Address: 1234 Coffee Avenue, Houston TX, 98765
- Contact Information
 - Phone: 123.456.7890
 - Email: dejabrew@coffee.com

Description

The proposed website will be designed to reflect the ambiance and quality of our coffee shop, offering customers an easy and enjoyable way to interact with our brand online. The website will include essential features such as a detailed menu, event details, and integration with social media. The goal is to create a comprehensive online platform that boosts customer engagement and supports our business growth.

Statement of Need

- Limited Online Presence: Our coffee shop currently lacks a dedicated website, relying mainly on social media and third-party platforms for online visibility. This limits our control over our brand image and customer interactions.
- Inefficient Customer Interaction: Without a central online hub, customers face difficulties finding accurate and up-to-date information about our menu, operating hours, and special events.
- Inconsistent Branding: Our current digital presence across various platforms does not consistently reflect our brand identity, which can confuse potential customers and dilute our brand message.
- Missed Marketing Opportunities: Without a website, we miss out on valuable opportunities for search engine optimization (SEO) and targeted digital marketing strategies that could drive traffic and increase sales.

Goals

- Enhance Online Presence
- Improve Customer Engagement
- Facilitate Online Services
- Provide Comprehensive Information
- Optimize for Search Engines (SEO)
- Collect and Utilize Customer Feedback
- Support Business Growth

Objectives

- *Enhance Online Presence:* Create a visually appealing and easy-to-navigate website that attracts new customers and retains existing ones.
- *Provide Essential Information:* Offer detailed information about our menu, location, hours of operation, and contact details.
- *Promote Engagement:* Integrate social media and customer feedback to foster community and interaction.
- *Optimize for Search Engines:* Ensure the website is optimized for search engines to improve visibility and attract more traffic.

Target Audience

- *Local Customers:* Residents and workers in the local area looking for a convenient coffee shop option.
- *Tourists and Visitors:* Individuals visiting the area who want to find a quality coffee shop.
- *Online Users:* People searching for coffee shops online, including those looking for pickup options.

Conclusion

This proposal outlines a comprehensive plan to design and develop a modern, engaging, and functional website for our coffee shop. By implementing this project, we aim to enhance our online presence, attract more customers, and provide a superior overall experience. We look forward to your approval to begin this exciting project.

Approval and Next Steps

If the proposal meets your approval, please sign below. Upon approval, we will schedule a kickoff meeting to begin the project.

Approved by: _____

Date: _____

Thank you for considering our proposal. We are excited about the opportunity to work with you to bring your coffee shop's online presence to life.