THE WEB BRIEF Document

WAKE UP CAFE

My site is about a cafe in nelson. The name of my cafe is Wake up Cafe

1)Introduction

The cafe was founded in October 2019 by Balraj singh Kaunsal. Our cafe is newly opened in the city and we are trying the best to become the number one cafe in nelson. So, every week we learn, try something new, customizing our cafe infrastructure and many more things to get more customers. In this digital world to get more customer making a website will be advantage. It will help us and even our customer too.

2)Goals and objectives

Our main motive to get more customers and to provide best food. The long-term business goal is to become the number one cafe in nelson. Our current situation is little balance because we got experienced managers and chefs but once the website is ready it will give some relief.

3) Audience

Audience for the cafe can be anyone (general public). Discounts are provided to students and staff.

4) About Website

Our target group would be B2C.In nelson there are many cafes and the competition over here is so high because there are less people in this city but many cafes so it will be tough but we will try our best. Our three major competitors: 1) Fish shop cafe 2) Nmit cafe 3) Yogi cafe Our cafe mainly focused on food and beverages market.

5) Website activities and Navigation structure.

Our cafe is new and our budget is to low so we don’t want use to much money on, so we want it look simple and easy to use.

Website should have 1 main page as Home with 2 other option as (about, order).

Navigation structure

The website will contain the following navigation structure.

1)Home

2)About

3)Order

The website should contain the following special features. Additional features suggestion are welcome:

* A good quality of photo on home page and about page (it should be somewhere in the middle of the page).
* On the home page at the bottom a box should be provided, so that the customer should reserve a table or may message us for some events organizing by providing us their details.
* A map of our cafe address should be on the about page below the image.

6)Design

* The design should be simple and clean.
* The background color should be same for all the pages.
* Header and footer would be same for every page with a text on the footer (Thank for visiting us) with link to facebook.
* Font color should be match with content and image (use basic colors like black,white,marroon)
* Try to use light color like brown, papayawhip which should match with our photos and doesn’t affect eyes.
* Image quality should be high.
* On the home page there should 2 text parallel to each other, their position should be fixed (text1 will show the opening and closing ours and text 2 will show the address)
* On the about page the image should have a border with color (grey).
* The order page will simple it will just have the menu. The item name will be in center below it items used in it and below that the cost of it, everything should be in in center but with different heading size.
* The home page should tie in with our message, which is *"Use products from nature for what it's worth - but never too early, nor too late." Fresh is the new sweet.”*
* We would like to follow only English language
* Set up a basic Ga visitor tracking

7)SEO strategy

I would create proposal and timeline for the project

* Website assessment

The website is good according to the budget just need some feature and to improve the overall site structure.

The site content will would add in your home page which main page .We would like to put more about your café on the main page .For example, below the name of the cafe we would put some description int the middle with a photo below it.

Including a site maps with links is a good way to help search engines effectively rank your site.

* HTML Tag Optimization

This involves an analysis of the key HTML tags that are analyzed by search engines to rank web pages.

These tags include:

* <TITLE>
* <META>
* <HEADER>
* <ALT>
* <FOOTER>
* <DIV>
* <IFRAME>

Keywords will be added to the content in these tags to ensure search engines are optimizing your site properly.

* Social Media Services

Google Places/Maps

* We will assess/create the profile and add information as necessary
* Add all locations in Google maps.
* Optimize the profile by adding keywords in the map locations

Facebook

* We will optimize the profile with targeted keywords.
* Create a detailed profile that links to the website and social media initiatives.
* We can use FB to build a following by running a promotional “like” campaign. We could launch the page with a special promotion.

Other ideas:

* Post job openings with the company
* Implement the “refer a friend” program
* Social network with users as necessary

THE BENEFIT:

* Brand exposure
* Social Engagement with current and potential customers
* Media Exposure

* Other requirements

We are looking for an affordable and reliable hosting solution. We require 500 MB of disk space. Our budget is too low (around $500) because we don’t enough money but after some month’s we would add more features in it.

* Deadline and future decision

Our deadline of the project is 18/11/2019 and in future we would like to have a gallery option once we start getting more customers and have a good budget.