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Organisation Overview

- **Name:** *Café Botanika*

Brief History of the Organisation

Café Botanika began as a dream shared by two friends who loved coffee, nature, and living sustainably. In 2024, that dream came to life, sparked by a trip to the Cape Winelands, where they found themselves enchanted by the peaceful charm of botanical gardens and cozy artisanal cafés.

Back in Cape Town, they set out to create a space that felt just as calming and inspiring. The result? A beautiful little café tucked into one of the city's trendiest suburbs, where café culture meets lush greenery and plant-based design.

Today, Café Botanika is more than just a coffee spot—it's a local gem. People come for the floral-filled interiors, stay for the small-batch herbal drinks, and often leave with a handcrafted botanical good or a new plant baby from one of the mini workshops. It's a place where nature and community bloom together.

Mission Statement

At Café Botanika, our mission is to create a sanctuary where coffee, nature, and conscious living come together. We're here to serve thoughtfully crafted drinks in a space that inspires calm, connection, and a deeper appreciation for the botanical world.

Vision Statement

At Café Botanika, we envision becoming South Africa's most beloved floral-themed café brand—an inspiring destination where nature, wellness, and creativity flourish together. Our goal is to lead the way in sustainable café culture by blending botanical beauty with mindful living, offering spaces that feel like a breath of fresh air in the heart of the city.

We aspire to build a community rooted in connection, where every cup of coffee, herbal infusion, and handcrafted good tells a story of care for the environment, for local artisans, and for the people we serve. Through immersive plant-based experiences, wellness workshops, and eco-conscious design, we aim to spark joy, nurture creativity, and promote a lifestyle that honours both self and planet.

Café Botanika is more than a café—it's a movement toward greener, gentler living. And we're here to grow, bloom, and inspire—one leaf, one sip, one soul at a time.

Target Audience

Primary Audience:

Café Botanika primarily caters to Millennials and Gen Z (ages 18–35)—a vibrant, socially aware generation that values authenticity, aesthetics, and experiences. These are students, freelancers, creatives, and remote workers who seek more than just a caffeine fix. They're drawn to cozy, visually captivating spaces that double as a backdrop for content creation, casual meetups, or deep focus sessions. With their love for artisanal products, plant-based living, and wellness culture, this group finds in Café Botanika a haven that aligns with both their lifestyle and values.

Whether they're sipping herbal lattes while journaling, attending a mini plant workshop, or simply soaking in the floral ambiance for a midday reset, Café Botanika offers them a space that feels personal, inspiring, and shareable—both online and off.

Secondary Audience:

Beyond the younger crowd, Café Botanika warmly welcomes eco-conscious individuals, plant enthusiasts, and coffee lovers of all ages. These are people who appreciate the craftsmanship behind small-batch brews, the beauty of botanical design, and the importance of sustainability in everyday choices. They may be seasoned gardeners, ethical shoppers, or simply those who find joy in nature-infused environments.

This audience values quality, intentionality, and community. Whether they're browsing handcrafted botanical goods or engaging in wellness events, they see Café Botanika as a place that reflects their commitment to mindful living and their love for all things green and grounded.

Website Goals & Objectives

Café Botanika's website is more than just a digital storefront—it's an online sanctuary that reflects the heart and soul of our café. Designed to mirror the calming, nature-inspired experience of visiting us in person, the site helps us connect with our community, share our story, and grow our brand in meaningful ways.

Here's what we're aiming for:

1. Boost Brand Visibility & Reach

We want more people to discover Café Botanika—whether they're searching for a cozy café, sustainable products, or botanical inspiration. Through smart SEO and social media integration, our site will help us reach new audiences and invite them into our world.

- Attract new visitors through search engines and social platforms
- Highlight our signature floral aesthetic and plant-based offerings
- Share the story behind our brand and what makes us unique

2. Enable Online Shopping

Our café isn't just a place to sip—it's a place to shop. The website will feature an easy-to-use e-commerce section where customers can browse and buy:

- Handcrafted botanical goods
- Gift vouchers for loved ones
- Branded merchandise that brings Botanika vibes home

3. Make Workshop Booking Simple

We host mini plant and craft workshops that bring people together and spark creativity. The website will make it easy to:

- View upcoming workshop dates
- Book a spot online with just a few clicks
- Learn more about what each session offers

4. Share Info & Inspire Visitors

Whether someone's planning a visit or just browsing, we want our site to be informative and inspiring. It'll include:

- Our full café menu and operating hours
- Blog posts on topics like plant care, herbal tea benefits, and sustainable living
- Updates on new products, events, and seasonal specials

5. Build Loyalty & Community

We're all about growing relationships—not just plants. The website will help us stay connected with our customers and reward their loyalty:

- Collect emails for newsletters and updates
- Offer exclusive discounts and early access to events
- Create a space where visitors feel part of the Botanika family

How We'll Measure Success

To make sure Café Botanika's website is blooming beautifully online, we're keeping an eye on a few key metrics. These help us understand what's working, where we're growing, and how we can keep improving the experience for our visitors.

Goal	What We're Tracking	Our Target
Get more eyes on the site	Unique visitors each month	5,000+ people discovering us monthly
Sell more botanical goodies	Revenue from online product sales	R3,000+ in monthly sales
Fill up our workshops	Number of online bookings	30+ bookings every month
Grow our community	Newsletter and email sign-ups	1,000 new sign-ups in 6 months
Keep readers engaged	Blog views and time spent reading	500+ views/month, 2+ minutes per visit
Encourage deeper browsing	Bounce rate (how quickly people leave the site)	Keep it below 45%
Welcome familiar faces back	Returning visitor rate	30%+ of our traffic from repeat visitors
Boost social buzz	Clicks to our Instagram or Facebook pages	300+ clicks per month

Current Website Snapshot

We've taken a close look at Café Botanika's website to see what's blooming beautifully—and where we could do a little pruning. Here's what we found:

Category	What's Working Well	What Could Be Better
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Design & Aesthetics	The floral-themed design is eye-catching and perfectly reflects our brand vibe.	On mobile, some pages feel a bit cluttered and could use cleaner spacing.
Navigation	The top menu is simple and easy to follow.	There's no sticky menu, so users have to scroll all the way back up to navigate.
Content	Great use of visuals and short descriptions to showcase our offerings.	Product details are a bit sparse, and we're missing blog content that could add depth.
Booking System	Visitors can book workshops through a contact form.	There's no real-time calendar or instant confirmation, which can slow things down.
E-commerce	We've got an online shop up and running.	The product range is limited, and there's no search or filtering to help users browse.
Load Speed	The homepage loads fairly quickly.	Product pages lag a bit due to large, uncompressed images.
Mobile Responsiveness	The layout adjusts nicely for mobile screens.	On smaller devices, some buttons and text overlap, making it tricky to navigate.
SEO Optimization	Basic SEO is in place, like meta titles and descriptions.	Many images are missing alt text, and the lack of blog content hurts our organic reach.
Contact & Location	We've got a map, contact form, and WhatsApp link—super handy.	No live chat option, and our opening hours aren't clearly visible on the homepage.
Security	The site is secure with HTTPS and an SSL certificate.	We don't yet have a visible privacy policy or terms of service, which could raise concerns.

Where We Can Grow

Make the Mobile Experience Smoother

Let's give our mobile visitors a better experience by refining the layout and redesigning buttons so everything's easy to tap, read, and enjoy—no more overlapping text or squinting at tiny fonts.

Upgrade the Online Shop

Our e-commerce section has great potential, and a few tweaks could make a big difference. Adding product filters, a search bar, and richer descriptions will help customers find what they love faster and feel more confident about what they're buying.

Café Botanika Website Experience

We want our website to feel like a digital extension of the café itself—inviting, beautiful, and easy to explore. Here's how each section will come to life:

Homepage

The first impression matters, and our homepage will be warm, welcoming, and visually stunning. Think high-quality images of our café, signature drinks, and lush botanical touches that instantly set the mood.

What visitors will find:

- A clear, easy-to-use menu that guides them through the site
- Highlights of daily specials, seasonal promotions, and upcoming events
- Bold call-to-action buttons like “View Menu,” “Order Online,” and “Visit Us”
- Quick links to our social media and a newsletter signup to stay connected

About Us

This is where we share our story—how Café Botanika came to be, what we stand for, and the people behind the scenes.

What makes it special:

- A mix of heartfelt storytelling and beautiful imagery
- Space to showcase customer testimonials and reviews
- Insights into our ingredient sourcing and sustainability efforts

Menu / Products & Services

A deliciously detailed page that showcases everything we offer—from drinks and pastries to our specialty botanical teas.

What visitors can explore:

- Clearly categorized sections (Coffee, Tea, Pastries, Plant-Based Options)
- Descriptions and pricing for each item

- Gorgeous photos of select menu items
- Option to download the full menu as a PDF
- Seamless integration with online ordering (if available)

Online Ordering / Delivery (Optional)

For those who want Botanika vibes at home, this section makes ordering easy and enjoyable.

What it includes:

- A user-friendly shopping cart or order form
- Secure payment options
- Order confirmations and status updates via email or SMS

Contact Us

Whether someone has a question, wants to book a table, or just say hello—this page makes it simple.

What's included:

- A clean contact form with fields for name, email, phone, and message
- Embedded Google Map showing our location
- Clearly displayed phone number, email, and operating hours
- Social media links for quick access

Events / Blog (Optional)

This is our storytelling and community hub—where we share upcoming happenings and botanical wisdom.

What visitors can enjoy:

- A calendar or list of events like live music nights or plant workshops
- Blog posts on topics like herbal tea benefits, DIY recipes, and café updates
- Optional commenting system to spark conversation

Gallery

A visual feast that captures the soul of Café Botanika—from our cozy interiors to our vibrant drinks and events.

Features:

- A photo gallery with slideshow or lightbox viewing
- Captions to give context and tell the story behind each image

Newsletter Signup

We love staying in touch. This section invites visitors to join our mailing list for exclusive updates and offers.

How it works:

- A simple signup form connected to our email marketing system
- A friendly confirmation email and easy unsubscribe option

Social Media Integration

We're active and engaging on platforms like Instagram and Facebook—and we want our site to reflect that.

What's included:

- Clickable icons in the header and footer
- Embedded social feeds to showcase our latest posts and stories

Mobile Responsiveness

No matter the device, our website will look and feel amazing.

Key features:

- A responsive layout that adjusts smoothly to all screen sizes
- Touch-friendly buttons and easy navigation for mobile users

Design & User Experience

At Café Botanika, we believe that good design should feel like a deep breath of fresh air. Our brand is all about nature, wellness, and warmth—and we want every part of the website to reflect that.

The look and feel should be calming and modern, with soft botanical touches that echo the café’s eco-conscious spirit. Think earthy tones, elegant fonts, and nature-inspired visuals that invite visitors to slow down and explore.

We’re designing for people who care—about what they consume, how they live, and the spaces they spend time in. That means a clean, intuitive layout that’s easy to navigate, whether someone’s browsing on their phone between classes or curled up with a cup of tea at home.

It’s not just about looking good—it’s about feeling good. The experience should be seamless, soothing, and full of little moments that make visitors feel connected to our brand and inspired by our values.

Colour Palette: Inspired by Nature

Our colors are more than just pretty shades—they’re a reflection of Café Botanika’s soul. Each hue is chosen to evoke calm, warmth, and a connection to the earth.

Color Name	Hex Code	Purpose
Botanical Green	#6B8E23	Our signature shade—used for headers and icons. It’s fresh, grounding, and unmistakably botanical.
Soft Cream	#FFF9F0	A gentle background that feels like morning light—clean, airy, and welcoming.
Earthy Brown	#8B5E3C	Adds depth and richness to buttons and borders, like the bark of a tree.
Warm Beige	#D9CBB1	A cozy secondary background that softens the space and adds warmth.
Sage Light	#DCE5D1	Used for hover effects and subtle highlights—like dew on leaves, it brings a quiet elegance.

These tones work together to create a space that feels organic and harmonious, while still being easy to read and navigate. It’s a palette that invites people in and makes them want to stay.

Typography: Voice with Style

Our fonts speak with grace and clarity. They’re chosen to reflect the café’s personality—elegant, thoughtful, and effortlessly modern.

Text Type	Font	Style & Feel
Headings	<i>Playfair Display</i>	A refined serif that adds a touch of sophistication—like handwritten signage in a boutique café.

Body Text	<i>Lato or Open Sans</i>	Clean, friendly, and easy to read—perfect for menus, stories, and everyday browsing.
Callouts / Quotes	<i>Cormorant Garamond</i>	Artistic and expressive—used sparingly to highlight special moments or poetic lines.

Together, these fonts create a rhythm that’s both beautiful and functional. They guide the eye, tell the story, and make every word feel intentional.

Font Hierarchy Guide (Humanised)

Here's how we structure typography to keep things elegant, readable, and consistent across your design:

Headline 1 (H1)

- Font: Playfair Display
- Size: 36–42px
- Use: Big, bold statements—perfect for page titles or hero sections that need to grab attention with a touch of sophistication.

Headline 2 (H2)

- Font: Playfair Display
- Size: 28–32px
- Use: Subheadings or section titles. Still stylish, but a bit more subtle than H1.

Body Text

- Font: Lato or Open Sans
- Size: 16–18px
- Use: Main content, paragraphs, and descriptions. Clean and easy to read—great for long-form text.

Buttons & Calls to Action

- Font: Bold Lato or Bold Open Sans
- Size: 14–16px
- Use: Actionable elements like buttons or links. Bold styling ensures they stand out and invite interaction.

Design & Layout Approach (Humanised)

We’re going for a look that feels fresh, modern, and easy to navigate—like a breath of fresh air in digital form.

Layout

- Think clean lines and a tidy grid system.
- Lots of white space to let content breathe and avoid visual clutter.
- Everything feels balanced, calm, and intentional.

Imagery

- Full-width hero images that make a bold first impression.
- Soft overlays to keep text readable without overpowering the visuals.
- Icons and graphics inspired by nature—think leafy shapes, gentle curves, and organic vibes.

Navigation

- A sticky top navigation bar that stays with you as you scroll.
- Smooth scrolling for a seamless experience.
- Dropdowns where needed, but always intuitive and easy to use.

Responsive Design

- Whether you're on a phone, tablet, or desktop, the layout adjusts beautifully.
- No pinching or zooming—just a smooth, tailored experience across all devices.

User Experience Considerations

We’re designing with real people in mind—making sure every interaction feels smooth, intuitive, and enjoyable.

UX Element	What We’re Doing
Navigation	Keeping it clear and simple. A sticky header helps users stay oriented, and menu items are easy to understand.
Page Load Speed	No one likes waiting, so we’re optimizing images and compressing assets to keep things snappy.
Call-to-Actions	Buttons like “Order Now” or “Visit Us” are placed where they make sense and encourage action without being pushy.
Accessibility	High-contrast text, alt text for images, and readable fonts make sure everyone can engage comfortably.

Consistency	Uniform button styles, heading sizes, and colour choices create a cohesive and professional feel.
Mobile UX	Tap-friendly buttons, collapsible menus, and a vertical layout make the mobile experience smooth and frustration-free.

Low-Fidelity Wireframes

We're starting with simple, text-based layouts to map out the bones of the website—just enough to show how things are structured and where key content will live. Think of these as the blueprint before the paint goes on.

These wireframes focus on:

- Structure – How each page is laid out
- Information hierarchy – What content gets priority and where it sits
- User flow – How someone moves from one section to the next

Homepage Wireframe (Low-Fidelity)

[LOGO] [Home] [About Us] [Menu] [Events] [Contact] [Order Online]

| Full-width Hero Image: "Welcome to Cafe' Botanika" |

| Subtitle: "Botanical Brews & Plant-Based Bites" |

| [Explore Menu] [Order Now] |

[3 Feature Boxes - e.g., Organic Ingredients | Eco-Friendly | Locally Sourced]

[Short Welcome Paragraph + Image]

[Instagram Feed / Gallery Carousel]

[Newsletter Signup] [Social Media Icons]

[Footer: Location | Hours | Quick Links | Contact Info]

Menu Page Wireframe

[Top Navigation]

MENU TITLE: Explore Our Botanical Offerings

[Tabs: Coffee | Tea | Pastries | Vegan Specials]

[Grid of Menu Items]

| Image | Item Name | Description | Price |

[Order Button] under each item (if online ordering is enabled)

[Download PDF Menu]

Contact Page Wireframe

[Top Navigation]

GET IN TOUCH

[Contact Form]

| Name | Email | Message |

[Google Map with Café Location]

[Phone Number] | [Email Address] | [Opening Hours]

[Social Media Links]

Here's a clear and concise breakdown of the **technical requirements** for building and launching a website for a company like **Café Botanika**, which might be a boutique café focused on organic, plant-based offerings. This setup will support a stylish, responsive site with features like menus, online ordering, event listings, and contact forms.

Hosting & Domain Name Requirements

Domain Name

- **Suggested Domain:** www.cafebotanika.com or www.cafe-botanika.co.za
- **Registrar Options:**
 - GoDaddy
 - Namecheap
 - Google Domains
 - Afrihost (South Africa-based option)

Hosting Requirements

- **Type:** Shared Hosting (for small traffic) or VPS/Cloud Hosting (for scalability)
- **Recommended Providers:**
 - Bluehost or SiteGround (global)
 - Afrihost or xneelo (South Africa-based)
- **Features Needed:**
 - SSL Certificate (for secure browsing)
 - Email Hosting (e.g., info@cafebotanika.com)
 - Database Support (MySQL or PostgreSQL)
 - FTP Access and Control Panel (e.g., cPanel or Plesk)

Programming Languages & Frameworks

Core Technologies

Technology Purpose

- HTML5** Structure and layout of web pages
- CSS3** Styling, colors, fonts, and responsive design
- JavaScript** Interactivity (e.g., animations, form validation, dynamic menus)

Front-End Frameworks (Optional but Recommended)

Framework Benefit

- Bootstrap** Quick, responsive design with prebuilt components
- React.js** For dynamic, component-based UI (if building a more interactive site)

Back-End (Optional for advanced features)

Language/Framework Use Case

- Node.js or PHP** Server-side logic (e.g., contact forms, order processing)
- Express.js** (with Node) Lightweight web server
- Laravel** (PHP) Elegant framework for more complex backend needs

Database (if needed)

- **MySQL or PostgreSQL** for storing customer orders, newsletter signups, etc.

Other Technical Considerations

- **Responsive Design:** Mobile-first layout using media queries or frameworks like Bootstrap
- **SEO Optimization:** Meta tags, alt attributes, clean URLs
- **Accessibility:** ARIA labels, keyboard navigation, contrast ratios
- **Performance:** Image compression, lazy loading, caching
- **Analytics:** Google Analytics or Plausible for tracking visitors
- **CMS Option:** WordPress (if non-technical staff will manage content)

Project Timeline: Café Botanika Website Development

Week	Milestone	Description
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Week 1	<i>Planning & Requirements Gathering</i>	Define goals, target audience, features, and branding. Finalize hosting and domain name.
Week 2	<i>Design Mock-ups & Wireframes</i>	Create wireframes for homepage, menu, contact page, etc. Get feedback and approval.
Week 3	<i>Front-End Development Begins</i>	Start coding with HTML, CSS, and JavaScript. Build a responsive layout and navigation.
Week 4	<i>Back-End Integration & Testing</i>	Add dynamic features (e.g., contact form, menu database). Begin testing across devices.
Week 5	<i>Final Testing & Optimization</i>	Perform usability testing, fix bugs, optimize performance, and SEO.
Week 6	<i>Launch & Submission</i>	Deploy the site to the live server. Submit final documentation and present the project.

Key Milestones Summary

- **Milestone 1:** Project Brief & Requirements Document (End of Week 1)
- **Milestone 2:** Approved Wireframes & Design Concepts (End of Week 2)
- **Milestone 3:** Functional Front-End Prototype (End of Week 3)
- **Milestone 4:** Back-End Features & Testing Complete (End of Week 4)
- **Milestone 5:** Final QA & Optimization Report (End of Week 5)
- **Milestone 6:** Live Website & Final Submission (End of Week 6)

Estimated Budget Breakdown (ZAR)

Category	Item	Estimated Cost	Frequency
Development	Basic 5-page website (custom design, responsive layout)	R7,000 – R12,000	Once-off
	Optional eCommerce functionality (online ordering, payment gateway)	R12,000 – R30,000	Once-off
	Logo & branding design (if needed)	R1,500 – R4,000	Once-off

Domain Name	.co.za or .com domain	R100 – R300	Annual
Hosting	Shared hosting (Afrihost, Xneelo, etc.)	R800 – R2,500	Annual
	SSL certificate (often included)	R0 – R500	Annual
Maintenance	Monthly updates, backups, security	R500 – R2,000	Monthly
	Content updates (menu changes, blog posts)	R300 – R1,000	Monthly
Marketing (Optional)	SEO & social media integration	R1,000 – R5,000	Monthly
	Google Ads or PPC campaigns	R2,000 – R10,000	Monthly

Total Estimated Budget

Basic Website (No eCommerce)

- **Initial Setup:** R9,000 – R16,000
- **Annual Costs:** R2,000 – R5,000
- **Monthly Maintenance:** R500 – R2,000

With eCommerce Features

- **Initial Setup:** R20,000 – R35,000
- **Annual Costs:** R2,500 – R6,000
- **Monthly Maintenance:** R1,000 – R3,000