Organization overview

The name of the company is mommy's Sou chef /mommy and her is a local bakery established in September 2017 in central Cape Town it was founded by the daughter in hopes of bridging the gap in French cuisine bringing her mother's food to her

The mission of the website is to bring local natives back to their childhood with some of the old ingredients and new recipes as well as take the youth to a different time, a different place while being in the same place

The target audience for this business is both the youth and the old natives. The youth so they can experience the old age cuisine and the older generation

2. Website goals and objectives

The goal of the website is to spread more information on the company as well as bring more clients to the shop ,through well thought of presses

Presented images ,intentional imagery ,thought out prices. The kpi being the increase of engagement on the website, increase in online sales, longer interactions between the users and the website and more walk in customers

4.website features

We have 3 main pages the home page the where we offer users information about how the business came about

The about

…

The contact

Where we give users contact about where to

5.DESGIN AND USER EXPERIENCE

Jericho chart

6 .TECHNICAL REQUIREMENTS

Html , css ,Javascript

7.Timelines and milestones

The milestones i have for the business is that within the next 3 months there should be an increase in customers by 25%