**Client and Topic**

My final website project will be a Catering website for “Food for The Soul’s” Catering Company. This website will be for this startup catering company who are looking for a website that clients can contact, view the food, and learn about the team involved.

**Development Process and Engagement**

I will be creating this website for a client. The research that will be conducted is to view some other catering company websites to get an idea on what key information it should have to obtain new clients. I will also look at local venues indoor or outdoor, in the DMV area that the company is able to partner with. The few websites I will use to conduct my research will be [wedding venues](https://www.herecomestheguide.com/wedding-venues/washington-dc/byo-catering) and a website for outdoor and indoor [venues](https://www.uniquevenues.com/event-venues/District-of-Columbia) in Washington D.C. This research is important for the information that can be added to the page under the events link. It can show multiple options for birthday’s, weddings, and private/corporate events.

**Testing**

Testing the website will involve me working with the founder of “Food for the Soul”, to see exactly what his wants and needs are for his website. We will work together to gain feedback on the information for each page such as contact information as well as social media. I will focus specifically on the following areas of the website:

* Home page – The home page will feature a photo provided by the head chef of Food for the Soul catering and will invoke an inviting feeling. It will also consist of social media as well as links to the other pages.
* About page- The about page will have information on the catering team as well as the head chef and founder of the company. This will consist of individual photo’s also a group photo.
* Menu page- The menu page will consist of a list of different menus in terms of breakfast, lunch, beverages, dinner, and dessert. This will also have descriptions of what each menu item has in it.
* Gallery page -The Gallery page should consist of any photos that the catering company have provided of their own food.
* Events page-This page will give clients different venues to choose from depending on the type of event such as wedding, corporate, or birthdays.
* Contact page- The contact page will have a section where a new or prospective client will input his/her information by including name, number, estimate of guests etc.

We will discuss the layout of content on the website which includes the colors, images and font. Then I will have the Head Chef and founder test the website to make sure there are not any issues. The browser that I will test it on are Chrome, Safari, Firefox, and Edge.

**Description**

The goal of the business is to provide catering services in Maryland’s local cities and areas such as Washington D.C and Virginia. They want to provide delicious food as well as great places for their client’s venue’s.

The purpose of the Food for the Soul’s website will be to showcase the talents this catering company offers such as great food, venues for the client’s specific needs, and being easy to contact. The website will be beneficial for prospective clients to easily view the gallery page as well as learn more about the staff in the about me page. They can base their decision to move forward with their catering services if they like the information they obtain from the website.

The target audience would be for corporate agencies, weddings, and birthdays in the Washington D.C., Virginia, and Maryland area. Clients can choose which type of venue they are interested in such as indoor or outdoor. The events page will consist of a choice of different venue’s either indoor or outdoor in the “DMV” area. The dishes the catering company offers are Caribbean and Cajun flavors for clients who are in search for good comfort food, this will be their go to catering company.

The personas that make up Food for the Soul’s head team will be helpful in creating the design of the website. The following personas are:

Christopher Jacobson

Male

33 years old

Head Chef

Graduated from Johnson and Wales Culinary School

Black/African American  
Lives in College Park, Maryland

Middle Class

Hobbies: Cooking and playing video games

Uses his laptop and phone to access information

Alyssa Barnes

Female

35 years old

Event Planner

Black/ African American

College Degree in Business Administration

Middle Class

Lives in e D.C

Hobbies: Art and hiking

Some unique content that the website will have will be photos of past events that showcase most of the dishes made that will also be on the menu’s page. Photos on the home page will feature a slideshow that showcases staff, meals, and different venue’s that the company has attended.

There will be some inspiration pulled from some catering websites to get an idea of what may look good that could be used in this website.

**Growth and Maintenance**

I believe the website will continue to grow and evolve over time as the company expands its business. For example, the Event’s page will eventually need more locations as the company continues to grow. The Menu’s page will have to be continuously updated as well to let clients know of changes to the menu and ingredients. The Menu, Event, and About Us pages will need to be updated monthly to keep photos and information as accurate and current as possible.

**Organization**

The website will be organized by having 10 different pages in total. There will be 5 main pages that will include About Us, Menu, Gallery, Event’s, and Contact. Within the Menu’s page there will be 4 pages that will have the breakfast, lunch, dinner, and dessert menu options for the user to look through. The four pages that will be connected to the Menus page are called sub-topics.

Demonstrated below is a general idea of how the pages will be set up. The Menus and Events pages are the only pages that will have sub-topic pages that will link new clients or users to a specific item.

**Website Diagram- Food for the Soul**

**Home**

**Contact**

**Gallery**

**About Us**

**Menus**

**Events**

**Birthdays**

**Weddings**

**Corporate**

**Dessert**

**Dinner**

**Lunch**

**Breakfast**

**Home Page Wireframe.**

Chart, timeline, bar chart

Description automatically generated

**Wireframe for the Menus Page**

Chart, bar chart

Description automatically generated

**Security**

The website will not include an e-commerce component, the website will be for informational and contacting purposes only. The website is intended to draw in new customers after viewing all the pages and seeing what Food for the Souls company has to offer they will be intrigued to contact the company directly on the website.

There will be no use for users to create an account, once they fill out the contact page they will be contacted via email for additional information.

Some steps I can take as a web developer to make sure the website is secure are making sure I validate both the HTML5 and the CSS3 on the <https://validator.w3.org/> webpage.

**Web Hosting**

The core elements of web hosting consist of security features, server reliability, website response time, support, and many more options and features that can be changed if needed in the future. When it comes to web hosting there are many different options such as Shared hosting, dedicated hosting, WordPress, and cloud hosting. Each web hosting option have different pricing it will be up to the Food for the Soul Catering company to decide which one will be in their best interest when it comes to all features.

The website will need to utilize JavaScript in the Contact’s page, after a user presses the “submit” button they will receive a confirmation email stating the company has received their inquiry email and they will respond to the customer within 24-48 hours.

**Marketing**

The website will be marketed by using different techniques such as social media, search engine optimization (SEO), and YouTube videos. I will also include customer reviews on the website, some will be on the home page as well as the contact page. On each page of the website, I will include the social media pages like Facebook, Instagram, and Twitter.

**References**

*37 Awesome Catering Websites*. Nuphoriq. (2020, May 27). https://nuphoriq.com/catering-websites/.

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