

Website Plan

Business or Brand Name: Richmond_foodie.com

Description: Richmond_foodie is a website that containing my reviews, photos, and other information on many of the restaurants and food trucks I've visited. It will also have a calendar of upcoming food events and festival, and a list of news on new or upcoming restaurants. It is meant to be a site for anything related to food in the Richmond, Virginia area.

Website Goals

List 3 – 5 SMART Goals for your website.

1. Create a site of my reviews, photos and information on at least 5 restaurants and/or food trucks in the Richmond area
2. Create a list of at least 25 active food trucks in the Richmond area with links to the food truck's websites.
3. Create a calendar on scheduled or anticipated 15-20 annual food festival and events in the Richmond area
4. Create a list and information about at least 20 new or upcoming restaurants in the Richmond area.
5. Attract 100 unique views to website within 3 months of launch.

Purpose Statement

Create a website for anything food-related in the Richmond area. It should provide information about restaurants, food trucks, food festivals, and news about new restaurants.

Target Audience

Business or Brand Name: Richmond_foodie.com

Description: Richmond_foodie is a website that contains reviews and information on restaurants and food trucks, a calendar of upcoming food events and festivals, and it's a site for anything related to food in the Richmond, Virginia area.

The primary target audience for the website is myself, to consolidate the reviews, photos and information I've provided on various websites such as Google reviews, Yelp, or Tripadvisor over the years. It would also provide a consolidated source of information on the Richmond food scene. Because of that, it would also be of interest to anyone else interested in the Richmond food scene. The demographics for that would be the following.

Characteristics

Average Age/Range: 16+

Education level: High school to graduate degrees

Median income: 25,000+

Race: n/a

Ethnicity: n/a

Gender: n/a

Primary spoken language: English

Unifying characteristics: This is a site for anyone interested in finding out about the food scene in Richmond, Virginia

Style Guide

Typefaces

Home Button: BD Brick 2007

I chose this font for a singular use as it was perfect for stating the minimalist mid 2000's throwback design I was going for. However, this font is also very big and chunky so I could not use it for anything else, plus as a decorative font it is best used sparingly.

Buttons: Myriad Pro Bold

I chose this font for the buttons because of its relatively clean look, needed for the design look I was going for. The reason I bolded them was to differentiate the button text from the text used for everything else.

Textboxes/Dropdowns/Footer: Myriad Pro Regular

This font will be the main font used in the body of the website. It is a clean, sans serif look and very legible.

Colors

1 Hex: #edddc6
RGB: 237,221,198

2 Hex: #2e2c2b
RGB: 46,44,43

3 Hex: #262626
RGB: 38,38,38

4 Hex: #3d3d3d
RGB: 61,61,61

I chose these colors as they matched the colors in the photo that I use for the background of the webpage. Specifically, I chose the color of the pan for the menu bars & footer, while for the text I chose the color of the rice so it would stand out on the black background.

Website Mockup

