

# The Reading Nook Bookstore

Book Store Website

Store Name: The Reading Nook Bookstore

Brand Colors: (Deep Green) #1F3A34, (Warm Parchment) #F4EFE6, (Dusty Indigo) #3F4E78, (Aged Copper) #B46A3A, (Charcoal Ink) #2B2B2B

Slogan: Where Every Story Finds a Home

Location: 1209 harrison ave goodland ks 67735

Email: [info@readingnookbookstore.org](mailto:info@readingnookbookstore.org)

Phone #: (785) 269-1950

Social Media: Facebook, Instagram, Twitter, YouTube

User Target: Mid to high class ages: 40+

Our Mission: "At The Reading Nook Bookstore, our mission is to cultivate a love for reading by offering a carefully curated selection of books, fostering a community of readers, and supporting local authors. We are dedicated to creating a warm and inviting space where every visitor can discover new stories, engage in meaningful conversations, and celebrate the joy of literature. Our goal is to inspire, educate, and connect through the power of the written word."

The audience we are targeting:

**Avid Readers:**

- Passionate book lovers aged 25-65 who enjoy exploring new genres and attending author events.

**Young Adults and College Students:**

- Individuals aged 18-25 interested in contemporary fiction, young adult novels, and affordable books.

**Local Authors and Writers:**

- Aspiring and established authors aged 30-60 looking to network, attend workshops, and promote their work.

**Community Members:**

- Local residents of all ages who enjoy supporting local businesses and attending community events.

***The client would like to see the wireframes (Low fidelity) on paper on the website before the mockup/prototype is started first and make sure that the design is what they want.***

Our website is designed to be the first and most trusted destination for discovering our books and getting to know who we are. From the moment visitors arrive, they can explore new arrivals, browse our full inventory, and learn about upcoming author events and community gatherings. We want readers to feel the same warmth and welcome online as they do when walking through our doors. Whether someone is searching for their next favorite novel, signing up for a book club, joining our book club, or simply learning more about our story, the website serves as a central hub for connection, discovery, and community.

At The Reading Nook Bookstore, we take pride in being a cozy, independent bookstore that caters to passionate readers and literary enthusiasts. We're seeking your expertise to create a website that showcases our curated catalog of books, highlights upcoming author events, and features our blog on literary topics. Additionally, we would like a user-friendly online store where customers can purchase books and merchandise. The website should include a newsletter signup form to keep our readers informed about new arrivals and special offers. We're also open to featuring the company that creates the website. Moreover, the website should provide an option for users to RSVP to events, join our book club, and access exclusive content from our literary community.

### **Website Requirements:**

Assets: Use of images/videos provided. If any more are needed, the designers are free to find more. We have two logos, we are going to allow the designers to choose which logo.

Colors: The client would like the use of their colors only, with addition of natural colors such as whites, light grays.

Fonts: Our branding states that any major heading should be a Serif with a cursive feel to it, while making the rest of the text in a sans serif font. We would like to see the font during the wireframe to make sure it follows suit!

Pages: The client would need 3 pages, based on our wireframe given.