# Savanna’s Coffee House, Web Site Proposal Site Design & Implementation

### Student Name Date

Savanna’s Coffee House  
604 24th Street  
St. Paul, Minnesota

702-971-1154

###### **Description/Background**

Savanna’s is a new local coffee house that roasts its own coffee from the best coffee sources around the world. They also offer a range of sandwiches, salads and homemade soups; along with a wide variety of cakes, pastries and desserts. Local entertainment such as acoustic music will be provided on weekend evenings. The atmosphere is urban funk and located in the college-town center. The hours are 6:00 am – 10:00 pm weeknights and midnight on Friday and Saturday evenings.

###### **Target Market/Customers**

The majority of Savanna’s market is an equal mix of male and female young adults between the ages of 19-35. Due to the age range the income level is low to middle. Due to location most customers are college students. The target market has excellent computer and technical skills and relies heavily on mobile devices and social media.

###### **Site Objective**

Savanna’s is a new business and currently does not have any web presence. The objective for this website is to generate business. The site should accomplish the following:

1. Provide complete information about the business including the menu, location, and entertainment.
2. Entice patrons to visit the business for the coffee, food, and atmosphere.
3. Provide an ongoing list of events/entertainment.

###### **Pages & Site Organization**

page 1: Home page  
page 2: About  
page 3: Menu  
page 4: Events  
page 5: Contact Us