

Website Project Proposal: Frosty Delights Ice Cream

1. Organization Details

Name: Frosty Delights Ice Cream

Type: Local Small Business

Description: Frosty Delights is a family-owned ice cream shop serving handmade ice cream, frozen yogurt, and milkshakes. Known for unique flavors and seasonal specials, it caters to families, students, and dessert lovers.

2. Mission and Vision

Mission: To bring happiness to the community through fresh, high-quality ice cream.

Vision: To be the most beloved ice cream brand in town.

Target Audience: Families, students, local event organizers, dessert lovers.

3. Website Goals and Objectives

Goals: Build online presence, display menu, enable online orders, and promote catering.

Objectives: 20% increase in walk-ins in 6 months, 50+ catering requests in first year.

KPIs: Visitors, orders, reviews, customer loyalty.

4. Current Website Analysis

Currently no professional website. Customers rely on social media. Opportunities: professional branding, online ordering, SEO.

5. Proposed Website Features

Homepage, Menu, About, Catering, Contact, Online Orders. Extra features: reviews, gallery, loyalty rewards.

6. Design and User Experience

Colour Scheme: Pastel pink, mint green, light yellow.

Typography: Playful fonts (Poppins, Quicksand).

Layout: Bright and fun with large images.

UX: Responsive, easy ordering, clear CTAs.

7. Technical Requirements

Frontend: HTML5, CSS3, JS

Backend: WordPress or PHP/Node.js

Database: MySQL

Hosting: SSL-secured with domain www.frostydelights.com

8. Timeline & Milestones

Week 1-2: Planning

Week 3-4: Frontend

Week 5-6: Backend

Week 7: Testing

Week 8: Launch

9. Budget

Design & Dev: \$1,500 - \$2,500

Hosting: \$150/year

Maintenance: \$75/month

10. References

Inspiration: Baskin Robbins, local gelato shops. UX/UI best practices. Local SEO for small businesses.