Iain Shaw - Website Brief - 23rd Jan 2025

**Website Brief – Client Overview**

Dignans is a high-quality outdoor catering company based in Edinburgh, established five years ago. In addition to catering, the business operates a café/brasserie, which serves as a separate part of their operation.

Currently, Dignans has a loyal customer base, including several regular contracts with local businesses and offices near the café. They also cater for one-off events, such as celebration buffets. Much of their business comes from word-of-mouth recommendations from satisfied clients.

At present, the company relies on advertising through their vehicle, business cards, and local directories to attract new customers. However, Dignans is now looking to expand its reach within Edinburgh, targeting corporate catering opportunities such as office lunches, corporate events, and BBQs. To achieve this, they recognize the potential of a website to help grow their business and increase visibility.

**Website Requirements**

The client is seeking an attractive and user-friendly website that communicates the quality and appeal of their food offerings. Key features they want to include are:

* **Menu Display**: A section where all their catering menus are easily accessible, with a print option for convenience.
* **Search Engine Visibility**: The website should be optimized to appear in search engine results to attract potential customers.
* **Order System**: Customers should be able to place orders via email, with the option to register their details for simple or repeat orders.
* **Special Offers**: A section for advertising monthly special offers to attract new customers and retain existing ones.

Dignans also wants the website to reflect their brand's friendly, inviting image and would be open to reviewing their existing logo to better align with the website’s design.

**Logo and Menu References**

* The company’s logo can be found in **Appendix 1**.
* A set of menus is included in **Appendix 2**.

**Submission Requirements:**

1. **Site Proposal Report (approx. 500 words)**  
   In this report, you should provide a comprehensive overview of your approach to developing the website for Dignans. This includes:
   * **Purpose and Goals**: Explain why the website is important for Dignans and how it aligns with their goal of expanding their business within Edinburgh. Discuss how the website can help increase visibility, attract new customers, and facilitate orders.
   * **Target Audience**: Describe the intended audience for the website (e.g., local businesses, corporate clients, individuals hosting events) and how the website will cater to their needs.
   * **Features and Functionality**: Outline the key features that will be included on the website, such as the menu display, special offers section, order system, and SEO optimisation for search engine visibility.
   * **Design and User Experience**: Briefly explain the design approach, focusing on how the website will be user-friendly, attractive, and representative of the Dignans brand. Consider the color scheme, layout, and any design elements that will convey the company's quality and customer-friendly nature.
   * **Technical Considerations**: Discuss any technical aspects, such as how the website will be optimized for mobile devices, which content management system (CMS) may be used, and any additional tools or integrations (e.g., email system for orders, SEO plugins).
2. **Site Structure – Description and Diagram**  
   Provide a clear description and visual diagram of the website's structure. This should include:

The diagram should be a simple visual representation (like a flowchart or wireframe) that illustrates how the website’s pages will be interconnected. It doesn't need to be overly detailed but should provide a clear understanding of the layout and navigation flow.

* + **Main Pages**: List and describe the key pages of the website (e.g., Home, Menu, Special Offers, Contact Us, Order Form, About Us).
  + **Navigation Flow**: Outline how users will navigate between pages and how the content is logically organized. You can explain the hierarchy of information (e.g., the main menu options, dropdowns, and internal links).
  + **User Journey**: Consider the user experience and how visitors will move through the site, from landing on the homepage to placing an order or exploring menus. Make sure the structure facilitates easy access to important information, such as menus, contact details, and special offers.

1. **Page Content Summaries**  
   For each key page of the website, provide a brief summary of the content that will be included. These summaries should cover:
   * **Homepage**: Describe the content, such as a welcome message, a brief overview of Dignans, and any key features (e.g., promotional banner for special offers, quick links to the menu or order page).
   * **Menu Page**: Detail the type of content that will be displayed, including a list of catering options and any images that might accompany the menu descriptions. Mention the print option and how the menu will be organized (e.g., categories like office lunches, celebration buffets, BBQs).
   * **Special Offers Page**: Outline how monthly offers will be presented, including any formatting or design elements that highlight these promotions. Specify how customers can easily view and take advantage of these offers.
   * **Contact Us Page**: Explain what contact information will be provided (e.g., phone number, email address, physical location) and whether there will be an integrated contact form.
   * **Order Form Page**: Describe how customers will be able to place orders (either simple or repeat), and the registration process they must complete to access this feature. Include any necessary instructions for the user.
   * **About Us Page**: Summarise the content of this page, which may include information about the company’s history, values, mission, and the team behind Dignans.

Each page summary should explain the overall purpose and content structure, focusing on key information, user engagement, and how it supports Dignans' goals for the website.