

Veronese Gallery & Café Website Redesign

Introduction

Veronese Gallery and Café is one my favorite cafes in Orange County. The café attracts a lot of college and university students since its located near Cal State Fullerton and Fullerton college. It's known for the forest/jungle design and the cozy atmosphere and relaxing ambience. The current website is very simple and contains only the necessary information a customer would look for, such as hours of operations and location. The website lacks a menu page and as of this moment, users would be redirected to another website (not owned by Veronese Café) in case they need to check the menu. Current website also lacks a "Contact Us" page and an Online Ordering Section. The main goal of the website redesign is to add more features, make it more modern, and reorganize the website so users can interact with the website in a simple and fun way while providing an overall better experience.

Expected List of Features

- 1- *Contact page*: Currently there is no "Contact Us" page. The "Contact Us" page will contain all means of communication where a user/customer can get in touch with the owners. It will also contain a suggestion form where customers can provide their feedback on what improvements can be done to the place
- 2- *Online Menu*: The website lacks a menu page and as of this moment, users would be redirected to another website (not owned by Veronese Café) in case they need to check the menu. Hence, I would like to integrate a Menu within the website that provides a clear and de-cluttered menu that customers can chose items from. Menu should include list of ingredients and calories on each menu item. Another thing I would like to add is pictures of some of the menu items
- 3- *Online Order*: Current website lacks an online ordering page. The Online Order Menu will allow user to select items from menu and add them to cart.
- 4- *Gallery Page*: A gallery page where user can check pictures of the café. This will include the indoor and outdoor area.
- 5- *Blog Site*: The current website currently has customer reviews copied from their yelp page. I would like to segregate the two and have the website contain its own review and customer testimonials.

Market Survey

- Kean Coffee: Great website design. Very easy to navigate and structured in a way where user can quickly find the information they are looking for. Also has a video at the top that shows how the coffee is made.
- Urth Caffé: The Menu site contains picture of almost every menu item. It also contains user and customer review and likes beneath each menu item
- Moon Goat Coffee: Search bar at the very top. Calm and simple design. When in the menu section and the user scrolls down, a navbar appears at the top that list the menu categories.

References:

- <https://keancoffee.com/>
- <https://www.moongoat.com/>
- <https://www.urthcaffe.com/>