Website development brief

Information about the company:

1. Company’s name.

*Money & Time (M&T)*

1. Name, surname, contacts of the person responsible for the design approval from the customer's side.

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1. Describe briefly what the company does.

*Anti-cafe is a place where visitors pay for time they spend in.*

1. What product / service does the company provide on the market?

*A place for a great time –entertainment service.*

1. What is the uniqueness of the product / service on the market?

*Cafe has three zones with difference cost and kind of entertainment, cost of coffee, exclusive tea and cases is expressed in minutes.*

1. What is the philosophy / ideology of the company?

*The greatest moments we live with the people we love. This place helps to meet once again and spend your precious time together.*

Source materials from the customer:

1. Do you have a corporate identity / brand of the beech company?

*Minimalistic and comfortable.*

1. Do you have additional source material?



*Photo of the cafe.*

1. Additional information.

*Desired emotion of web-site: serene, cheerful, intimate.*

UX/ UI design (site design):

1. Please, write the tasks that are set before creating a site.

*Tell about the company: idea, essence, philosophy, history of idea;*

*Show company’s offers: three zones, cost of coffee and other in minutes;*

*Tell about each zone, explain the differences;*

*Tell about upcoming events in the cafe;*

*Make it possible to book time and do it as easy as it possible.*

1. What is the target audience (country, age, gender, etc.)?

*Citizens of Lublin and tourists from other cities and villages (other countries);*

*Groups of people from 10 to 65 years old;*

*Middle segment.*

1. Will the site be used by people with disabilities?

*No.*

1. What are the basic needs of the target audience?

*People who likes board games and who want to get some new experience;*

1. How your site can help the user?

*Get more info about the cafe and it’s features;*

*Ability to make a reservation;*

*Find out about the events in the cafe.*

1. What are the advantages of your business over competitors?

*Possibility of visiting with children;*

*Possibility to bring food and drinks;*

*The presence of three different zones.*

1. Please, write links to competitors' sites and, if possible, describe their advantages and disadvantages.

[*http://lublin.padbar.pl/*](http://lublin.padbar.pl/)

*Advantages:*

*Minimalistic, clean laconic design;*

*Animation when cursor is over a blocks.*

*Disadvantages:*

*Too much neon colors;*

*Photos in a slider are too dark.*

1. Please, rite links to sites that you like and write what specifically you like about the sites (style, colors, fonts, arrangement of elements, etc.).

[*https://planetoflana.com/#planetoflana*](https://planetoflana.com/#planetoflana) *– I like how frames move and block frames appear;*

*https://dddhotel.jp/en/abno/ minimalistic style and colors;*

*https://www.thecuppingroom.com.au/ animations and navigation;*

*http://cafefrida.ca/ fonts, animation, style;*

*https://demo.wphunters.com/rc/ slider and gallery.*

1. Please, write links to sites that you do not like and write what specifically you do not like in the sites (style, colors, fonts, arrangement of elements, etc.).

[*https://top2000onlinecafe.nporadio2.nl/*](https://top2000onlinecafe.nporadio2.nl/) *- too much small and bright details.*

1. Are there any suggestions for the color scheme of the site?

*Grey-beige with hints of another color (maybe burugundy od blue), warm color range, grainy texture.*

1. What languages will be provided on the site?

*Polish, English, Ukrainian, Russian.*

1. Additional information.

*Modern minimalistic design.*

Main page:

1. What the user should see, first of all, on the main page?

*Company’s slogan;*

*Division into tree entertainment zones;*

*Current and upcoming events;*

*Button „Book time now”.*

1. What will be the main sections and subsections of the site.

*About us;*

*Zone 1 – Cafe;*

*Zone 2 – Board games;*

*Zone 3 – VR;*

*Events – dates and info.*

1. What pre-blocks will be on the main page (news, products of the day, promotions, slider, information about us, subscription, etc.).

*Info about the company (name, slogan, contact data);*

*Slider (zones);*

Inner Pages:

1. Please, write a list of internal pages. And write in advance what should be in each page.

Example:

1. <Name of the page>

Description

1. <Name of the page>

Description

1. <Name of the page>

Description

*1. <Main page>*

*Name and slogan, contact info, three blocks of zones on a one line (name and short description), blocks of events (two events on a one line);*

*2. <About us>*

*Name and slogan, description of idea, company’s philosophy, history of idea;*

*3.< Zone 1 – Coffee & Cakes>*

*Essence, cost, menu, abilities, photo gallery;*

*4. <Zone 2 – Board games & X-box>*

*Essence, cost, the most popular board and x-box games, photo gallery;*

*5. <Zone 3 – VR & so much fun>*

*Essence, cost, the most popular VR games, photo gallery;*

*6. <Events – Current & Upcoming>*

*Name, dates (from – to), description;*

*7. <Booking>*

*Form: choosing a day, time and zone, number of persons, input contact info (name, age, phone number, e-mail), receipt of confirmation;*

*8. <404-page>*

*‘Sorry, that page does not exist’*

Organizational matters:

1. Tentative deadlines for the design.

*30.06.2021*

1. The budget allocated for the creation of the design.

*300$*

1. Additional information.

*The urgency premium is 50$.*

Additional information:

1. Please, write additional information that you would like to convey to developers.

*Please, consult with me in case of strong doubts.*