

A dark teal overlay covers the left side of the slide, while the right side features a close-up photograph of a dish. The dish contains fresh arugula leaves and thin, white cheese shavings, possibly parmesan, arranged artistically.

SHOWCASE SITE FOR A CAFÉ BUSINESS

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# SITE STRATEGY VENTI CAFE

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DEVELOPED AT GOMYCODE - SOUSSE  
PRESENTATION SUBMITTED BY: RIM CHOUCHENE

# PRES ENTATION OUTLINE

Current Analysis  
Pain Points  
Media Strategy  
Site Map  
Prototype  
Usability Evaluation & Results

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## WHY DESIGN A MEDIA CHANNEL?

WE DON'T WANT WORK THAT SIMPLY COPIES EVERYTHING ELSE. OUR CLIENTS COME TO US TO HELP THEM MEANINGFULLY RESONATE AND DIFFERENTIATE.

KARIN SOUKUP, MANAGING PARTNER, COLLINS

# CURRENT ANALYSIS (SWOT)

- The objective of this project is to widen the visibility of Venti Café & restaurant and make reservations accessible online and updates easier and more professional which enhance the business credibility.
- Venti uses only facebook as the main media channel of communication, updates & advertisement They recently launched an official instagram account
- They see tourists and tunisian immigrants as potential clients during summer. Thus providing a remote, credible and up to date information became critical within this sector.

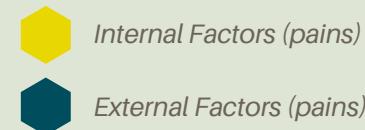
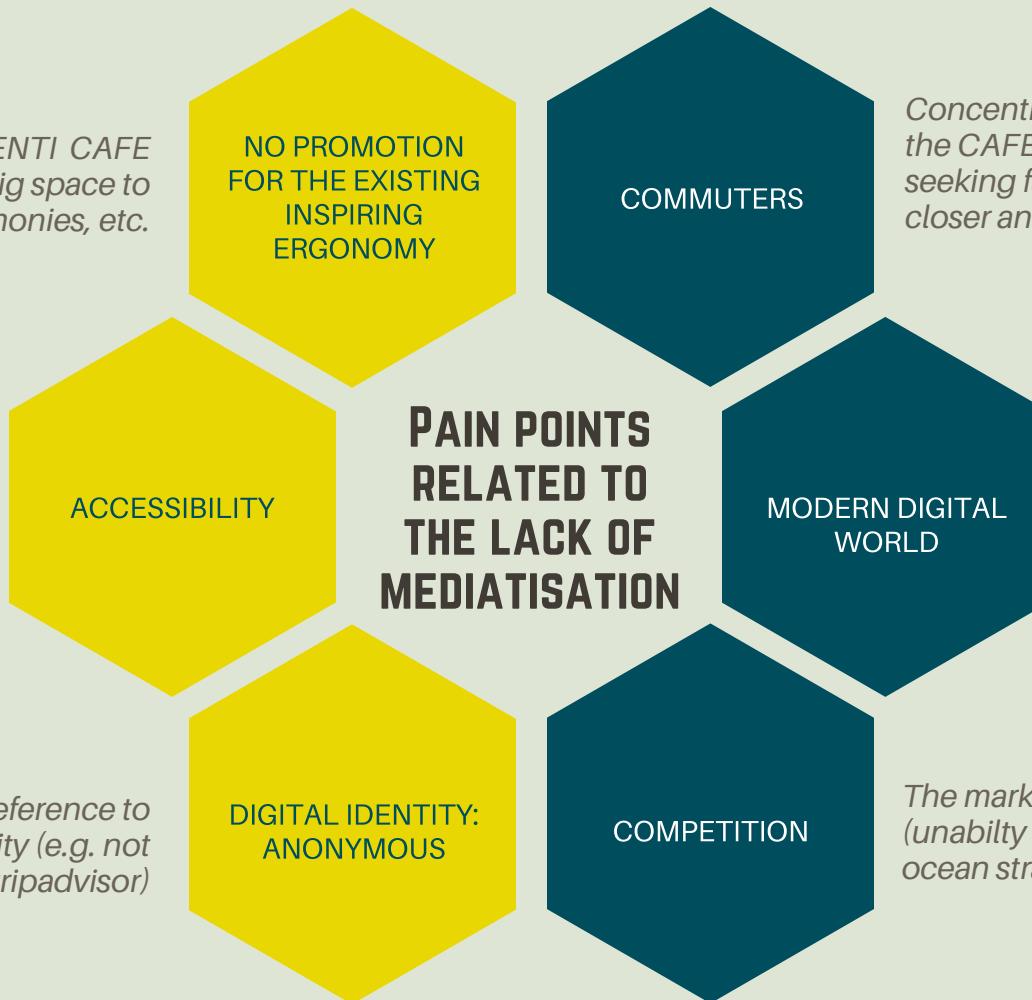


# PAIN POINTS

No media visibility for (random) visitors, vacationers and tourists (Constant loss of potential clients)

No specific brand, seo, reference to strive market identity (e.g. not recognized in tripadvisor)

We simply noted that expansion and growth of VENTI CAFE are halted, and type of customers is limited to REGULARS. BRAND IMAGE is absent outside the area of KHZEMA, SOUSSE. Customers range of age is old and aren't user friendly of Internet. No implementation of innovative (attractive) means of communication with customers is creating ACCESSIBILITY GAP

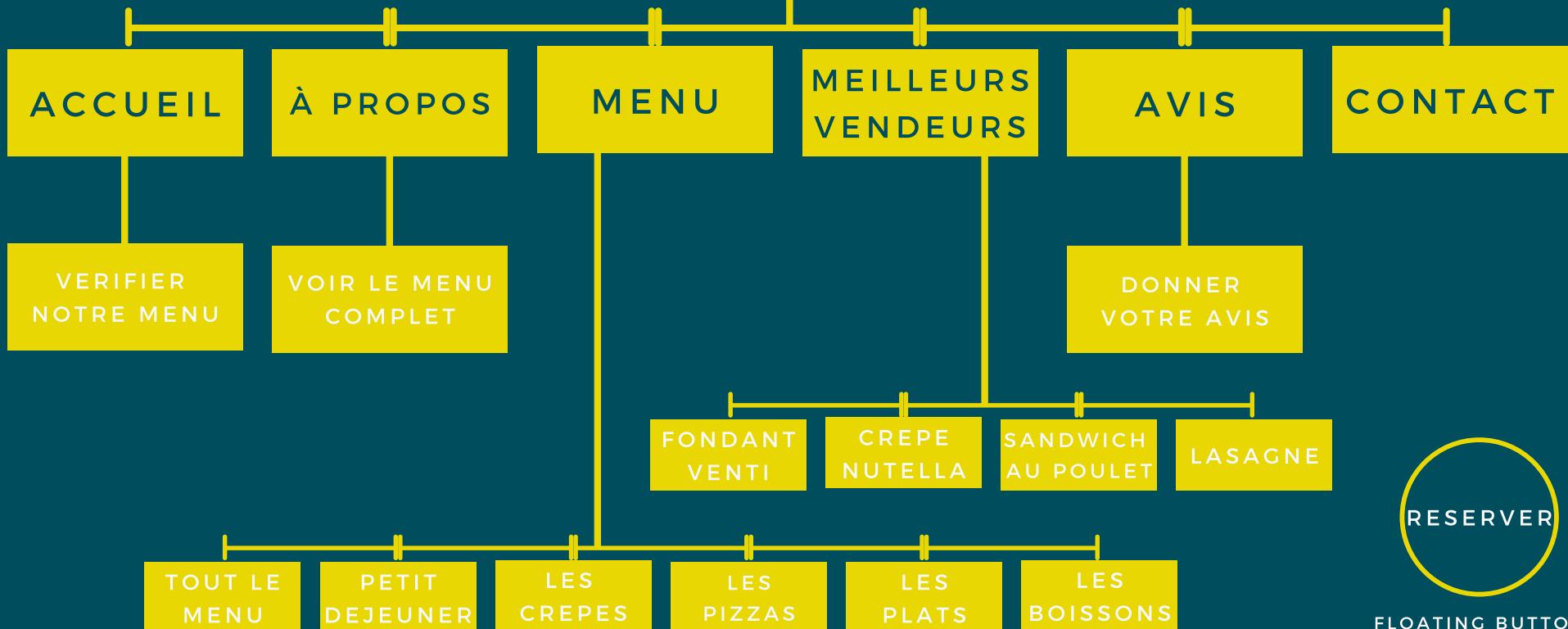


# MEDIA STRATEGY

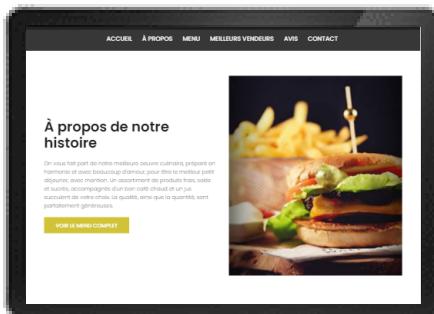


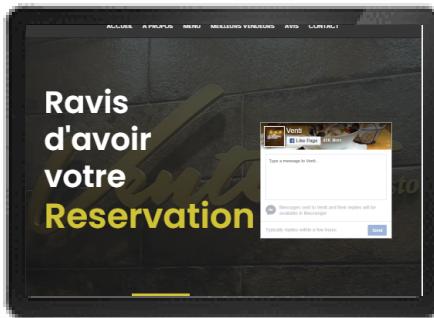
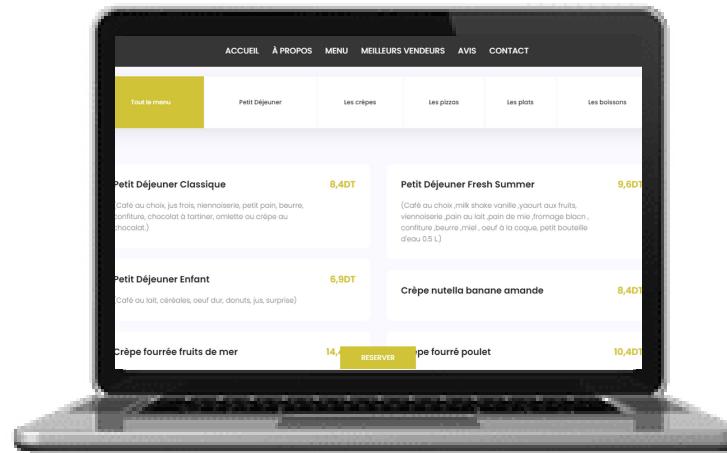
## key points :

- Where is VENTI?
- What's special about VENTI?
- Can I reserve ONLINE?
- Synchronous updates
- Virtual tour
- Permanent Accessibility to information



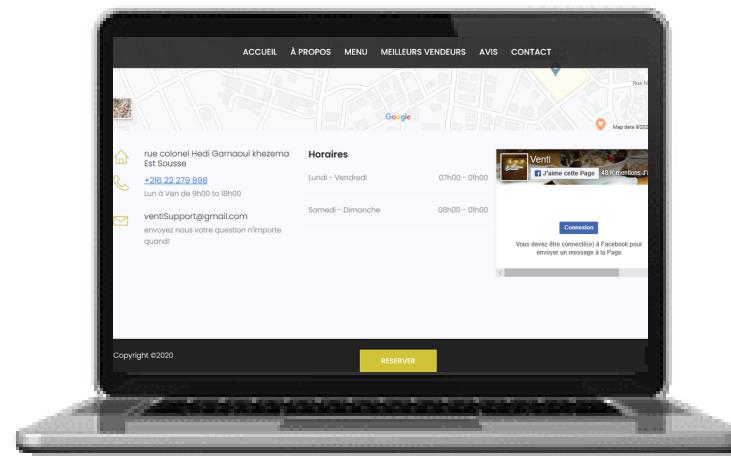
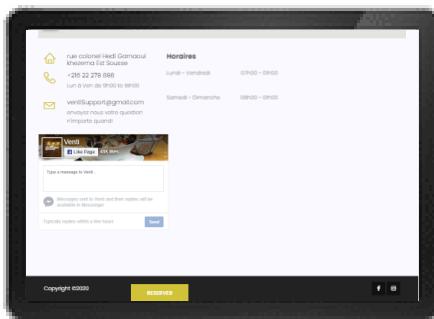
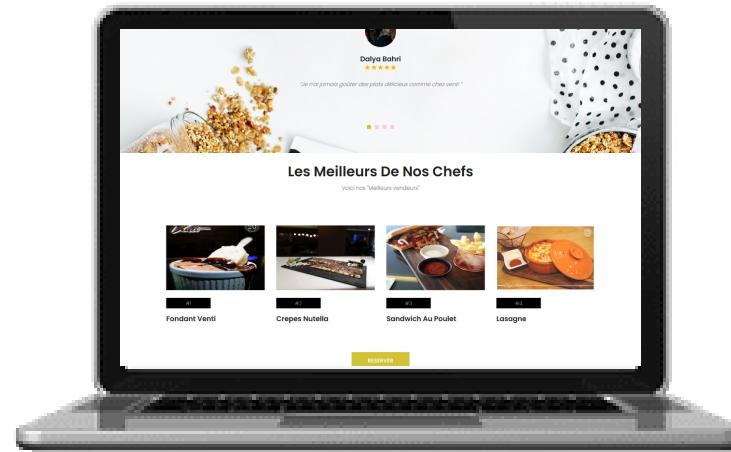
# PROTOTYPE: CROSS PLATFORM WEBSITE





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# 3



# USABILITY EVALUATION & RESULTS



VISITEUR SIMULÉ :



Chrome



Paris

8.0/1.5Mbps (Latence : 50 ms)

Premier octet



Début affichage



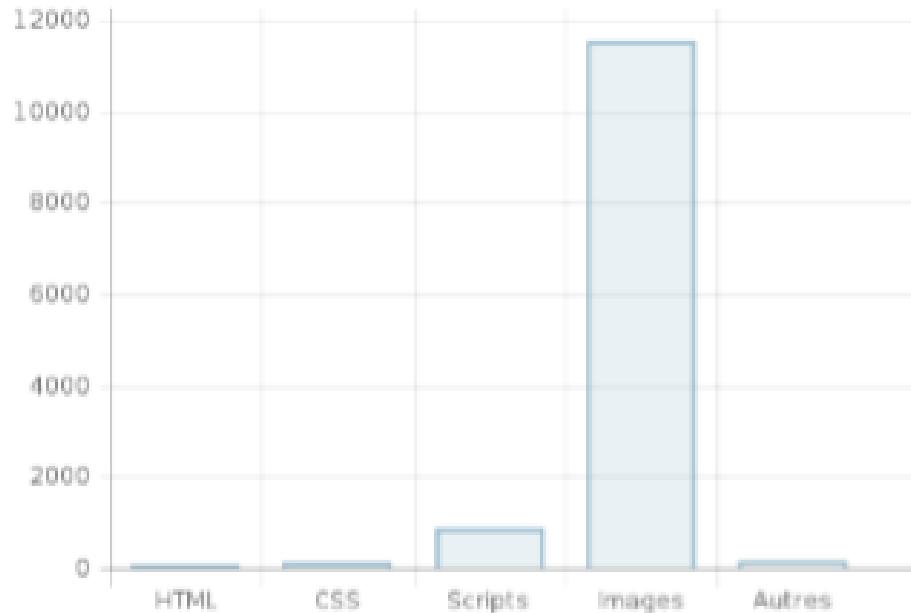
Fin chargement



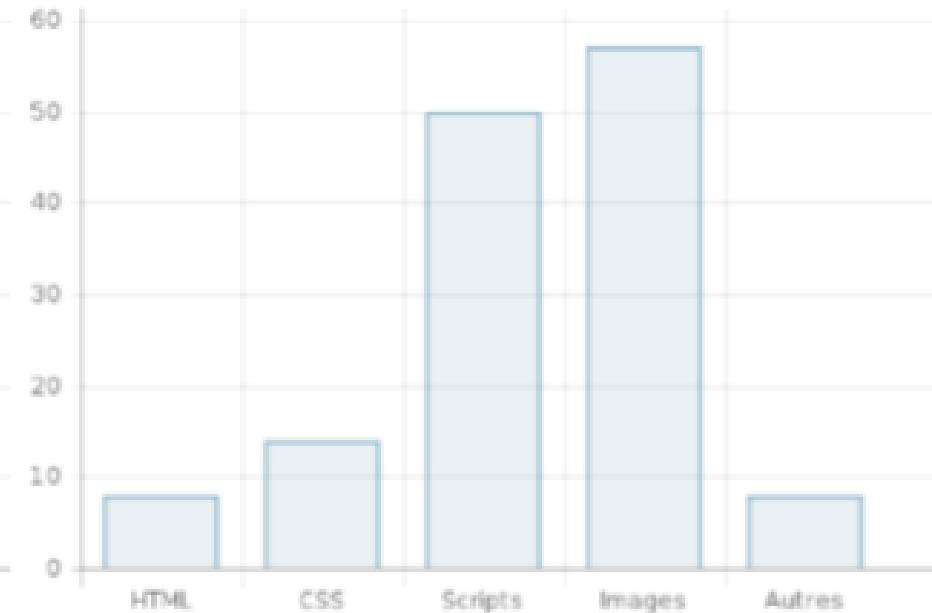
Speed Index



## Répartition du poids



## Répartition du nombre de requêtes



## Technologies détectées

- Font Awesome
- ☒ Google Font API
- gMaps Google Maps
- owl OWL Carousel
- bootstrap Twitter Bootstrap
- varnish Varnish
- jQuery
- jqueryui jQuery UI