CAT CAFÉ
MELBOURNE

CLIENT WEB PROJECT BRIEF

Website upgrade project | M Gibson

Client website project brief

Overview

Cat Café Melbourne is a new café and who work closely with the Lost Dog's Home in North Melbourne and the Geelong Animal Welfare Society. The fundamental business strategy is to build its client base through their professional website profile. Their web based marketing strategy is to allow their patrons to book time with their cats at the café which provides a small selection of food.

Marketing and social media

Cat Café Melbourne would like to offer more than simply products and services they are attempting to engage their clients in their passion for cats. They will create and share an online video about the benefits of their group buy strategy which will evangelise their program. Currently they have a social media presence on Twitter, Facebook, Instagram and Tumbler.

New website development

Cat Café Melbourne would like a website redesign to support their business. They wish to leverage from the professional feel of their current online presence by developing a central user platform where clients can learn about their products and services. They require the development to use the Drupal content management system.

Website design

The new website must be use a simple theme and appropriate Drupal modules. The site map will simply comprise:

- home page with a image carousel (module), menu and links to articles;
- shop with cart and checkout (module);
- a booking page with a calendar (module);
- a page on each of their cats;
- latest news page (module);
- frequently asked questions (module);
- about us page;
- contact page.

The new website will simply link to all social media and the current blog pages.

Design and content

The current website can be found at http://catcafemelbourne.com/. Please take all content from this site. The design is for the developers to produce. The developers must research and test all modules for the site development.

User testing and acceptance

It goes without saying that the website must be fully tested and ready for handover by next week. All testing and code validation must be done by the web designer to meet industry standards.

Handover will entail a 10 minute presentation and brief demonstration on how to use the site. A copy of the final site should be submitted in the sixteenth week of semester.