

Website Project Planning Document: Dupont Market

I. Objectives:

- Build a website for a real local business, Dupont Market DC, which currently does not have a website.
- Provide a static digital overview for potential new customers who are curious about what this place offers, including grocery categories and an overview of Dupont Market's menu
- Centralize all of Dupont Market's 3PL food delivery options (there are two) and social media sites (there are three), plus allow customers to contact the small business to provide feedback and suggestions.

II. Target Audience:

- Potential new customers (passerby-ers) who are curious to learn more about its story, its grocery offerings, and services
- Repeat customers who want a way to personally contact this market or submit feedback, and do not use social media

III. Features:

- **1) Homepage:** Intro landing page with its story and ethos. List grocery categories, hours of operation, address, and provide links to order food, and buttons:
 - Button 1: Menu
 - Button 3: Contact Us
 - Buttons 4-5: Link to order food via [DoorDash](#); [Caviar](#);
- **2) Menu:**
 - Popular Items
 - Brunch All Day Menu
 - Lunch & Dinner
 - Sandwiches
 - Salads
 - Sides
 - Specials: [Meatless Monday](#)
- **3) Contact Us:** Basic operating information (hours, phone, address) & formspree integration
 - Link to social media: [Instagram](#), [Facebook](#), [Yelp](#)
 - Address: 1807 18th St NW #1, Washington, DC 20009
 - Phone: (202) 797-0222
 - Hours: 10a-6p daily; 10a-8p Fri/Sat
 - Order: [trycaviar.com](#), [doordash.com](#)

IV. Out of scope / What this website is NOT meant to do:

- No interactive menu, prices, nor check-out features. (This website is meant to be informative and not replace 3PL capabilities)
- No granular grocery inventory nor live updating. (Too unwieldy for small biz to upkeep)