**Section 1 – Planning Checklist**

1. **What is the Purpose of the Website?**

Le Coin Café was created with the intention of establishing a representation, for a coffee business. Its main objective is to provide individuals with information about the cafe’s offerings, establish a digital presence and potentially entice new customers. This includes details regarding the cafe’s menu, franchise locations, operating hours and contact information. The ultimate aim is to elevate the customer experience by providing an appealing and easy-to-navigate platform.

1. **Who is the Target Audience?**

The target audience for Le Coin Café website is likely individuals who appreciate and enjoy the coffee shop experience. This includes, but is not limited to:

* **Coffee Enthusiasts:** People who're passionate about high quality coffee and enjoy exploring coffee options.
* **Local Residents and Workers:** Individuals living or working in the nearby location of the coffee shop who are looking for a place to work, relax, or socialize.
* **Students and Professionals:** Students and professionals may also consider Le Coin Café as a spot, for studying or conducting meetings.
* **Tourists:** Tourists visiting the area seeking experiences might discover Le Coin Café as a recommended and appealing destination.

1. **How many pages will be included in your website?**

We have in total 7 pages in our website. Details of all the pages are included below:

**Homepage:** At the top of the homepage, users are greeted with the cafe's distinctive logo, creating immediate brand recognition. The navigation menu provides seamless access to various essential pages, ensuring users can effortlessly explore sections like About, Contact, Menu, Franchise, Gallery, and Blogs. The homepage features captivating images, offering a glimpse into the cafe's inviting atmosphere. This visual storytelling sets the tone for an enjoyable and immersive experience.

**About us:** The About Us page goes beyond the local narrative, providing an intriguing exploration of Le Coin Cafe's global presence. It details the cafe's journey, highlighting key locations across the globe and emphasizing the brand's widespread appeal.

**Menu:** Our Menu page is a coffee lovers paradise, offering a selection of coffees. Each item is carefully described, giving you details, about its flavor profile and ingredients. We believe in transparency so we make sure to display the prices for your convenience. On our Menu page you'll also find comprehensive nutritional information about each coffee allowing you to make informed choices that suit your dietary preferences and health goals.

**Blogs:** Blogs page it serves as a platform where we share content, updates and insights with our valued customers. Although the current content may be temporary, for demonstration purposes the actual blog posts will cover topics that're relevant and engaging to our audience.

**Gallery:** The Gallery section offers an experience presenting a variety of captivating images. From crafted coffee creations to the inviting atmosphere of Le Coin Café, users can embark on a visual journey that truly captures the essence and aesthetics of the café.

**Franchise:** The Franchise page is designed to provide information for individuals interested in exploring franchise opportunities with our café. Users can discover details about franchise locations. Gain valuable insights into our brand's expansion strategy. We have also made it convenient for potential franchisees to contact us by including a contact form, making it easier for them to request information.

**Contact us:** Our Contact Us page serves as a means for users to connect with Le Coin Café. Through a user form, visitors can submit inquiries to clarify doubts or seek information about our café. This interactive feature enhances customer engagement. Ensures that we promptly address any questions or concerns.

1. **What colors (color scheme) will you use on the website?**

We have deliberately built a visual identity for Le Coin Café based on a carefully chosen and consistent colour palette. Our palette is dominated by earthy tones, with shades of **brown** and **black** taking center stage. We used the **hexadecimal colour system** on our website to achieve the proper hue, allowing for a consistent depiction of these rich coffee-inspired hues across digital platforms. The intentional use of brown not only pleases the eye but also represents the inviting aspect of coffee, giving users an instant and intuitive grasp of our cafe's primary features. Our colour selections, which are deliberately matched with our corporate identity, seek to inspire a sense of warmth and positivity in our visitors, leading to a visually compelling and memorable experience.

1. **What font styles will you use within the website?**

**Primary Font:**

* **Kanit Typeface (Google Font):** Kanit is our primary font, carefully chosen from Google Fonts, to offer flawless and visually attractive typography. This modern font offers a modern touch to the entire design.
* **Fallback Fonts:** If Kanit is not accessible, we have added Times New Roman and a generic serif font as fallback options, assuring uniformity and readability across devices.

**Brand Logo Font:**

* **Kanit Typeface:** Kanit is also utilized in our cafe's logo, ensuring a consistent and unified visual identity across every aspect of our business. This deliberate choice will make the logo stand out and highlight our brand's individuality.

**Consistency Across Devices:**

* **Responsive Font Sizing:** We promote a consistent and enjoyable reading experience across several platforms by integrating responsive font sizing. This strategy caters to customers who access the website via computers, tablets, or smartphones, providing excellent readability and user engagement.

1. **What features will be displayed on the webpages?**

**Mobile-First Design Strategy:** In initiating the design of our website, we prioritized a mobile-first approach, ensuring a seamless and user-friendly interface on smaller screens. Subsequently, we incorporated media queries to further refine and adapt the design across various screen sizes.

**Easy Navigation Across Different Webpages:** Our navigation menu structure makes transitioning between different webpages effortless, providing a user-friendly journey throughout the entire website.

**Fluid Layout with Appropriate Breakpoints:** The fluid layout adapts to different screen sizes dynamically, offering an immersive experience on both mobile devices and bigger displays. Strategically positioned breakpoints guarantee smooth transitions, optimizing the layout for certain screen widths and improving the website's overall responsiveness.

**Flexible Images:** Content scales appropriately with flexible images, maintaining legibility and image quality.

**Elimination of Excessive Zooming and Scrolling:** Our design aims to minimize the need for zooming or horizontal scrolling, making it easy for users to access information effortlessly.

**Form Input Controls:** Interactive controls on our web-based forms make it simple for users to input data, ensuring an efficient process when submitting information.

**Use of Semantic Elements:** We prioritize using HTML elements throughout our website, improving the structure and meaning of our content. Incorporating these elements enhances information organization, making it clear and user-friendly across devices.

**Use of Pseudo-Classes:** We have implemented pseudo-classes to create an immersive experience for our customers. One noticeable example is when users hover over images or text, triggering dynamic style changes that engage visually and prompt responses.