

Holden Nakamura

# Portfolio Project Report

## Stage I. Outline

### **I. Introduction:**

The overall concept falls into the category a small scale catering business: a food and event-planning related theme. We plan to use simple yet smooth running styles on our pages to reflect the style of the business, an effective and purposefully professional one that embraces the passion of the craft.

The website should incentivise potential clients to book the company for their gathering by showing photos of the items that can be served, photos/videos of previous events, and quoted reviews by past patrons. Anyone who visits the site should be able to view events currently scheduled and book their own events accordingly through the website. Links to access social media and networking for purveyors and partners are essential.

### **II. Features:**

Those who log in should be taken on a journey through the website beginning with the purpose of the company including an “About Us” section that highlights the style of food and event types that can be catered. The “Homepage” should include a catchy and light (white-ish) feel with an emphasis on delicious food, possibly with people enjoying it among friends during formal occasions. A “Reviews” page will include photo galleries of past events along with quotes from previous clients.

Next we will have an “Events” page that displays a calendar of future events that are already booked along with a form to submit by a potential client for their own event, and finally the last page will be for “Sponsors”

who have supplied food or other companies we have worked with that include links to their social media accounts as well. Every page will include our contact information.

### **III. Market Survey:**

After looking over the [Happy Catering Company Website](#), it is also important to add that they include a separate menu page for their different events. One page should be enough but it can include different options and price points, possibly on a pdf to start. They also split their requests into two different forms: one for weddings and another for corporate events. The bottom also includes an email input to sign up for newsletters.

[Jay's Catering](#) has a nice automated slideshow on the homepage and also includes an added "Career" selection for those who would like to submit their resumes to work for the catering company. Partners also include venues they work with to host the location for events. There is a map on the "Contact" page that shows the location of the business along with pictures of employees who work for the company with their individual contact info included. Finally, another section has "Blog" articles for more information on food related topics.

According to [nuphoriq.com](#), the website must be accessible by ADA, it should be clear, authentic, stylish, quick to load (small photo sizes, short lines of code), and updatable.

### **IV. References:**

1. Happy Catering Company: <https://happycatering.net/>
2. Jay's Catering: <https://www.jayscatering.com/>
3. Nuphoriq: <https://nuphoriq.com/catering-websites/>