

Demuth's website 2007

30 October 2007

Immediate requirements

New website structure

The two existing websites (www.demuths.co.uk and vegetariancookeryschool.com) will be combined into one, as well as adding a “blog” domain racheldemuth.co.uk that will take users to the News section of the site.

New site hosting

New low-cost hosting will be used with 1&1 Internet “shared” hosting, circa £11 per month for the basic Business linux hosting package.

Copying of existing content

Where applicable, content is to be transferred and reformatted as appropriate from the existing sites, including course descriptions, local travel info etc.

Cookery school course database

A simple database with password-protected web access is required to allow creation, editing and removal of course dates, indicating whether or not they are full or “need filling”, and automatically linking to the appropriate course description page. This data will be used on the course list and other pages to display forthcoming courses and their status.

Restaurant menu database

A database with password-protected web access to allow creation and editing of items on the restaurant menus. Multiple menus and categories within them must be supported. For example there are breakfast, lunch and evening menus, and within each there are categories such as starters, desserts, light snacks, main meals etc.

Each menu item will need a structured format including title, description, price and checkboxes for dietary indicators e.g. contains nuts, vegan, wheat free, gluten free.

New e-commerce store

A new e-commerce store with shopping basket and support for at least 30 products. Checkout using existing merchant account if possible, but need to check mechanics of this vis refunds due to possible oversale which wouldn't happen currently under the manual system. Could offer option to not integrate merchant account but there are security concerns (would require encrypted email).

Content management

Use of WordPress or similar for site presentation and blog functionality. Security should be set up such that Demuths staff normally are not bothered with all the extra site options, just editing of pages and blog entries. Recipes will be entered as blog entries and then automatically displayed within the recipes section.

Simple image upload

It is an absolute requirement that staff can upload new images to be used in the site easily, with the server resizing them as appropriate for the site - which likely means setting a fixed image width within the site layout.

Usage Statistics

Installation of Google Analytics for reporting.

Site map and navigation

Terminogology TBC with the customer.

The main pages for Restaurant and Cookery School are the primary “brochure” pages for drawing people in and for SEO content.

- Restaurant - home page when entering from demuths.co.uk
 - Breakfast Menu
 - Lunch Menu
 - Evening Menu
 - Drinks / Wine List
 - Bookings
 - About
- Cookery School - intro and selection of upcoming courses from database, home page when coming from vegetariancookeryschool.com
 - Course List - sorted by ascending date, excluding courses older than present date, links into course descriptions + booking
 - Course descriptions - shows price and lists dates of upcoming course days from database with links to make a booking by contact form
 - Bookings - info, link to contact form
 - About
- Cookbooks - about the books, links into shop to buy them
- Shop - books and other cookery equipment, list of products with paging.
- Recipes (renders from recipes category of blog)
- News (aka Blog)
- Local info
- Links
- Contact - contact form with auto-subscription to Campaign Monitor mailing list if box ticker

Preservation of existing google rankings

Need to carry over mod_rewrite rules where possible to keep previous links working in new site.

Promotional mailing list

Migration of existing list members from Marc's server to Campaign Monitor and integration with contact form

Design elements

Several style elements are required. Most pages will need set places where images can go and be changed easily, preferably using something like WordPress custom fields, but we'd need visual selection of these instead of name entry. This is what they have currently.

All pages should have view basket / checkout links.

- * New "softer" approach to the existing style
- * Two colour schemes, one for cookery school, one for restaurant. When in cookery school section (courses, booking etc) show the cookery school styling.
- * Course list page layout
- * Restaurant menu page layout
- * E-commerce page layout
- * HTML Email mailout template
- * Admin page layout

Future requirements

Subscriptions

In future it may be desirable to charge annual subscriptions which would require:

- * User and password login access for site visitors
- * Recurrent credit card transactions with email reminders to customers indicating what is happening / getting them to authorize
- * Emailing system for people whose subscription is about to expire.
- * Automatic application of discounts to ecommerce orders

Streaming course videos

Use of flash video player to stream free and premium content.