 What is the topic of your Website?

* Local Coffee Shop

 Define a list of site goals for your site.

* To increase brand awareness
* To drive sales
  + Online Specials
* To provide information

 Define a target audience and a user profile for your site.

* Coffee drinkers in Portland, OR
* Male & Female
* 17 & up
* Typical Clients: Hipster, techies, book worms, professionals

 Find one or two existing similar sites and make a few notes about your observations of these sites.

* Peets Coffee
  + The information is centralized and the eye gravitates to the pertinent information.
  + This is designed like many other websites, making it’s lay out familiar.
  + Brown colors similar to coffee.
  + Shopping cart & sign-in function.
* Stumptown Coffee
  + Website is centralized in a way, but pictures scroll across the entire screen.
  + Shopping cart & Sign-In.
    - The purchasing system is very smooth and easy to follow.
  + Drop down menus when scrolled over.

 List the title of each page in your site. Remember, you must have a HOME page and at least 4 additional pages. (These may change once you start working on the site.)

* XYZ Coffee (Home Page)
  + Coffee
  + The Difference
  + Stores
  + About
  + Blog