**Project Plan for Coastal Cafe**

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**Background**

Due to the unprecedented pandemic in 2020, the coastal café is one of the small startups which has been seriously hit by its business. Seeking for a new way to fit in the marketing environment, it is planning to switch from a traditional bricks-and-mortar store to an online store. It needs an official website to showcase its products and get the online orders from customers.

**Objectives**

* Introduce the café and showcase its products from the official website
* Build the brand to increase popularity and sales by digital promotions
* Make access to online order of drinks and food

**Target Audience:**

* 18+
* Commuters and passengers at Malden T Station
* Neighbors live within 3 miles of Malden area
* Have access to the website via mobile or desktop

**Site Type**

* Ecommerce (with the functionality to select from menu and make online orders)

**Design Type**

* Fluid
* Responsive

**Budget**

* Concerning that it is a startup company, its budget is limited. I’ll recommend the “pay as you go” mode with no extra expense

**Timeline**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Date** | **Milestone** | **Status** |
| 1 | 05/27/20 | IT project plan Wireframe mockup/Storyboard Create an HTML5 document for landing page | done |
| 2 | 06/03/20 | logo design images selection & design finalize theme/site color/font formats Update & create HTML5 documents for landing page/subpages Preview web pages on different devices Render features with CSS Markup/CSS validation | done |
| 3 | 06/10/20 | Render features with CSS Add slideshows/scrolling images on landing page Add magnifying effect to images on menu page Add contact form on contact page Markup/CSS validation | done |
| 4 | 06/17/20 | Render "order" page's features with JavaScript | done |
| 5 | 06/20/20 | Adjust the layout of "online order" function Add "go to top" button on "order" page Link "Googld Map" on "contact" page Add popup window to "submit" button on "contact" page Upgrade to responsive footer  Markup/CSS validation Website goes live | done |

**Contact**

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