**Website Project Plan Template**

**Client Name**

Angry Nerd Café

**Website Descriptions**

Culturally cool coffee bar complimenting your inner dice delights

**Client Expectations**

1. List of the daily special coffee/ promoted mugs and items
2. Ease of navigation/ mobile transition
3. Make it easy to contact them

**Target Audience**

The target audience is anyone who is looking for a friendly and non-pretentious experience when you walk in to game…or just enjoy a cup of coffee.

**Competititors**

1. <https://www.blackcrowcoffeeco.com/>
   1. Excellent use of images to draw focus of the user to their environment, coffee, and emphasis on recycling
   2. Easily navigated
   3. Their ‘Story’ Page is incomplete
   4. They use a lot of images and don’t have a ‘Back to top’ link and instead make the users scroll all the way back to the top of the page
2. <https://tebellatea.com/>
   1. Contact information is the at the very top of the homepage when you navigate to their site.
   2. Great balance of contrast and image use
   3. Absolutely 0 accessibility built in that I could find
   4. Hours should posted for easy access
3. <https://www.thebikery.bike/>
   1. The navigation is right up top and easy to find
   2. They display the hours and the menu is easily accessible using assistive tech
   3. Doesn’t have alt tags on any of the images
   4. Some of the graphics seem a bit gratuitous

**Written Summary**

There are several factors that I will use to build a great website based on what I found on the competitor websites:

* Easily navigated so a shallow website will probably be best. The goal is set to make sure that any page can be navigated to in two or less clicks.
* Ensure that the images are *additive* and not *excessive* while also containing alt tags/ title tags to ensure that additional information can be provided for those using assitive tech.
* Hours, contact info and other important info should be easily displayed for the user on every page. The users should be able to spend as little time on the site and as much time in the store as is possible. Afterall, the website is an information delivery service and not the product itself.

**Site Map**

**Page Layout**

I will be using a fluid layout because:

1. This isn’t 1998
2. I’m not a psychopath

**Wireframe Page Layout**

**A cup of coffee on a table

Description automatically generated**

Trivia night information

Weds @ 6pm

Upcoming game night information

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec.

Footer

Food Drink Cups ETC About us

Header

Store hours and contact info.

**Color Scheme**

* After doing some preliminary research, I found <http://facweb.cs.depaul.edu/sgrais/comics_color.htm> & these resources which will help establish a palette for the general colors/ accents
* I chose the following as my pallet using the website coolors.co
  + # 070707 smoky black
  + # F5E2C8 champagne
  + # 2B061E middle red purple
  + # 17255A space cadet
  + # DA2C38 rusty red

These colors were chosen as a shade of commonly used comic book colors. Colors in print media use Cyan, Magenta, Yellow and black coloring in a style known as additive color for print media. I wanted tones that were slightly darker but still paid homage to the roots of comic books.

**Font**

* I chose to use Verdana for all the text on the screen. I used <http://dyslexiahelp.umich.edu/sites/default/files/good_fonts_for_dyslexia_study.pdf> to identify which fonts are easier to read for people suffering from dyslexia. But the header of the page will be in Futura for a clean look and easy to read design
* The weight will be normal since if everything is bold then nothing is bold.
* The size will be a standard 14 pt font for readability.