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| A picture of a winding road and trees  WEB DEVELOPMENT  WEDE5020 | lwazi bonga loyiso tywabi  ST10492728 |

**WEBSITE PROPOSAL FOR HUDSON BAR AND GRILL**

1. Introduction & Brief History

Hudson Restaurant was established in 2018 in the heart of CAPE TOWN, driven by a passion for delicious, handcrafted meals made from locally sourced ingredients. From its humble beginnings as a small eatery, Hudson has grown into a well-loved dining spot known for its modern twist on classic dishes, warm ambiance, and excellent service.

As part of its continued growth and to meet the demands of a digital-first customer base, Hudson seeks to launch a professional website that enhances its brand presence, improves customer engagement, and streamlines online reservations and promotions.

**2. Mission & Vision**

**Mission Statement**

To serve mouth-watering, locally inspired dishes with exceptional hospitality in a cozy and contemporary setting.

**Vision Statement**

To become the go-to dining destination in the region by blending culinary excellence with a seamless digital and in-person guest experience.

**3. Target Audience**

* Local food lovers and families
* Tourists and travelers seeking local cuisine
* Corporate clients hosting meetings or events
* Couples and groups celebrating special occasions
* Delivery and takeout customers

**4. Website Goals**

1. **Establish a Strong Online Presence**
2. **Display Menu & Promotions**
3. **Enable Table Reservations & Online Ordering**
4. **Increase Customer Engagement via Blog/Newsletter**
5. **Improve Customer Trust and Brand Image**

**5. Key Performance Indicators (KPIs)**

| **KPI** | **Target** |
| --- | --- |
| Website Traffic | 2,000+ monthly visitors within 3 months |
| Online Reservations | 30% increase in bookings via website |
| Conversion Rate (Reservations) | 8–12% |
| Bounce Rate | Below 40% |
| Average Session Duration | 2.5+ minutes |
| Newsletter Signups | 500+ within first 6 months |
| Page Load Speed | Under 3 seconds |

**6. Essential Features**

* **Homepage**: Engaging hero image, welcome message, daily specials
* **Menu Page**: Interactive menu with images, descriptions, and prices
* **Online Reservations**: Simple form or integration with reservation system (e.g., OpenTable)
* **Order Online**: Option for takeout and delivery orders (manual or via third-party)
* **About Us**: Hudson’s story, team, sourcing philosophy
* **Contact Page**: Address, phone, WhatsApp, embedded map
* **Gallery**: High-quality photos of dishes, interior, and events
* **Blog**: Food stories, chef insights, event announcements
* **Newsletter Signup**: Promotions and events updates
* **Social Media Integration**: Instagram feed, Facebook, TripAdvisor, etc.

**7. Design & Aesthetics**

**Color Scheme**

* **Primary**: Warm Charcoal (#333333) – modern and elegant
* **Accent**: Burnt Orange (#FF6F00) – vibrant, appetizing contrast
* **Background**: Off-white (#F9F9F9) – clean and readable

**Typography**

* **Headers**: Playfair Display – classic and stylish
* **Body Text**: Open Sans or Roboto – clean and easy to read
* **Buttons/CTAs**: Bold, uppercase with hover animations

**Layout**

* **Hero Section**: Full-width image with welcome text and call-to-action
* **Grid-Based Menu Display**: Easy filtering by category (Starters, Mains, Drinks, etc.)
* **Sticky Navigation**: Quick access to pages while scrolling
* **Responsive Design**: Fully optimized for mobile and tablet

**8. Technical Requirements**

**Programming Language & Frameworks**

* **Frontend**: HTML5, CSS3, JavaScript
* **Backend**: Java (Spring Boot)
* **Database**: MySQL or PostgreSQL
* **Web Server**: Apache Tomcat
* **Hosting**: Java-compatible Linux-based hosting
* **Version Control**: Git (e.g., GitHub)

**Optional Tools**

* Google Analytics for tracking
* Google Maps API for location
* SSL Certificate for secure browsing
* reCAPTCHA for form protection
* CMS Integration (optional, headless or lightweight)

**9. Timeline & Milestones**

(**Total Duration: 10 Days**)

| **Milestone** | **Start Date** | **End Date** |
| --- | --- | --- |
| Project Kickoff | 17 August 2025 | 17 August 2025 |
| Requirements Gathering | 17 August 2025 | 18 August 2025 |
| Design Mockups | 18 August 2025 | 19 August 2025 |
| Approval & Feedback | 19 August 2025 | 19 August 2025 |
| Development (Frontend + Backend) | 20 August 2025 | 24 August 2025 |
| Testing & Debugging | 25 August 2025 | 25 August 2025 |
| Final Review & Launch | 26 August 2025 | 26 August 2025 |
| **Official Website Launch** | **26 August 2025** |  |

**10. Budget Estimate**

| **Item** | **Estimated Cost (ZAR)** |
| --- | --- |
| Design & UI/UX | R 3,000 |
| Frontend Development | R 4,000 |
| Backend Development (Java + DB) | R 5,000 |
| Hosting & Domain (1 Year) | R 1,200 |
| Testing & QA | R 1,000 |
| Content Writing & Image Optimization | R 800 |
| Post-Launch Support (1 month) | R 1,000 |
| **Total Estimated Budget** | **R 16,000** |

*Note: Budget may vary depending on additional integrations (e.g., delivery platforms or third-party APIs).*

***WIREFRAME AND SITEMAPS***

Home

├── Menu

│ ├── Starters

│ ├── Main Courses

│ ├── Desserts

│ └── Drinks

├── About Us

├── Reservations

├── Order Online

├── Events / Catering

├── Gallery

├── Blog / News

├── Contact Us

└── FAQ

**11. Conclusion**

This proposal outlines a focused, design-driven, and technically robust plan to deliver a high-quality website for **Hudson Restaurant**. The site will not only represent the brand visually but will also function as a vital tool for reservations, customer engagement, and business growth.

With a clear roadmap, Java-based architecture, and modern design, Hudson will be equipped to thrive in the digital dining space.