The URL where your hosted website can be accessed online:

An overview of your site topic and purpose:

Inform and Attract: Provide comprehensive information about Granger Café, including its menu, location, and special features, to entice potential customers.

Engage Younger Audience: Utilize vibrant design elements and interactive content to capture the interest of university students and young professionals.

Promote Café Culture: Highlight the welcoming and lively atmosphere of the café through images and stories, encouraging visitors to experience it firsthand.

Drive Visits and Sales: Encourage online orders and physical visits through clear calls to action and easy-to-navigate pages.

Key Features:

Vibrant Design: Use of bright, engaging colors and playful typography to create a lively, youthful vibe.

High-Quality Imagery: Showcasing the café’s interior, menu items, and happy customers to provide a visual experience.

User-Friendly Navigation: Simple and intuitive layout to ensure easy access to all important information.

Interactive Elements: Incorporation of videos, animations, and image galleries to enhance engagement.

Clear Calls to Action: Buttons and links directing users to view the menu, order online, and find the café.

The specific target demographic that the site is designed to appeal to:

This website is design for the potential customer of Granger Café, who wants to drink café and know Granger Café, and attract them to become customer of Café. The design of the website should face to target audiences below:

University Students: Young, vibrant individuals looking for a casual, trendy spot to study or hang out.

Office Workers: Professionals seeking a comfortable place for coffee breaks, lunch, or meetings.

Hence, the design will be more vibrant, use more images and some flourish.

1. Site content or major features:

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2. Visual design style:

3. Image optimization:

4. Accessibility:

5. JavaScript interaction；

The JavaScript I used in the website is called Swiper js, It provides a easier way to achive swipe and scroll function for the website, I have using it to shows to user of the website more information of advantages of our café.