

# WEBSITE PROPOSAL

3/14/25

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CS 318



## BUSINESS OVERVIEW

The Hummingbird Nest is located in Pecatonica, IL. This is a local operated café/boutique selling baked goods, coffee, vintage items, and art. The client, Jessica Houghton is hoping to get a steady inflow of customers on their way to work in the morning hours of weekdays and throughout the afternoon on weekends.

The Hummingbird Nest is planning to purchase vintage items from customers and sell vintage items in the boutique section of the store. Apart from vintage collectables, once a month, the café will hold art classes in the evenings to draw in more business. These will include painting, sketching, and watercolor classes. Artwork will be sold in the store by customers, as well as from the owner. Lastly, there will be a wide array of coffee, tea, and blended beverages to choose from the menu, as well as baked goods and a small lunch selection.

## GOAL

The goal of the Hummingbird Nest is to build awareness of the new business, promote and sell artwork and vintage items, create a comfortable space for community members to gather, and bring individuals together through enjoyment of coffee, art, and vintage. This is a new local business that can have a huge impact on the community because there are few local cafes in the area. Highlighting social events on weeknights and weekends can draw in customers and create companionship in the town. Designing an effective and engaging website will be crucial to the success of this small business.

## WEBSITE PROJECT OVERVIEW

**Website Name:** The Hummingbird Nest

**Website Domain:** [www.thehummingbirdnest.com](http://www.thehummingbirdnest.com)

**Name of Client:** Jessica Houghton

**Web Pages:** Home, About, Drink Menu, Café, Art, Vintage, Contact Us

## STATEMENT OF WORK

Deliverables from the Hummingbird Nest are the following:

- Information Architecture of the Website
- Wireframes of the Website for Mobile and Desktop
- Design of the website for Mobile and Desktop
- Coding of the Website in HTML5 and CSS3
- Deploy of the Website