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**the painted pony café**

Creators:

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Objectives:

* With the help of this website we would like to promote the sales of “The Painted Pony Café” situated in downtown, Kamloops. The main purpose of our website is to make it user friendly, to provide well organized content and a search engine optimized environment.
* By providing a quality and regularly updating content we look forward to establishing trust with the customers and becoming an authoritative resource on other websites and also on the social media.
* An improved interaction with the existing and potential customers is one of the major motives of our website, by providing online support through live chats, E-mailing the various marketing lists, giving them a genuine and valid reason to come back.
* A good representation or promotion always results in increased attractiveness, hence, helping the café to build its brand in the online world.

Developer’s Note:

What makes a good website? To our knowledge, it’s the functionality and the representation of the website that makes it user-friendly. So, we decided to provide both things to our viewers.

* Homepage:

Homepage serves as the first impression of the website, its only then that the viewer decides to go any further in the website if the homepage is good enough for them. Hence that’s why we have created soothing homepage.

At the start we used bootstrap to display the slides of the various food photographs after a set interval of time. Further we used the CSS to design the tab buttons for the different pages of the website. Giving them a hover functionality and their color red. Further, comes the basic information about the café, the key features and the unique stuff provided by the café, the whole information and the images are displayed in blocks using the block tags to make it look organized. Further we have provided the viewer with two buttons, “Let’s Brew It” and “Cross Reference”. The cross-reference button takes the viewer to the cross-reference page where the viewer can find each set of code and section used to develop the website. The cross-reference page also provides the references used by the developers to create the website. The let’s brew it button directs the user to the menu page. Ahead on the homepage the viewer can see the blog section where he/she are provided with two blogs which were made with the help of padding, container class and border box layout. At the end of the homepage and all other pages the viewer can find a footer where the café’s active hours, location and contact information are provided. All the components of the footer are created with the help of HTML5 and CSS. But the “Today’s Date” element is designed with the help of JavaScript. In this element the date is automatically updated as per the day of viewing.

* Gallery:

The gallery page of the website sure will leave the viewer’s mouth watered as they can find the various photographs of the various dishes that are served in the café. The whole image gallery is a combination of HTML5 and CSS, where we have added the hover function, padding, single-image alignment and a view gallery Fullscreen link that displays the Fullscreen image of the images displayed in the gallery.

* Menu:

The menu page in the website displays the menu provided by the café. The page is displayed with the help of border box layout displaying the dishes and their prices. Further we have provided the user with a “download full menu” link that directs the user to the menu pdf file provided.

* Contact:

The contact us page provides the viewer with the whole setup of contacting the café or providing their helpful feedbacks about the website or the café itself. The page is designed with the help of border-box layout and the forms function from the HTML5. The contact page also displays the active hours of the café. The “Send Message” button contains the alert window function in case someone submits an empty form.

Business Statement:

The moto of Painted Pony café’s is to grow its market by providing people with safe and healthy food choices. The café’s hospitality provides the best quality food in comfortable atmosphere for the customers who seek a fun and cozy experience outside their houses. They intend to make enough profit to generate fair return for their investors and to finance continued growth and the development in the quality products. We also maintain a friendly, fair, and creative work environment, which respects diversity, new ideas and hard work.