The Y-City Kitty Cafe
ycitykittycafe.com

Introduction

- This website will represent a fictitious Zanesville, Ohio- area cat cafe. Its purpose is to promote the business by providing features that
  - Encourage the adoption and welfare of cats within the cafe and at the partner animal shelter;
  - Answer questions visitors may have about cleanliness, animal welfare, and staff training to responsibly care for cats;
  - Explain expected behaviors when visitors enter the cafe;
  - Showcase and explain the unique, locally-focused menu items; and
  - Allow users to easily locate and contact the cafe

- This website will add value to Y-City Kitty Cafe's business by offering users a user-friendly, easy-to-navigate, and responsive experience. Essential information, such as commonly asked questions and store hours, will be available without users needing to call the cafe. Finally, through its layout and design, the website will emphasize the business's responsible care for cats and showcase the high-quality cafe fare offered. This will affirm that Y-City Kitty Cafe is an attractive choice for those interested in both felines and fine coffee.

Expected List of Features

Easy Navigation:

- The header, which contains the logo and navbar, will be sticky for faster navigation
- The logo, when clicked, will bring the user to the top of the home page
- The navigation bar will span across the top of each page and feature Font Awesome icons highlighting each button's purpose. Nav bar options will include the following:
  - Book a Visit
  - Our Menu
  - Meet the Kitties
  - About Us
    - Our Mission
    - Animal Welfare
    - What to Expect During Your Visit
  - Contact
- A hero image will contain a friendly, clean image of a cat cafe and a prominent call to action button ("Book a Visit") to further encourage users to reserve a visit

- A card design under the hero image on the main page will contain various images of the cafe items, adoptable cats, and the (also fictitious) animal shelter Y-City Kitty partners with; buttons under these images will lead users to relevant pages
- The footer contains important information:
  - Location on a map
  - Cafe hours
  - Social media integration through buttons for Facebook, Instagram, Trip Advisor, Yelp, and YouTube

Responsive Design and Modern User Experience:

- Navbar will collapse into a toggler button on smaller viewports
- Some website elements will be rearranged or hidden to maintain an attractive, modern appearance on smaller viewports
- Modern, clean grid design throughout

Market Survey

- https://www.gemcitycatfe.com/
- https://catcafesd.com/
- https://kittybrew.com/
- https://www.affogatocatcafe.com/
- https://www.eatpurrlovecatcafe.com/

These websites have similar designs. Navbars, hero images, cards, and links to social media feature in all of them. I will follow this design. It is modern, clean, and attractive. Only a few of these websites placed a prominent call to action above the fold on desktop-sized viewports, which may affect click rates. I would like to feature the call to action ("Book a Visit") prominently on the home page in all viewport sizes. Most of these websites did not have a sticky header. I will include a sticky header to make navigation faster for users.

References

- https://www.markbrinker.com/parts-of-a-website
  Explains the anatomy of websites for non-designers

- https://www.w3schools.com/bootstrap4/bootstrap_cards.asp
  Detailed description of how to create cards in Bootstrap

- https://fontawesome.com/icons?d=gallery
  Font Awesome icons

- https://clutch.co/web-designers/resources/top-6-website-features-people-value
  Describes user preferences in website design as of 2018

- https://www.appnova.com/sticky-header-good-user-navigation/#:~:text=Also%2C%20a%20sticky%20header%20is,browse%20what%20other%20people's%20posts.
  Discussion on pros and cons of a sticky header