

# Miel.Bali Cafe: Website Planning Document

This document outlines the strategic plan for the Miel.Bali Cafe website, covering the target audience, user experience, site structure, and design direction.

## 1. Target Persona

**Name:** Beatrice

- **Photo:** [Imagine a stylish woman in her late 20s, with a laptop, smiling in a well-lit, aesthetically pleasing cafe.]
- **Age:** 28
- **Occupation:** Freelance Digital Marketer & Travel Blogger
- **Location:** Lives in Canggu, Bali (originally from Italy).
- **Bio:** Beatrice embodies the modern Bali lifestyle: a blend of productive work, wellness, and a vibrant social life. She is highly active on Instagram and TikTok, always on the lookout for "Instagrammable" spots that offer great vibes, excellent coffee, and reliable Wi-Fi. She values aesthetics, healthy food options, and places that feel authentic. Her daily routine often involves working from cafes and meeting friends or clients.
- **Goals:**
  - Find a comfortable and inspiring cafe to work from.
  - Discover new, aesthetically pleasing locations for her blog and social media.
  - Enjoy high-quality coffee and delicious, healthy food.
  - Find a spot with a relaxed atmosphere to unwind and socialize.
- **Frustrations:**
  - Cafes that look good online but have poor Wi-Fi or not enough power outlets.
  - Websites with inaccurate menus or outdated opening hours.
  - Websites that are difficult to navigate on a mobile phone.

## 2. User Journey Map

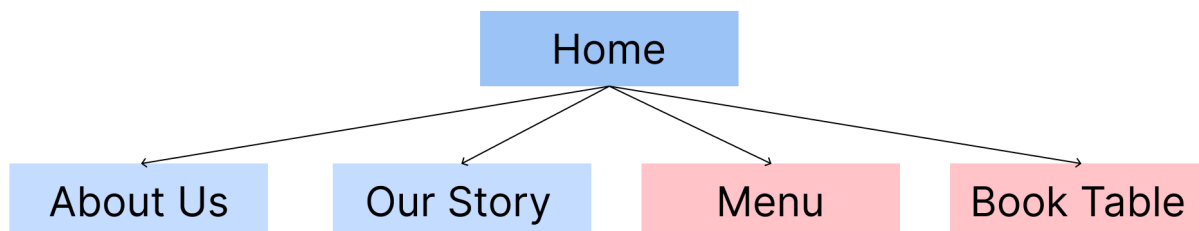
Persona: Beatrice Sari

Scenario: Beatrice is travelling in Bali as a digital nomad to find a cafe where she can chill and work.

Stage	Beatrice's Actions	Thoughts & Feelings	Website Features
<b>Discovery (Entry Point)</b>	1. Searches for hashtags like #canggucafe. 2. Sees a beautiful photo of Miel.Bali's interior and food. 3. Clicks the link in Miel.Bali's Instagram bio.	"Wow, this place is beautiful. The aesthetic is perfect." "I wonder if the food is as good as it looks and if I can work there."	- Ensure the website link is prominent in the bio.
<b>Consideration (Engagement)</b>	1. Lands on the Homepage, scanning for the overall vibe. 2. Navigates to a Gallery/Our Space page to see more photos and check for laptop-friendly seating. 3. Visits the Contact page to find the address and opening hours.	"The website matches the Instagram vibe. Very clean." "The menu looks delicious and has healthy options." "Okay, it looks like they have good spots for working."	- A fast-loading, visually appealing homepage. - An easy-to-read, up-to-date online menu with prices. - A gallery showcasing atmosphere and amenities. - Clear, concise contact info.
<b>Decision (Goal Completion)</b>	1. Confirms the location is convenient. 2. Decides this is the spot for tomorrow. 3. Clicks on experiences if she wants a farm visit, or private tasting session. 4. Fills out a simple form and receives an instant confirmation.	"Great, it's nearby." "I'll book an experience just in case it gets busy." "That was so easy. I'm excited to go!"	- Prominent Call-to-Action (CTA) buttons. - A simple, mobile-friendly reservation system. - Instant booking confirmation.
<b>Post-Visit</b>	1. Has a great experience. 2. Posts photos to her Instagram story, tagging @miel.bali. 3. Bookmarks the website for future visits.	"Loved this place! The vibes were perfect. Will definitely be back."	- Encourage social sharing in-cafe. - Have a memorable brand and website URL.

### 3. Sitemap

- **Homepage (/homepage)** - The main entry point designed to capture the cafe's vibe.
  - **Content:** Hero section with a captivating photo/video, a brief intro to the cafe's philosophy, featured menu items, embedded videos from Instagram and TikTok to showcase the cafe atmosphere, and clear CTAs to the menu and reservations.
  - **Menu (/homepage#menu)** - Homepage section detailing all offerings.
- **About Us (/aboutus)** - A separate page to share the cafe's values, missions, and features.
  - **Content:** The cafe's values and mission. This section will also list key amenities like "Fast Wi-Fi" and "Power Outlets" to give a complete picture of the space. Additionally include key features such as pet friendly, healthy food and kids friendly.
- **Our Story (/story)** - A separate page to share the cafe's story and space.
  - **Content:** The cafe's origin story, the story of the coffees (sourcing, brewing techniques), include Kintamani farm history and the process of making coffees.
- **Global Section: Contact & Reservations**
  - **Implementation:** This will be a dedicated section, likely in the footer, that appears on every page (Homepage, Story, and About Us).
  - **Content:** Embedded Google Map, full address, opening hours, contact details, and a simple reservation form.



- Red Boxes are sites that are not included but planned

## 4. Design Planning

- **Theme:** Natural, Chill, tropical minimalism, authentic, and airy.
- **Colour Scheme:**
  - **Primary:** Deep Green (#3A5F0B)
  - **Secondary:** Off-White (#FAF8F0)
  - **Accent:** Warm Coral (#E25936)- Represents lush foliage and fresh, natural ingredients.
  - **Text:** Dark Charcoal (#333333) - A softer alternative to pure black for better readability.
- **Font Choices:**
  - **Headings:** A stylish serif font: **Playfair Display**. This adds elegance and an editorial feel.
  - **Body Text:** A clean, highly readable sans-serif font: **Inter**. This ensures clarity for menus and important information.
- **Layout Ideas:**
  - **Image-Centric:** Use large, professional photos as the primary storytelling tool.
  - **Generous White Space:** An uncluttered layout that feels calm and allows the content and imagery to stand out.
  - **Clear Calls-to-Action:** Buttons for "View Our Menu" and "Book a Table" should be prominent and use the secondary terracotta color.
  - **Sticky Navigation:** The main menu bar should remain visible at the top as the user scrolls.
  - **Easy Social Media Access:** Appeal to the younger and tech savvy digital nomads, travelers, and influencers.