PRODUCT REQUIREMENTS DOCUMENT

Product Name: Mombasa Vibe Hotel – Restaurant Website (Demo Version)
Product Type: Conversion-Focused Restaurant Marketing Website
Location Context: Mombasa
Version: 2.0 (Client Acquisition Ready)

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1. Executive Summary

Mombasa Vibe Hotel is a **demo prototype** designed to showcase a structured website that **converts mobile visitors into confirmed bookings**.

Purpose:
 • Demonstrate how restaurants can automate reservations and reduce missed calls.
 • Prove measurable impact using **traffic-based revenue logic**.
 • Serve as a live, replicable template for client acquisition.

Primary KPI:
 • Confirmed table bookings within 60 seconds of landing on the site.

Secondary KPIs:
 • Increase WhatsApp booking inquiries
 • Reduce missed phone calls
 • Improve local search visibility

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2. Business Objectives

Primary Objective:
 • Convert social media traffic into structured bookings.

Secondary Objectives:
 • Centralize menu access
 • Increase credibility with tourists and locals
 • Reduce manual booking errors

Demonstration Revenue Model (Traffic-Based)
 • Instagram/TikTok traffic: 300 profile visits/week
 • Expected conversion rate: 5%

- Confirmed bookings/week: 15
- Average spend per table: KES 3,000
- Weekly revenue potential: KES 45,000
- Monthly revenue potential: KES 180,000

This shows operational, traffic-driven value.

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3. Target Audience

Primary Users:
- Tourists (25–45) searching "best restaurant near me"
- Local professionals booking dinners

Secondary Users:
- Hotel guests
- Event organizers

Behavior Traits:
- Mobile-first browsing
- Low patience
- Prefer WhatsApp communication
- Decide within seconds based on trust signals

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4. Problem Statement

Restaurants in Mombasa face:
- Chaotic Instagram DMs
- Menu sent manually
- Missed calls during peak hours
- Inconsistent online branding

Website Solution:
- Centralizes menu and reservations
- Automates WhatsApp booking messages
- Demonstrates credibility through visuals and reviews

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5. Product Scope

In Scope (MVP):
 • Homepage with hero image, value proposition, and CTA
 • Menu page with pricing and categories
 • Reservation form integrated with WhatsApp
 • Google Maps embed
 • Testimonials and trust indicators

Out of Scope:
 • Online payments
 • User accounts
 • Loyalty programs
 • Multi-branch management

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6. User Journey

1. Tourist searches "best seafood restaurant in Mombasa."

2. Lands on homepage: sees hero, value proposition, menu preview.

3. Clicks "Reserve a Table."

4. Fills Name, Date, Time, Guests.

5. Auto-generates WhatsApp booking message.

6. Restaurant confirms booking.

Total friction time: < 60 seconds.

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7. Functional Requirements

7.1 Homepage:
 • Hero section with headline and "Reserve a Table" CTA
 • Menu preview
 • Three trust indicators
 • Testimonials
 • Sticky WhatsApp button

7.2 Menu Page:
• Categories: Seafood, Swahili Dishes, Grilled Specials, Drinks, Desserts
• Prices in KES
• Optimized images
• No PDF downloads

7.3 Reservations Page:
• Fields: Name, Phone, Date, Time, Guests
• Submit → WhatsApp auto-message
• Confirmation screen

7.4 Contact Page:
• Google Maps embed
• Click-to-call phone number
• WhatsApp button
• Opening hours

Operational Flow Section:
• Staff receives structured WhatsApp message
• Minimal training required
• Instant confirmation

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8. Non-Functional Requirements

• Mobile-first responsive design
• Page load < 3 seconds on 4G
• SEO: semantic HTML, proper headings, local keywords
• Accessibility: high contrast, readable fonts
• HTTPS security

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9. Content Requirements

Menu Pricing:
• Seafood Platter – KES 2,800
• Swahili Biryani – KES 1,200
• Grilled Snapper – KES 2,400
• Passion Juice – KES 400
• Coconut Dessert – KES 600

Testimonials:
 • Realistic Kenyan names
 • Neutral, believable language

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10. Design Guidelines

• Coastal theme
 • Warm color palette
 • Clean typography
 • Minimal clutter

Avoid:
 • Corporate SaaS styling
 • Over-animations
 • Stock-template appearance

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11. Sales & Client Acquisition Features

• Before / After operational comparison
 • Traffic-driven revenue math
 • Staff flow diagram
 • Replication timeline: 3–5 days
 • Minimal client involvement

These reduce skepticism and position the website as **an investment, not an expense**.

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12. Technical Stack

• Antigravity IDE
 • Deployed via Netlify
 • Static front-end
 • WhatsApp integration via URL scheme
 • No backend database required

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13. Analytics (Optional)

• Track button clicks
 • Monitor reservation submissions
 • Record traffic sources

This strengthens the sales pitch.

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14. Risks and Mitigation

Risk	Mitigation
Demo appears generic	Use realistic menu, pricing, testimonials
Overbuilt features	Strict MVP discipline
Weak sales narrative	Embed revenue math and operational proof
Owner doubts value	Show before/after flow, traffic-based conversions

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15. Success Criteria

• Live demo convinces restaurant owners
 • Booking flow works end-to-end
 • Revenue impact is clear
 • Template is replicable for real clients in <5 days

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16. Assumptions

• Purpose: client acquisition, not real restaurant operation
 • Live demo uses realistic content, but fictional restaurant
 • Replicable for multiple clients