

Design Document: Mombasa Vibe Hotel (Demo v2.0)

1. Visual Identity & "The Vibe"

The goal is "Coastal Sophistication." We avoid "Blue/White" clichés in favor of warm, earthier tones that reflect Mombasa's Swahili heritage and sunset dining.

Element	Specification	Rationale
Primary Color	#D4A373 (Sand Drift)	Warm, appetizing, and premium.
Accent Color	#004B49 (Deep Ocean)	High contrast for CTAs and legibility.
Typography	Playfair Display (Serif)	For headings; conveys luxury/history.
Body Text	Inter (Sans-serif)	Maximize readability on small mobile screens.
Imagery	High-Saturation Food Photography	Focus on texture (e.g., glistening snapper).

2. System Architecture

A "Zero-Backend" approach ensures the site is lightning-fast and impossible to hack.

- **Frontend:** HTML5 / Tailwind CSS (for rapid UI iteration).
- **State Management:** Local browser storage (to remember user name for repeat "demo" bookings).
- **Data Source:** menu.json (Flat-file). Allows the owner to update prices by editing one text file.
- **Deployment:** Netlify Edge (CDN nodes in Johannesburg/Nairobi for < 2s latency).

3. Component Specifications

3.1 The "Hero" (The Hook)

- **Visual:** Full-width background video (muted, 5s loop of waves/grill) or a high-res hero image optimized with WebP.
- **Copy:** *"The Best Seafood in Nyal. Guaranteed."*
- **The "60-Second" CTA:** A floating, high-contrast button: **[Reserve My Table]**.

3.2 The "Liquid Menu"

- **Layout:** Single-column list for mobile; 2-column grid for desktop.
- **Interactive Element:** "Add to Inquiry" – as users browse the menu, they can "heart" items. These items are then auto-injected into the final WhatsApp message.
- **Logic:** > If a user selects "Seafood Platter," the WhatsApp message automatically adds: *"I'm specifically interested in the Seafood Platter!"*

3.3 The WhatsApp "Conversion Engine"

This is the technical core. We use a deep-link URL scheme to format the data.

The Logic Structure:

[https://wa.me/\[Phone\]?text=\[Encoded_Message\]](https://wa.me/[Phone]?text=[Encoded_Message])

Message Template:

"Jambo! I'd like to book a table at **Mombasa Vibe Hotel**.

Name: [User Name]

Date: [Date]

Time: [Time]

Guests: [Count]

Interested in: [Menu Items Selected]

Please confirm if you have space!"

4. User Experience (UX) Enhancements

- **The "Demo Overlay" (The Closer):** A subtle bottom-bar for the client: *"This site is generating ~KES 45k/week in projected revenue. Click here to see the math."*
- **Frictionless Inputs:** Use `type="date"` and `type="time"` for native mobile pickers (prevents keyboard overlap issues).
- **Trust Indicators:** Floating "Verified Review" badges from TripAdvisor and Google Maps (simulated for the demo).

5. Technical Performance Math

To ensure the "3-second load time" requirement, we apply the following optimization formula:

$$L = \frac{(I_{\text{size}} \times 0.4) + S_{\text{css}} + J_{\text{js}}}{B_{\text{width}}}$$

- **L** : Load Time
- **I_{size}** : Raw Image Size (Reduced by 60% via WebP)
- **S_{css}** : Purged Tailwind CSS (Minimal footprint)
- **B_{width}** : Average 4G Bandwidth in Mombasa (~10Mbps)

6. Sales Deployment Strategy

When presenting this to a client, the design doc highlights **Zero Maintenance**.

1. **Step 1**: QR Code on physical menus → Opens this site.
2. **Step 2**: Customer books via WhatsApp.
3. **Step 3**: Restaurant owner gets a "Structured Lead" (not a random "Hi").