

Danu Cafe Website Project

1. Introduction

Danu is a (imaginary) Irish-themed cafe/restaurant, which offers modern Irish food, serves as a community hub and hosts cultural events.

The goal of this website is to increase revenue for the cafe through:

- Conveying the brand concept
- Essential business information (hours, location etc.)
- Food/beverage menus
- Attractive visuals of the location and food/beverages
- Promoting upcoming events

2. Expected List of Features

Design themes

- Modern Irish-influenced design
- Welcoming community hub
- Delicious food & drinks

Site header & footer

- Logo
- Tagline
- Navigation
- Contact info
- Site map
- Social buttons

Home page

- Introduce business concept
- Attractive photography of location & offerings (Instagram feed or other)
- Featured events

Other pages

- About Us: owners, concept, history
- Menus
- Events: full event calendar
- Contact: contact form & info

Extra options

- Instagram feed
- Event registration
- Loyalty/Membership program
- E-commerce store
- Blog

3. Market Survey

1. Farine Cafe

<https://www.farinecafe.com/>

I am overall not very impressed with this design. The header with Doordash etc. buttons is ugly and far too big, pushing the main content too far down the page. However I do like their Instagram integration, where text becomes visible on hover, and there is a lightbox-type feature for viewing the full posts. The navigation uses some interesting animation effects too, but it is a bit buggy.

2. Anthem Coffee

<https://www.myanthemcoffee.com/>

Again there are elements here on the homepage that push important content “below the fold”. The photography is inspiring and some of the scrolling effects on it are worth considering. Not sure the horizontal slider and the vertical scrolling effects work well together though. There is not enough color contrast on the menu section, making it hard to read and bad for accessibility.

3. Irish 31

<https://irish31.com/>

This site is visually close to what I envision. Clean layout, color scheme and navigation with beautiful photography. Interesting nav bar feature where it's sticky until you scroll past a certain point. No example of event calendar here though.

4. San Francisco Irish Cultural Center

<https://irishcentersf.org/>

Similar cultural events to what I have in mind. Header/nav bar animation is interesting, where the header shrinks on scroll to make room for page content. Apart from that, cluttered design with poor font choices, spacing etc. - an example of what I don't want.

5. Bazaar Cafe

<https://bazaarcave.com/calendar/>

This site has a nice events/calendar feature that I'd like to look into (navigate back to previous months e.g. June 2021 to view).

4. References

1. Adobe Color

<https://color.adobe.com/>

I'll use this tool to create the color palette for the site.

2. Figma

<https://www.figma.com/>

I'll use this tool for page design.