

Challenge #1: Goal

Goals:

Certainly! Here's a condensed one-page version of the Deja Brewed website documentation:

1. Brand Introduction:

- Objective: Introduce "Deja Brewed" to online visitors.
- Implementation: Engage users with an appealing logo and tagline on the homepage.

2. User Engagement:

- Objective: Keep users interested and engaged.
- Implementation: Use visually pleasing images, concise content, and interactive elements like the Marquee.

3. Product Showcase:

- Objective: Showcase iced coffee, mini donuts, and cookies.
- Implementation: Include dedicated sections for each category with high-quality images and brief descriptions.

4. Menu Presentation:

- Objective: Clearly present the menu.
- Implementation: Create an organized menu section with images and descriptions for each item.

5. Shopping Experience:

- Objective: Provide a seamless shopping experience.
- Implementation: Feature a shop section with detailed product listings.

6. Contact and Interaction:

- Objective: Encourage user interaction through a contact form.
- Implementation: Include a user-friendly contact form for inquiries and feedback.

7. Location and Map:

- Objective: Help users locate the physical store.
- Implementation: Embed a Google Map with the cafe's location.

8. Social Media Integration:

- Objective: Expand the online presence through social media.
- Implementation: Integrate social media icons linking to the cafe's profiles.

Plan:

1. Design and Layout:

- Wireframe: Create a wireframe for an intuitive design.
- Color Scheme: Choose a warm color scheme aligning with the brand.

2. Content Creation:

- Text: Develop concise and engaging content highlighting product uniqueness.
- Images: Ensure high-quality images for products and ambiance.

3. Responsive Design:

- Mobile Optimization: Implement responsive design for a seamless experience.

4. SEO Optimization:

- Keyword Research: Identify relevant keywords.
- Meta Tags: Optimize meta tags for improved search visibility.

5. Development:

- HTML and CSS Coding: Code the website with clean HTML and CSS.

6. Functionality

- Form Handling: Implement a functional contact form.
- Interactive Elements: Ensure Marquee and social media icons function correctly.

7. Testing:

- Cross-Browser Testing: Ensure compatibility with multiple browsers.
- User Testing: Identify and address usability issues.

8. Launch and Marketing:

- Launch Date: Plan an official launch.
- Marketing Strategy: Utilize social media and online channels for promotion.

This concise document outlines the goals and plan for the Deja Brewed website, ensuring a captivating and user-friendly online experience.