Hookah

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Documentation for Website

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Purpose:

To create an online presence that will bring in more customers to the hookah lounge. By having a website online, potential customers will be able to see hours of operation, the location of the hookah lounge, upcoming events, prices, different flavors of hookah and snacks and drinks that are served. Most importantly the business will now have a website with all of the hookah lounge's information that is accessible across all desktop, tablet and mobile devices in one place. To gain more customers the hookah lounge is aiming at creating special events that they will host around major holidays which will be a primary page of the website that they want to update at any time with information or images.

Goals:

o To build an online presence for the hookah lounge and its customers.

o Have an events page that can be updated any time with special events the hookah lounge will be hosting.

o From their social media page(s), have a link that will directly send customers to their official website that will fit any desktop, tablet or mobile device.

o To showcase all of the services the hookah lounge offers such as flavors of hookah, types of hookah, food, drinks and snacks in a professional and organized manner.

o Drive sales and bring in new customers through Google analytics, SEO and ad tracking.

o To have a domain name that matches the name of the hookah lounge so that it's easy to find and locate on the internet.

Target Audience:

Target audience that this website is aiming for is groups of friends ranging in age from 18 years old to 30 years old. Although hookah can be smoked alone, the more people that come in together, the more they will enjoy the experience and are more likely to spread the word through their chain of friends. Also aiming for couples in that same age range that are looking to go out and enjoy a relaxing and peaceful night smoking hookah compared to a night out that's more hyped up and intense.

During special events, discounts will be offered in the hopes of bringing in new comers to try hookah if they never have before. There will also be happy hours Monday through Friday where hookah will be discounted to help build a community of regulars.

Detailed Features:

Navigation: Will be at the top of every page on the website that will include both the hookah lounge's logo and name. Also, an easy to use and self-understanding navigation menu to explore the site.

Footer: Will be at the bottom of every page on the website. It will include the hours of operation of the hookah lounge, an address with a button to google maps that will clearly provide directions to the hookah lounge and contact information including a phone number and an email address so the customer can get ahold of the hookah lounge and its staff.

Landing Page: First thing the customer will see is a slide show of images of the environment at the hookah lounge. Below the slide show will be a welcoming paragraph to the hookah. Below that will be a brief description about the hookah lounge with a picture of what the hookah lounge looks like inside.

Menu: Will show a still image of a hookah being smoked. Below the image will be a 3 column layout of all the hookah flavors the customers can order. There will be a picture of each flavor with a sentence below it briefly explaining how the flavor tastes, whether it's sweet, fruity, harsh, etc.

Services: Will be a picture of the front counter of the hookah lounge. Below the image the rest of the page will be laid out in a 3 column layout. First will list the prices of the types of hookah. There will be a picture of the type of hookah, the name of it and a price. Next will be the actual hookahs that are available to be sold. The name of the hookah, the price and a description of its height, width and how many hoses it comes with. Next will be the drinks and snacks. There will be a picture of the item, the name of it and the price of it.

Events: There will be a picture of a belly dancer dancing in the hookah lounge. There will be 2 to 3 upcoming events listed on this page. They will have a description of the event, what time it starts and ends, specialties they have going on that night and if there's a discounted price.

Contact: Will be a google map showing exactly where the hookah lounge is located with a address. Below the google map will be a submission form for customers to fill out and send the hookah lounge if they have any comments, concerns or questions. The customer will be required to fill out their first and last name, their phone number, an email address they can be reached at and a message that they would like to send. There will be a submit button at the bottom of the form.

Flow Chart:

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        ↓              ↓                        ↓              ↓
   ┌─────────┐   ┌──────────┐            ┌──────────┐   ┌──────────┐
   │  Menu   │   │ Services │            │  Events  │   │ Contact  │
   └─────────┘   └──────────┘            └──────────┘   └──────────┘
        ↕              ↕                       ↕              ↕
┌──────────────┐ ┌──────────┐           ┌──────────┐   ┌──────────────┐
│  Flavors of  │ │  Prices  │           │  2 to 3  │   │  Submission  │
│    Hookah    │ └──────────┘           │  Events  │   │    Form      │
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                 │ Types of │
                 │  Hookah  │
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                 ┌──────────────┐
                 │ Glass Hookah │
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                 ┌──────────┐
                 │  Drinks  │
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                 │  Snacks  │
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