# Zanzibars, Web Site Proposal Site Design & Implementation

### Student Name Date

Zanzibars Coffee House  
604 24th Street  
St. Paul, Minnesota

702-971-1154

###### **Description/Background**

Zanzibars is a new local coffee house that roasts it’s own coffee from the best coffee sources around the world. They also offer a range of sandwiches, salads and homemade soups; along with a wide variety of cakes, pastries and desserts. Local entertainment such as acoustic music will be provided on weekend evenings. The atmosphere is urban funk and located in the college-town center. The hours are 6:00 am – 10:00 pm weeknights and midnight on Friday and Saturday evenings.

###### **Target Market/Customers**

The majority of Zanzibars market is an equal mix of male and female young adults between the ages of 19-35. Due to the age range the income level is low to middle. Due to location most customers are college students. The target market has excellent computer and technical skills and relies heavily on mobile devices and social media.

###### **Site Objective**

Zanzibars is a new business and currently does not have any web presence. The objective for this website is to generate business. The site should accomplish the following:

1. Provide complete information about the business including the menu, location, and entertainment.
2. Entice patrons to visit the business for the coffee, food, and atmosphere.
3. Provide an ongoing list of events/entertainment.

###### **Pages & Site Organization (to be completed by student).**

1. Create a list of pages that the website will contain.
2. Address the following for EACH page in your website.

* What is the purpose of the page?
* What is the most important action or information on the page?
* List ONE-THREE activities/actions the page will do for the client.

1. Organize this list of pages into an organizational chart or flow chart illustration the navigation structure between all pages.

###### **Proposed Page Layouts (to be completed by student).**

1. Draw or diagram the basic column/header structure of each page. If all pages use the same basic structure you will only need one page, otherwise create a page for each basic structure you will use in the website.  
   Be sure to label each diagram with the location of primary navigation elements, logos, secondary navigation, primary content areas, etc.