CLIENT BRIEF

Company and Background Info/Audience

The Client is a café shop known as Daily Projects Coffee Bar, Located in the town of Algonquin, IL. They Specialize in Coffee Brewing and Teas, they also have a great balanced menu raging from breakfast to lunch, and healthy diet food items too. They are open from 7:30am-7:00pm and the Kitchen closes around 2:30pm, Monday through Saturday. Their target audience is most likely nearby locals in the area and nearby towns. More in depth the bar specializes in coffee, so customers with a passion or love of coffee will visit this location. The bar also has room in its location perfect for families to dine in. The restaurant is also situated around a large shopping district. Some Obstacles the company is looking at are the other options of restaurants in the area, but it is the only Coffee bar, so we can work with that easily.

Main Goals/topics

- The Main goal of the coffee bar is to modernize their website, to attract new younger clients and show them their passion of coffee and food. And make it easier to order online.

Important topics

- Modern Home page

- Footer listing basic information

- Gallery of food items from menu

- Make menu responsive

- About us page

- Contact page

- Feature food

Assessment

- Currently all information is in their old website and their socials which only include Facebook and Instagram

- The page is not truly optimized for mobile phones, as the menu list is just a large image that only looks good on desktop, and tablet. This can be fixed easily by listing out the menu with text instead of using an image, the text will scale down to make it easier for mobile users to look at the menu more clearly.

- Yes, looking at the basic menu in mobile, it shrinks down, the menu is an image.

- One-way users will interact with the same way they did before, the style if the website will change to fit a modern look with a home page.

Where, how and when? Deployment, resources and timeline

- The website will be uploaded to 000webhost on the web

- The website will be supported by updating the information every year, on events and dates, and new featured items.
- Advertising the new updated website is through their end, by posting the website in their flyers, receipts and even food delivery apps.
- The person who will oversee the remodeling of the website is the owner of the coffee bar.
- The hardware we are using is a Mac laptop and our software is Visual Studio Code for HTML and CSS to code the website, as well as Photoshop for image editing and concept creation, and 000webhost.

Schedule:

Design concepts: Completed by 01/26

Prototypes: Completed by 01/30

Testable working website: Completed by 05/04