

COMSC-031

Web Site Development- Part 2



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Planning Your Web Site

Scenario

- The COMSC-032 class has just opened a Bakery Cafe right beside the LMC Brentwood campus.
- The name of the cafe is “LMC Brentwood Cafe”. The cafe specialize in artisan breads baked daily used in our variety signature sandwiches.
- We have been hired to develop a Web site for the café

Planning Your Web Site

1. Describe the purpose of your Web Site?
Write at least 2 purpose statements? (See Chapter 1: Start with a Plan, page 3-6)

1. To promote and market our new cafe called “LMC Brentwood Bakery Cafe” to the surrounding community and LMC students.

2. When visitors access the Web site, the goal is for them is to see our bakery and sandwich selections and then be persuaded to visit our café.

Planning Your Web Site

2. Write at least five adjectives that best describe the image of your Web site? (See Chapter 1: Starting with a Plan, pg 9-10)

Casual

Fun

Lively

Cozy

Relaxing

Planning Your Web Site

3. Search for at least 3 related Web sites on the Internet which you can get similar concepts, ideas and features for your Web Site project. List them down. (See Chapter 2: Defining Your Audience, pg 38-42)

<http://www.panerabread.com/>

<http://www.boudinbakery.com/>

<http://usa.andersenbakery.com/>

<http://www.belwoodbakerycafe.com/>

Planning Your Web Site

4. Describe your ideal site visitor (target audience)?
(See Chapter 2: Defining your Audience, pg 42-45)

1. The target audience is the Brentwood and Oakley residences, LMC students and the surrounding community.

2. The ideal site visitor will be students at LMC who are on the go and would like to quickly to know what we serve and view our affordable menu selections.

Planning Your Web Site

5. What basic content pages will be on your Web site? List at least 5 content pages (See Chapter 3: Pulling Together the Content, pg 57-60).

1. Home
2. Menu/ Price
3. Nutrition Facts
4. Special offers and discounts
5. Business Hours
6. Map/ Directions
7. Customer Feedback Survey
8. Contact Us
9. About Us

Planning Your Web Site

6. Organize and select which basic content pages will be the main navigation page. Then identify the pages that will become your sub-pages. (See Chapter 3: Pulling Together the Content, pg 68-70)

Home

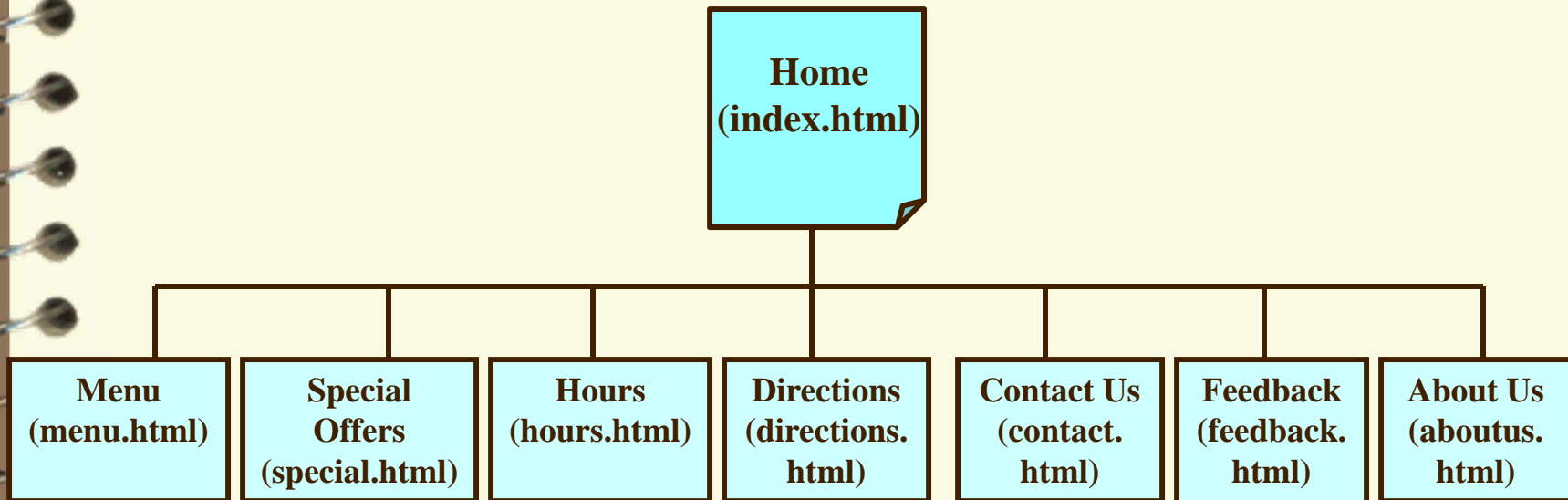
1. Menu/ Price
 - a. Nutrition Facts
 - b. Menu/ Price PDF File
2. Special Offers
3. Hours
4. Directions
5. Contact Information
6. Customer Feedback Survey

Footer

1. About Us
2. Site Map
3. Email link

Planning Your Web Site

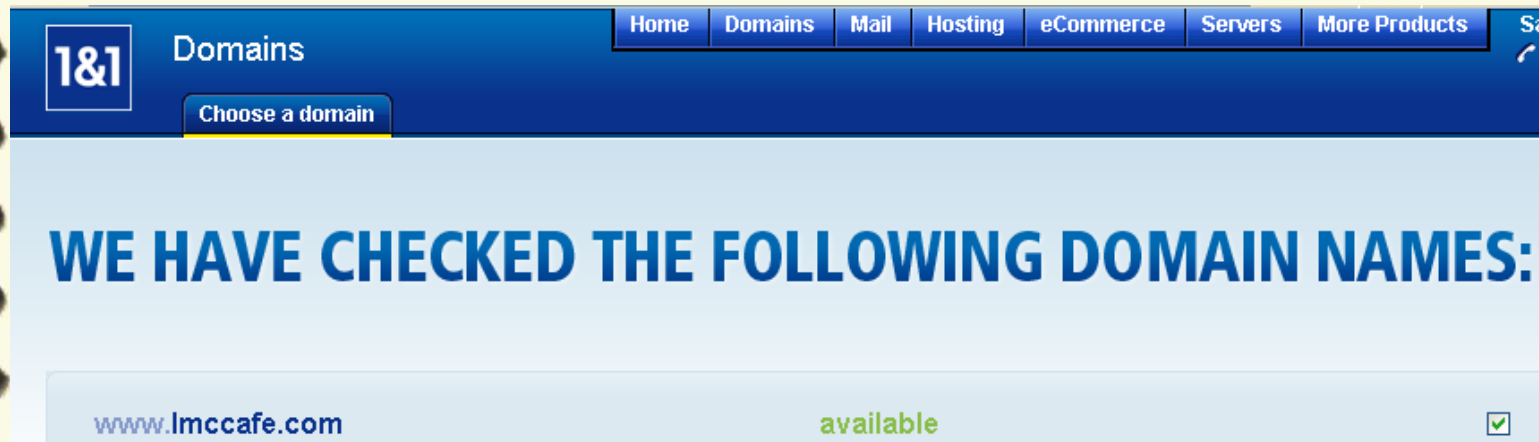
7. Create a site map of your Web site. You can use PowerPoint, Word or a flow chart software (See Chapter 3: Pulling Together the Content, pg 71-73).



Planning Your Web Site

8. List down at least 2 possible domain names for your Web site? Verify the domain's name availability. Research and identify a host domain provider. (See chapter 5: Registering a Domain Name and Getting a Hosting Plan, pg 110)

www.lmccafe



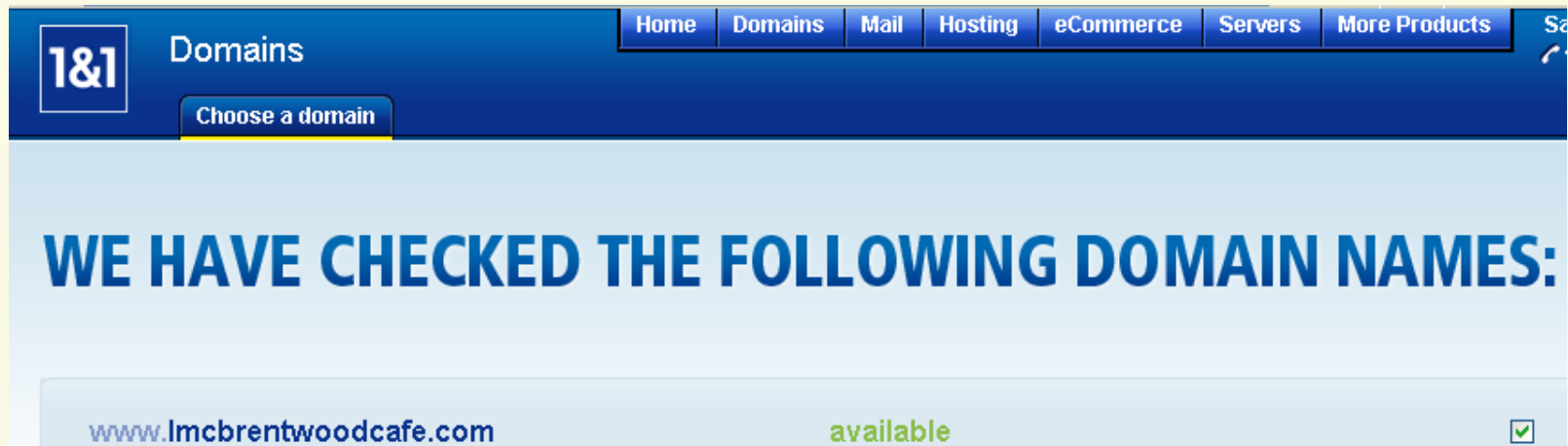
The screenshot shows the 1&1 Domains website interface. At the top, there is a navigation menu with links for Home, Domains, Mail, Hosting, eCommerce, Servers, and More Products. Below the navigation, there is a search bar with the text "Choose a domain". The main content area displays the text "WE HAVE CHECKED THE FOLLOWING DOMAIN NAMES:" in large blue letters. Below this, there is a table with one row showing the domain "www.lmccafe.com" and its status "available" in green text, with a green checkmark icon to the right.

Domain Name	Availability
www.lmccafe.com	available <input checked="" type="checkbox"/>

Planning Your Web Site

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www.lmcbrentwoodcafe.com



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Domain Name	Status
www.lmcbrentwoodcafe.com	available <input checked="" type="checkbox"/>

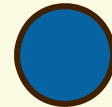
Planning Your Web Site

9. Based on your target audience of your Web site, describe the site's look and feel. You can use the form on pg 144 to help guide you in outlining the design's look and feel. (See chapter 6: Defining the Site's Look and Feel, pg 129-144).

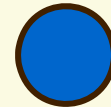


[www.lmccafe](http://www.lmccafe.com)

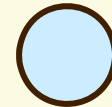
Color Palate:



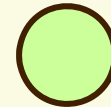
#003366



#3366CC



#B7DDFF



#CCFF99

Font: Arial

Navigation Orientation: Horizontal

Navigation Alignment: Top after banner

Navigation Style: Drop-down

Layout Size: 825 X 640

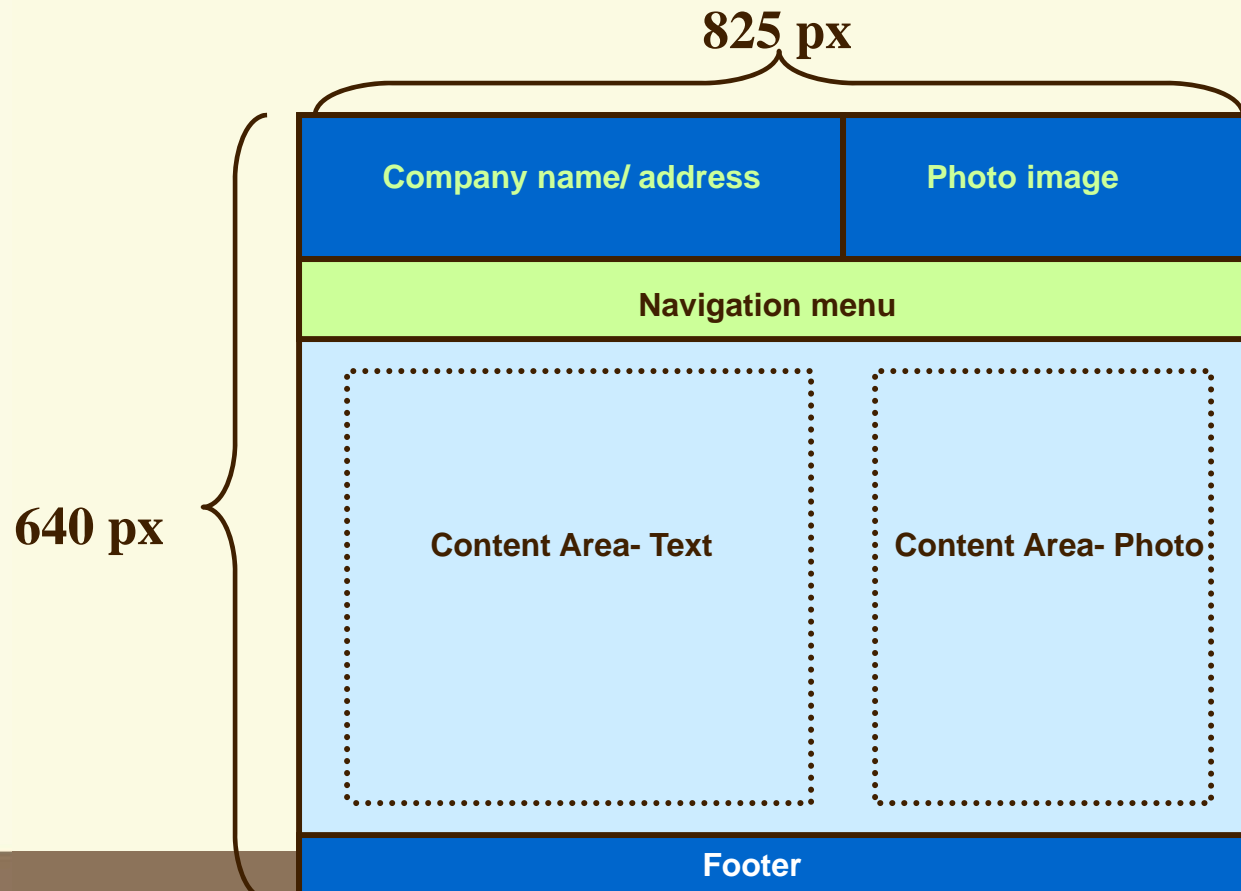
Layout Orientation: Centered-aligned using
DIV and AP Layers

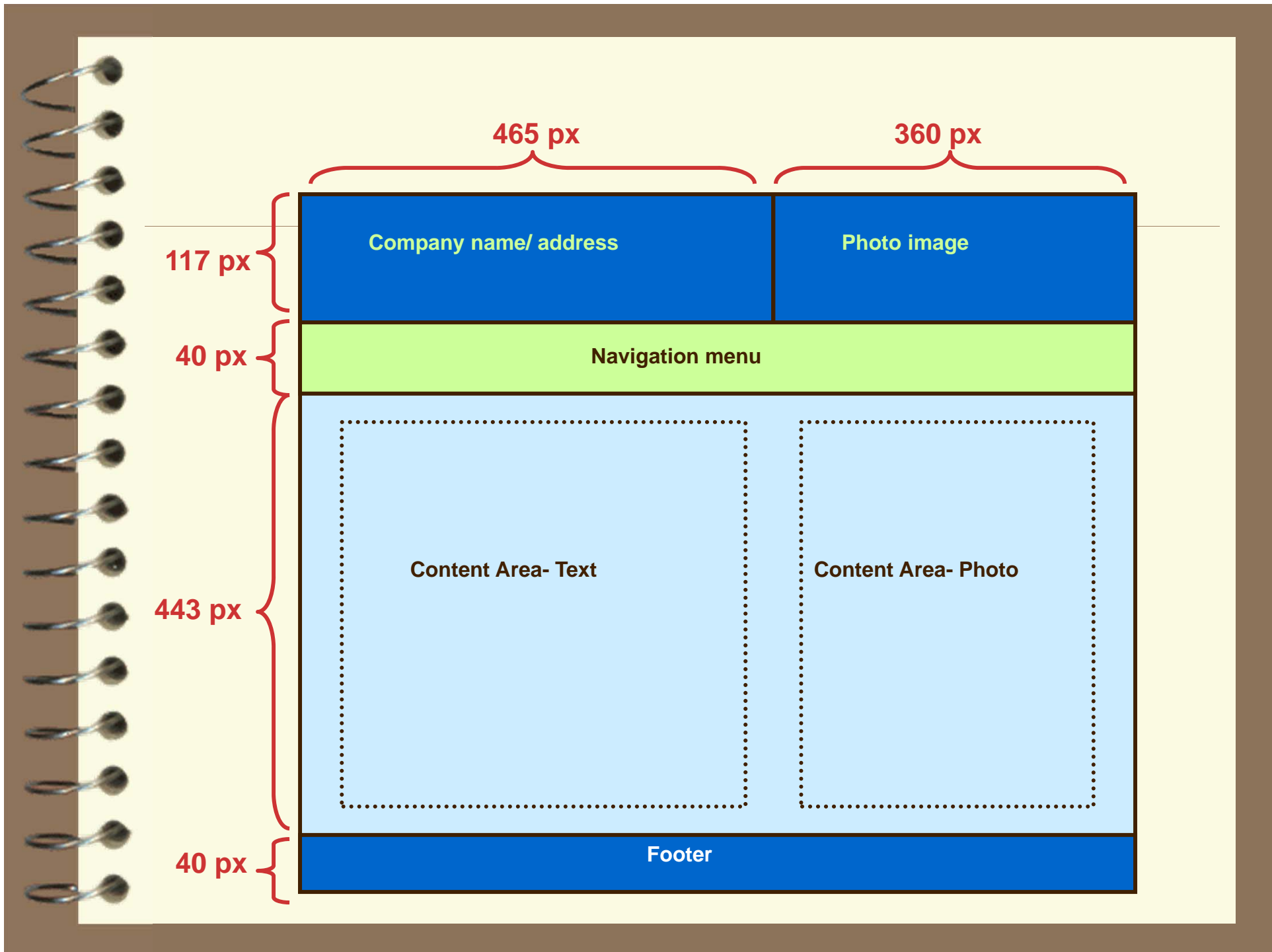
On Each Page: company logo with navigation
menu and footer

Footer: About Us| Site Map| Privacy

Planning Your Web Site

10. Gather your logo, banner, images and photos for your Web site's and place them in your visual Mockup. You can use Word or PowerPoint to add your graphic elements and create your mockup design. (see chapter 7: Understanding the Value of a Mockup , pg 153- 168)





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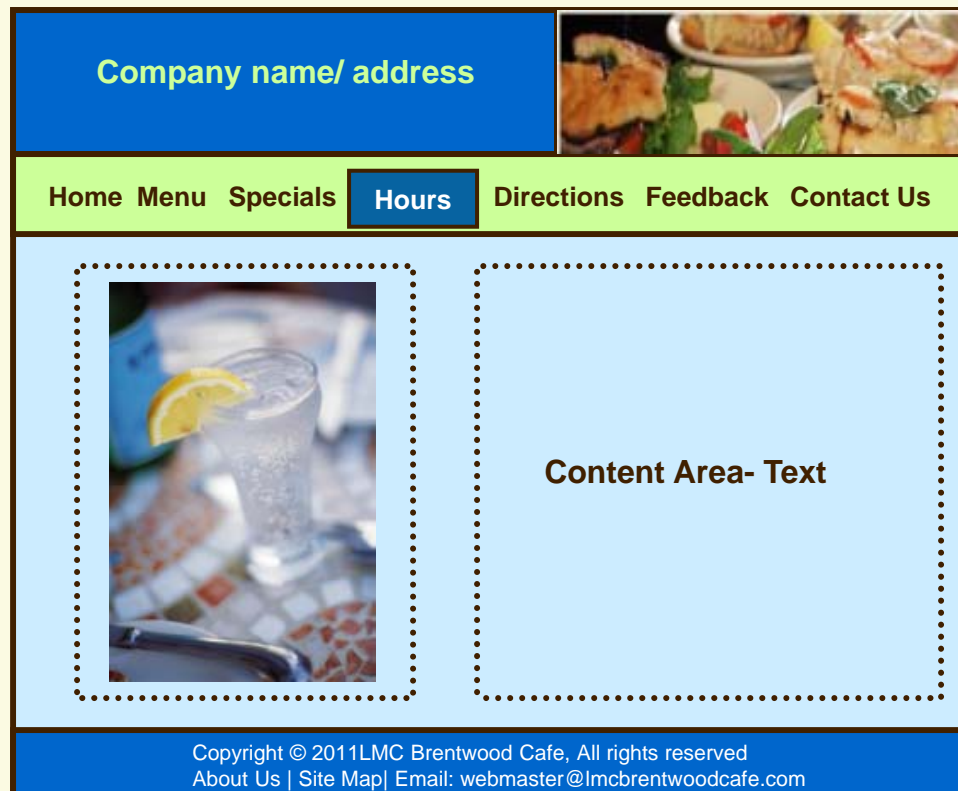
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Company name/ address		
Home Menu Specials Hours	Directions	Feedback Contact Us
Content Area- Text		
Copyright © 2011LMC Brentwood Cafe, All rights reserved About Us Site Map Email: webmaster@lmc Brentwood Cafe.com		

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