

Client Brief

Company: Namaste Vegan Cafe

Website: www.namastecafe.com

The website is for a business called the Namaste Café, a vegan café and coffee bar.

User Goals:

The user is interested in finding the location of the café, perusing menus and looking for daily specials and searching for the coffee bar evening entertainment schedule.

Client Goals

The client is interested in promoting a healthy eating lifestyle, providing vegan and vegetarian food to an increasingly health conscious public and promoting local artists for evening performances.

Target Audience

Vegan & Vegetarians of all ages, As well as someone looking for healthy food. Entertainment geared toward music lovers as well as poetry, or other performance arts.

Logo provided



Artists Live Venue

User Persona - Toby

Age:	23
Title:	fine artist
Time in Job:	3 years
Works with:	paint



"Earth without Art is just Eh."

Daily Tasks / Responsibilities

Paints abstract oil paintings to be sold at an art gallery

Likes about thier job:

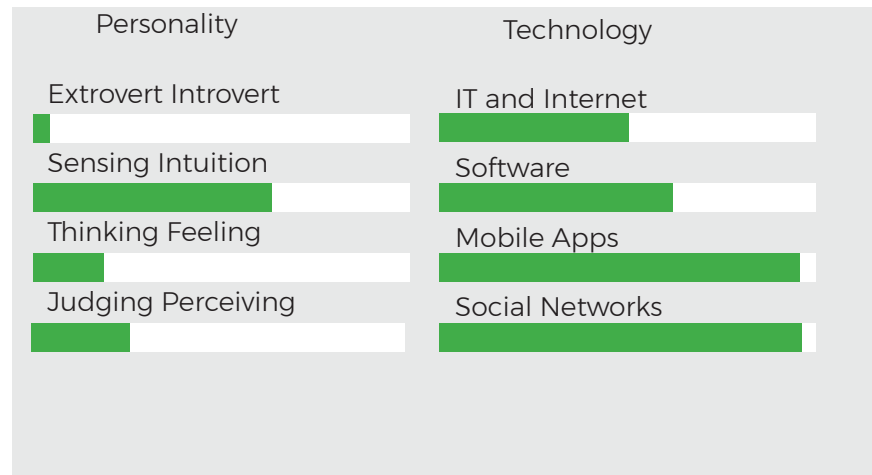
Creative freedom

Dislikes about thier job:

Inconsistant income

Needs (Topics, gaps in knowledge)

Performance times and lineups



User Persona - Cynthia

Age:	35
Title:	Fitness Trainer
Time in Job:	10 years
Works with:	gym members

Daily Tasks / Responsibilities

Develops personal training regiments and leads excersice classes.

Likes about thier job:

Meeting new people

Dislikes about thier job:

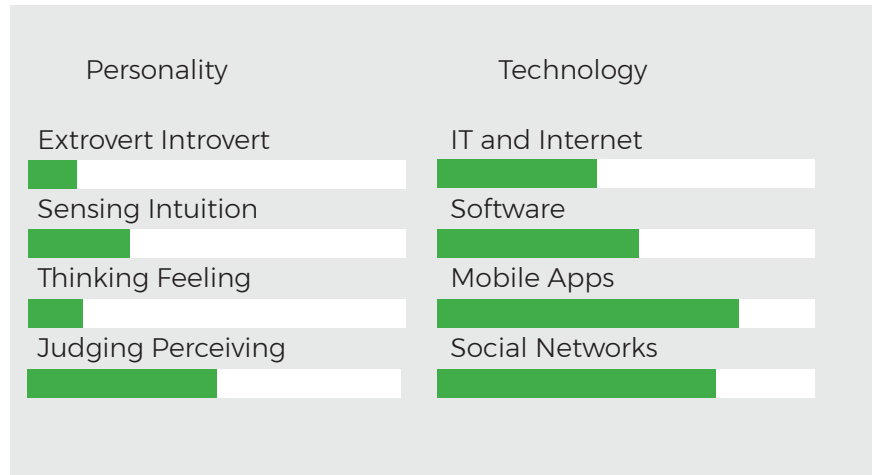
The smell

Needs (Topics, gaps in knowledge)

Menu Items

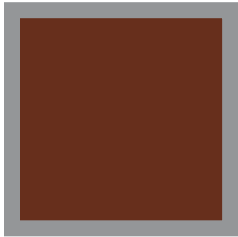


"Build your body, build your character."

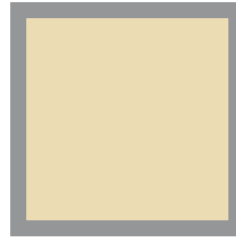


Style Guide

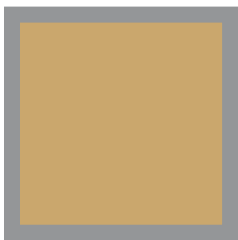
Colors



Cinnamon
#662E1C



Cream
#EBDCB2



Caramel
#C9A66B



Seeds
#CB6318

Features



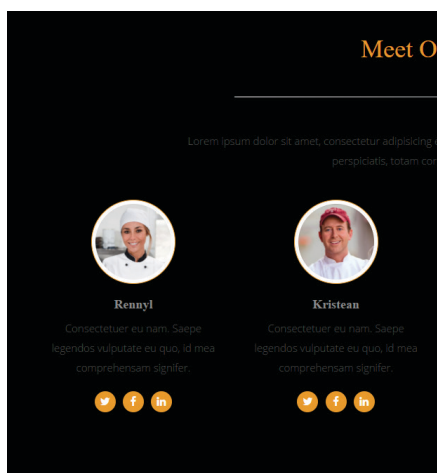
Our Shop

Who we are

Lorem ipsum dolor sit amet, quo meis audire place
An everti maiorum detracto mea. Eu eos dicam vol
albus et per, ei sapientem accommodare est. Sa
vel. Te sit malorum ceteros repudiandae, ne tritani

Why choose us?

Lorem ipsum dolor sit amet, quo meis audire place
An everti maiorum detracto mea. Eu eos dicam vol
albus et per, ei sapientem accommodare est. Sa
vel.



Style Guide

Keywords

Clean | Heathy | *Hip*
Warm | Comfortable

Typography

This is a Heading - Chaparral Pro Bold 24px

This is a Sub head - Chaparral Pro Regular 20px

This is body text - Chaparral Pro light italic 18px

This is a: *Hyperlink* *Hover Link* *Active Link*

Content Strategy

I. Home

- A. Recent news
- B. Current Specials
- C. Upcoming Events
- D. About Us.

II. Menu

- A. Vegan Cafe
 - 1. sandwiches,wraps
 - 2. soups
 - 3. smoothies
- B. Coffee Bar
 - 1. Coffee
 - 2. Espresso
 - 3. Tea

III. Event Calender

- A. Calender Month display
 - 1. modal window for event details

IV. Contact

- A. Google Maps API
- B. Contact information
- C. Email form

V. Blog

- A. Recent Posts

Deliverable List

Fully mobile responsive website with Wordpress CMS install

1. Event Calender Plugin
2. Contact form functionality
3. Blog functionality
4. Social Media integration plugin
5. Secured Wordpress installation

Sitemap

