

Website design report examples

[Business](#), [Marketing](#)



Introduction:

This is a website development plan that provides a comprehensive overview of the techniques used to implement and promote the website. The report offers a clear description of the website and a justification for its implementation. The objectives of implementing the website are also articulated in the report. The promotion techniques used to promote the website varied according to the target customers. The organization's online presence implications are also described in the report. It is pertinent to note that the integration of the website with the storefront operations can help improve the accountability and statistical analysis of the effectiveness of the online platform. Further, the report examines the implications that the website has on the operations of the coffee shop in terms of revenue changes as well as increasing location and product awareness. The report also analyzes the implications of the sales revenue tripling because of the online presence of the coffee shop.

Description of the website:

This will be the main online presence of the coffee shop. The coffee shop website will capture some history of the business. The coffee shop concept is based on a mobile coffee cart. There are multiple coffee carts across the university position at different strategic locations. It is pertinent to note that the website should provide information concerning the location of the carts across the university grounds as well as the products on offer. The website will also be able to collect information concerning the class schedules of students. The class schedule clearly indicates the location of a

class thus; it is possible to draw conclusions regarding the foot traffic across the university using the class schedules.

All the pages of the website will have easy to understand descriptive titles. This will offer guidance to any visitors and enable easy navigation across the website. It is pertinent to note that the use of a website to promote the operations of the coffee shops is multidimensional. The web development project will increase awareness across the university regarding the existence of the coffee shop. Moreover, the website will help inform students the location of the different coffee carts during different times. Through the website, it is possible to collect enormous consumer feedback regarding the coffee shop. Consumer feedback can be collected by incorporating an online feedback form that will be easily visible on the website's home page. Another significance of incorporating the web development projects in the coffee shop business is its effectiveness as well as cost effectiveness when it comes to marketing.

Website promotion:

Multiple approaches can be used to promote the website in order to increase the online presence of the coffee shop. Social bookmarking sites are one of the techniques applicable in this case. This is where interesting articles will be published through different social bookmarking sites such as Netscape to create a viral effect attracting visitors to the site. Another approach will be to seek an opportunity to include a link to the coffee shop on the university's website. Linking the website to the online platform of the university will help many students to visit the website since they are always visiting the

university website to access different services. Through social networking sites, it is possible to promote the website of the coffee shop. Social networking sites such as face book and MySpace are a significant part of the social life of university students. Creating links to the website that are easily visible in social media pages will increase traffic to the website. Conventional approaches such as word of mouth can be used to promote the website. Banner advertisement as well as text ling advertising is some of the easily adaptable techniques for promoting the website. These techniques are cheap and attract significant traffic to the website.

Impact of the website to the traditional business:

The coffee shop sales were heavily reliant on the random placement of the carts, which at times would be located in areas with low foot traffic in the university grounds. However, the website will b instrumental in identifying the areas with the highest foot traffic based on the information collected from the class schedule provided by students. The areas with the highest foot traffic will be the strategic points for placing the coffee shops. When the carts are located in this high traffic zones the sales revenue for the organization will increase significantly. It is pertinent to note that the website will increase the awareness among the university student regarding the location of the coffee shops as well as the products being sold. This will also contribute to an increase in the sales revenue of the organization.

Another impact of the website to the conventional business operation of the coffee is the consideration of customer feedback in customer service.

Through the online customer, feedback forms available on the website

customers will be in a position to give comments regarding the products of the coffee shop as well as other service related issues. When these comments are put into consideration high levels of customer satisfaction will be achieved. This will be achieved if the service delivery is altered to fit the customer demands and expectations. The inclusion of statistical analysis in the determination of the location of the carts is an idea that will help increase the efficiency of the operation. Moreover, the website would help increase the reputation of the mobile coffee shop across the university.

If demand suddenly triples because of your website, can the company and the website handle the growth?

During the planning stage, some of the factors put into consideration were the ability of the different coffee shops to adapt to a surge in the demand for the products. The website would be used as the tool to collect information regarding the market and thus allowing data analysis to be incorporated in the business operations. The process of preparing the products sold at the coffee shop is easy and straightforward. This because all the ingredients used are readily available. In the past, the location of the mobile coffee shops was randomly decided. Since there was no statistical evidence of high foot traffic in the area a cart was located some of them ended up with very low sales. On instances that the sales were very low, the operators would move the cart to a new location. However, it is pertinent to note that this strategy was not evidence based. A change of location would be implemented and the previous place would have higher foot traffic than the new place. A When analysis of the sales revenue received from this strategy

of locating the carts randomly was done it was evident that some of the shops had daily returns that were almost five fold others. This implied that the total revenues of a day would be contributed by less than twenty percent of the carts. It is pertinent to note that all the carts were equipped with similar resources and equipment. The consumables were that would be used in product production were easily accessible from the local shops. With less than twenty percent contributing to the largest proportion of the sales revenue than a tripling of the demand in all the shops would be easily dealt with.

Works Cited:

Claxton, Lena, and Alison Woo. How to say it: marketing with new media : a guide to promoting your small business using websites, E-zines, blogs, and podcasts. New York: Prentice Hall Press, 2008. Print.

Cope, Peter. Basic website creation. Blacklick, OH: McGraw-Hill, 2008. Print.