

## **Project Scope**

- Original web site template that can be used to develop a fully formed site:
  - UI/UX design
  - Graphics
  - Coding
- Client will handle the site development, content management, social media outreach, and hosting.

## **Content**

- Menu offerings with some comp images
- Clear indication that orders may be placed ahead by phone only
- Map/location
- Hours
- Phone number (prominent since orders are placed by phone)
- Social media (placeholder graphics): Facebook - like, Twitter - share, Pinterest - share, Yelp - like
- Placeholder text where necessary

## **Layout**

- All content on one page; nav items link to page sections
- Fixed header

## **Visuals**

- Hero images and other large images
- Each section with its own background image or color like apple.com
- Responsive design: mobile (portrait and landscape), tablet (landscape and portrait), desktop

## **Extra**

- Optimize visuals for retina displays.
- Logo design
- Basic design style guide for graphical and stylistic elements. 2-3 pages.