



Case Study: 'Little Kitchen' Cafe Website

Extended Design Process of Little Kitchen (Basic HTML and CSS Website)



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Original Brief

The web design process typically involves 4 stages: Planning, Design, Development and Launch. By first focusing on topic research, ideation, site planning and conceptualisation, this will inform the execution of the final execution of a **single page scrolling** HTML5 and CSS3 website based on a chosen project brief.

Choosing between 3 **fictional clients**, created by our tutor.

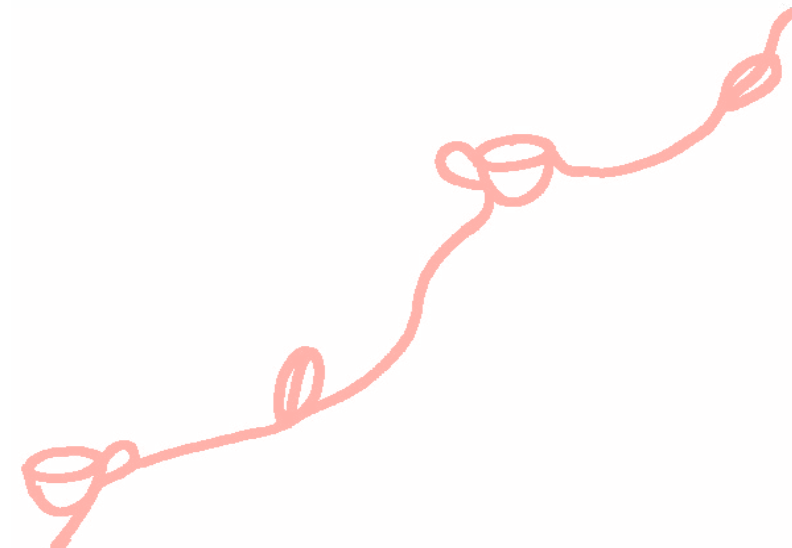
1. Little Kitchen Cafe Website
2. Pools & Falls Tourism Website
3. Ivy Mae Photography

Our website **must meet these following requirements:**

- Created with only HTML5 and CSS3
- Single page scrolling design

- Responsive design across Desktop, Tablet and Mobile view
- Neatly organize and label the code
- Must run in Chrome, Firefox and Safari

The fictional client I chose was **Little Kitchen Cafe Website**, a cafe and venue located in Fremantle who would like an online presence.



Client Research

Chosen Topic: Cafe

Genre: Cafe / Hipster

Tone: Natural / Earthy

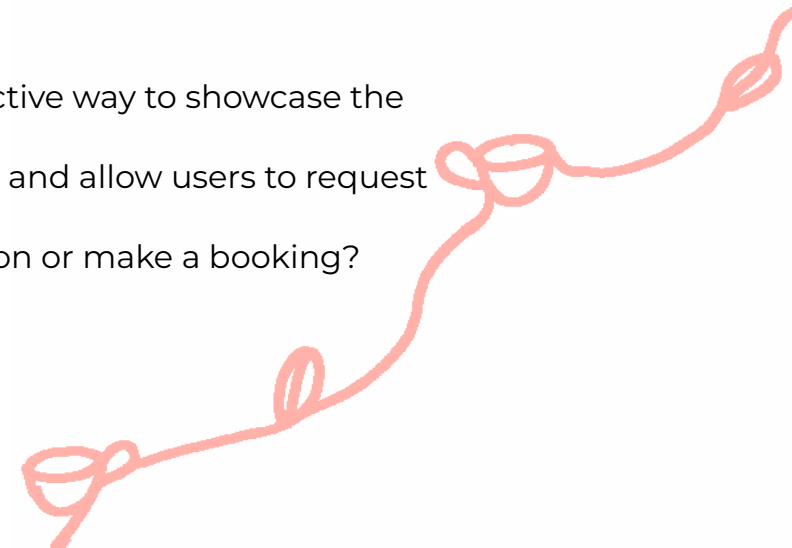
'Little Kitchen' is a fictional café located in the heart of Fremantle. Owner Hannah Baker is passionate about making good food, and wants to create a place where people can come to relax, and enjoy themselves. Additionally, she has plans to hire out the café as a venue for weddings and other events. The café opened its doors just 3 months ago but doesn't have a website yet.

Challenge:

Create an online web presence for Little Kitchen that illustrates the café's unique atmosphere, simple but beautiful decor and delicious food.

Considerations:

- How can you market the café as being an integral part of the Fremantle scene despite it having only opened its doors recently?
- How can you make the website appealing and accessible to most of the café's customer base?
- Think warm neutral tones and take inspiration from the background colour of the logo.
- Think clean imagery, organic shapes and modern aesthetics
- What is an effective way to showcase the café as a venue, and allow users to request more information or make a booking?



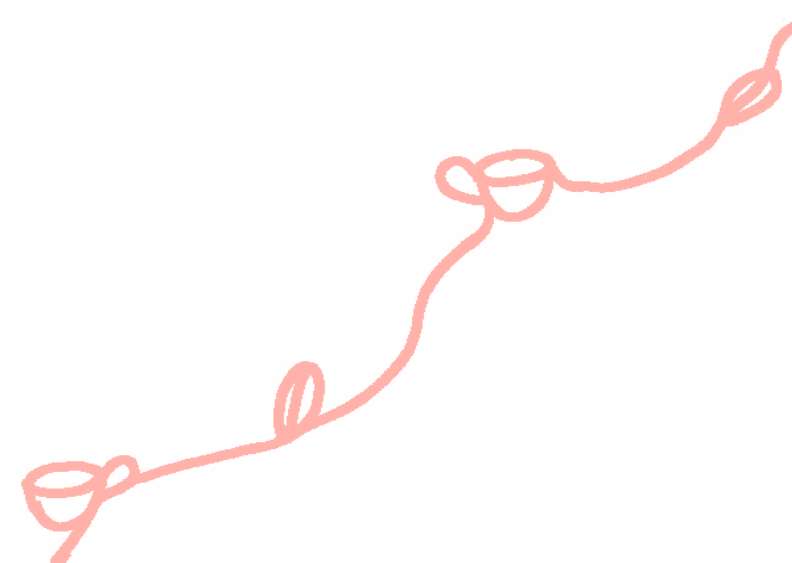
User Research

Our Audience:

Little Kitchen are still figuring out who their target audience is, but so far the café has been **attracting mostly a younger crowd ranging from 18-40 years of age**. In addition to people coming to eat and drink, a few people have also expressed interest in **venue hire**, as such the website will need to cater to those who would be likely to utilise this service.

As this cafe is creating an **online presence** (maybe even a social media presence), we assume that **younger people** will see this over the elder. Having local advertising may attract people of different ages that are local. These people may not fit the target audience age range, but since the cafe is in close proximity to where they live they might become regulars. This website will also have to account for locals of all age ranges who might visit this cafe. Therefore, we will state that...

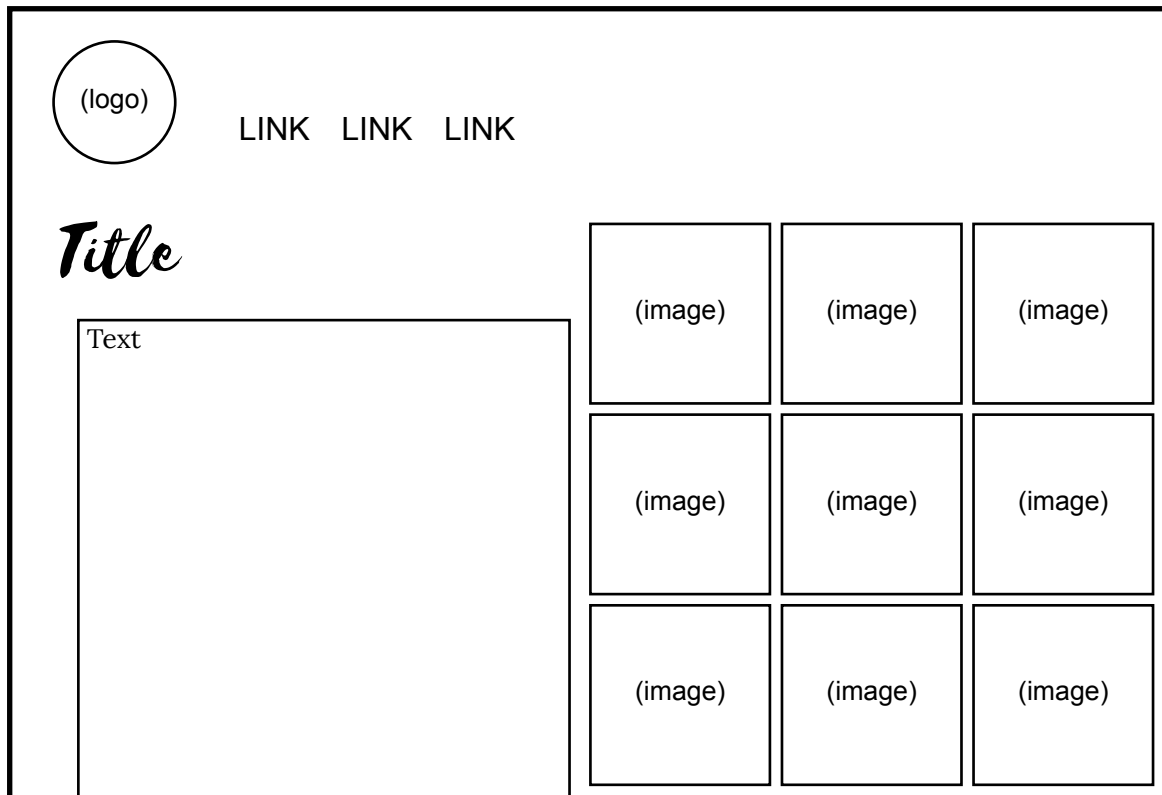
Target Audience: 18-40+ years of age



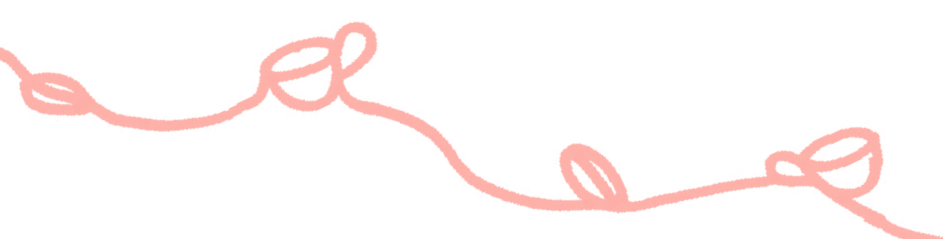
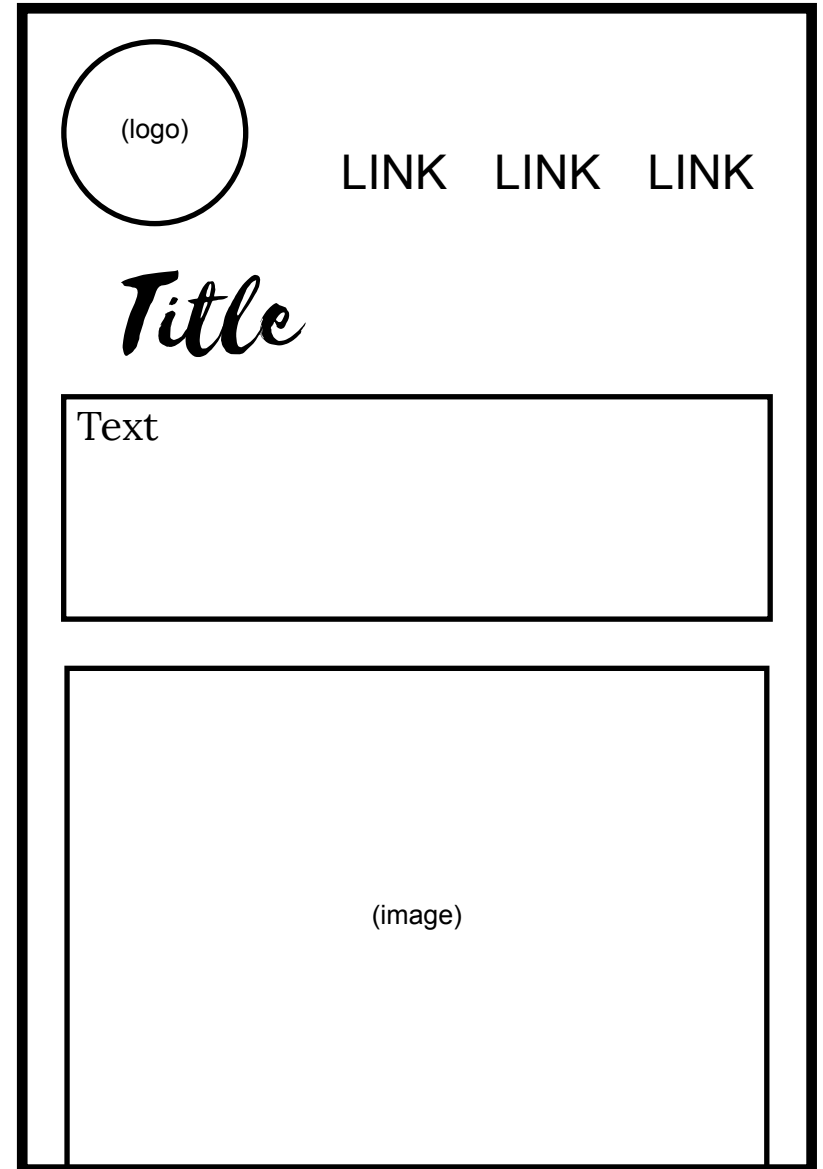
Wire frames

Home Page Ideation #1

Desktop View:



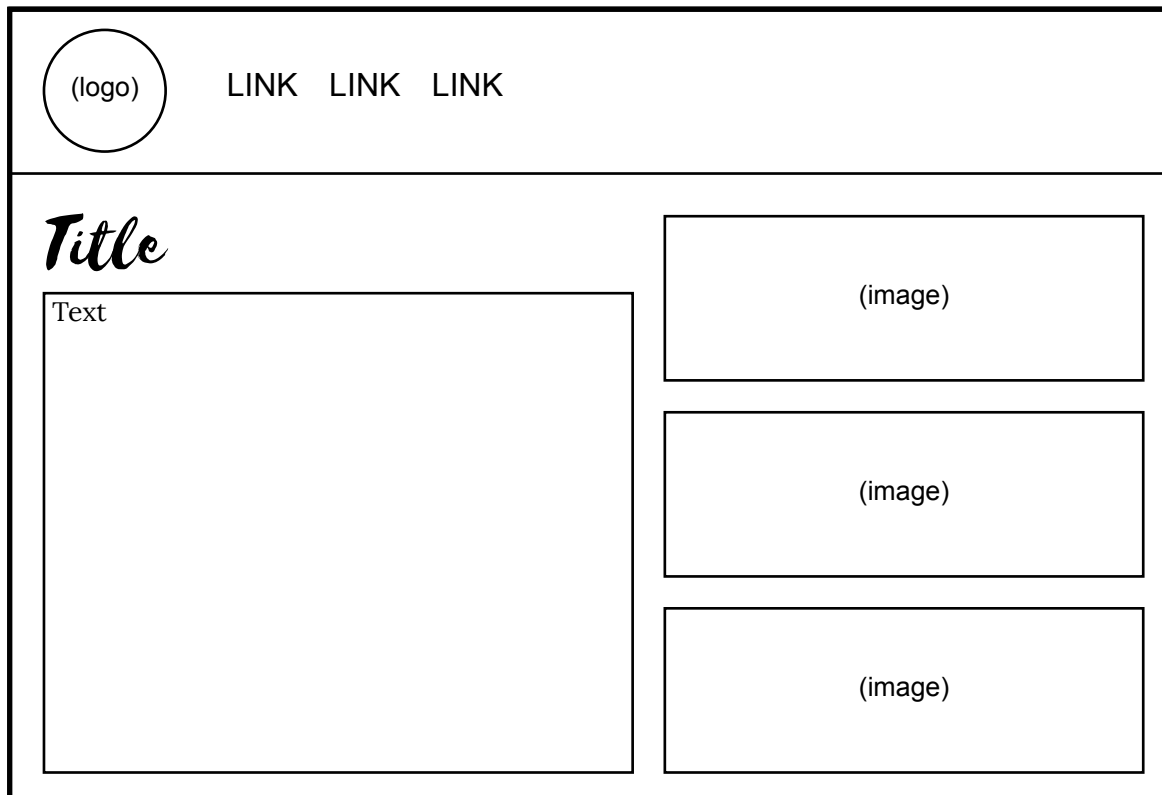
Phone View:



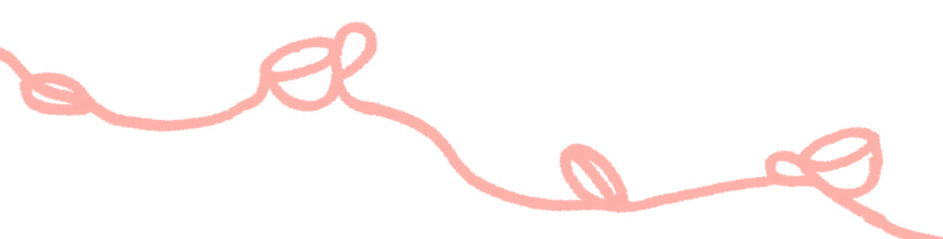
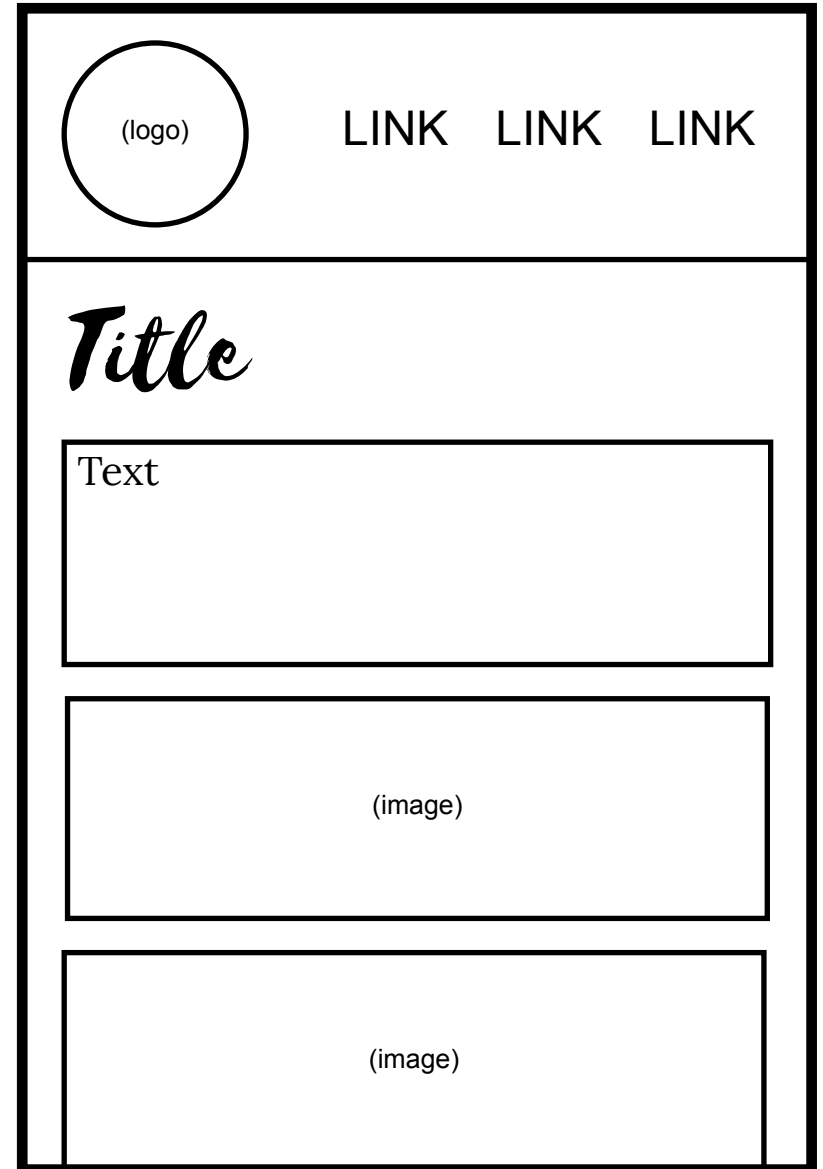
Wireframes

Home Page Ideation #2

Desktop View:



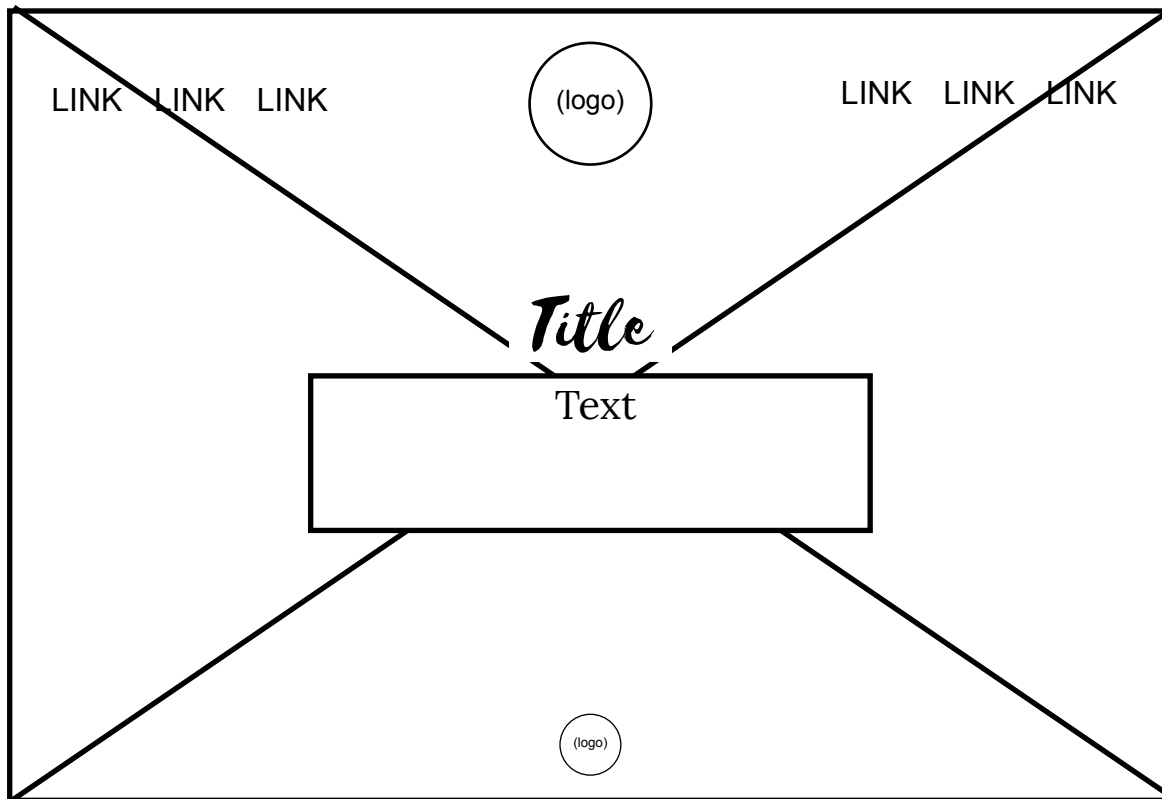
Phone View:



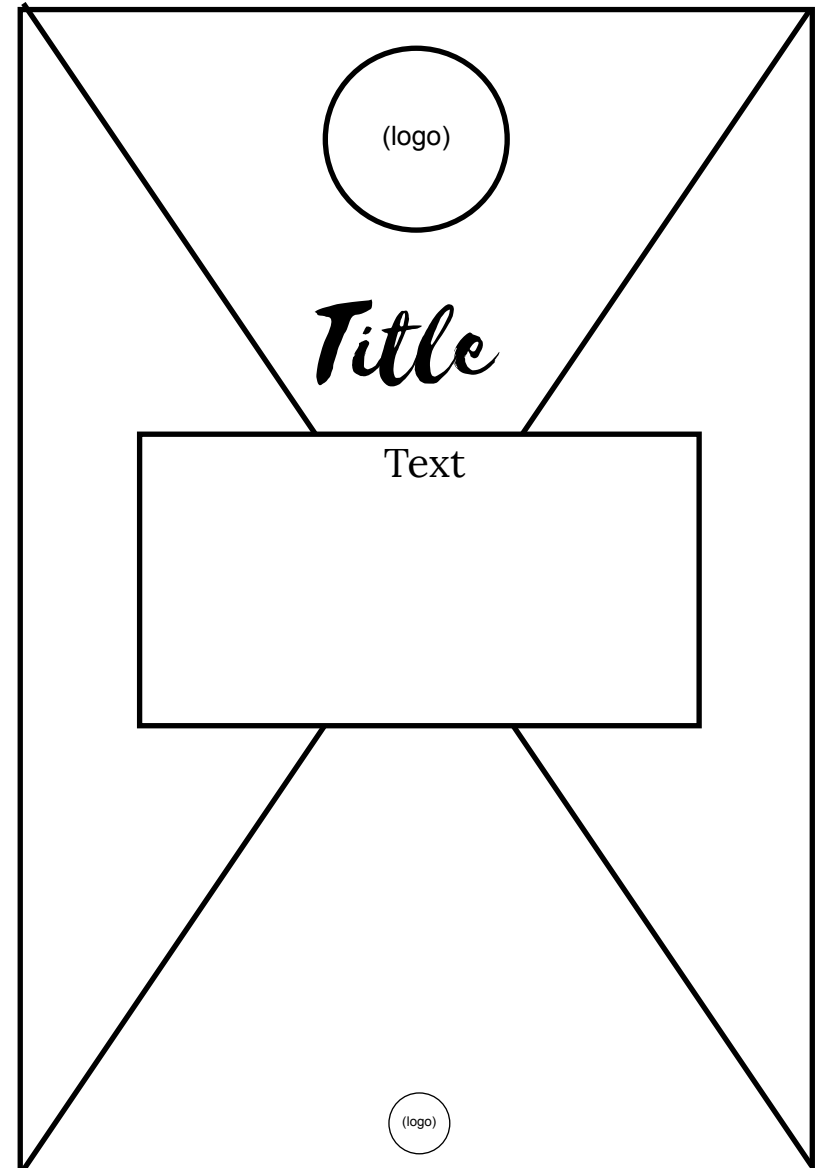
Wire frames

Home Page Ideation #3

Desktop View:



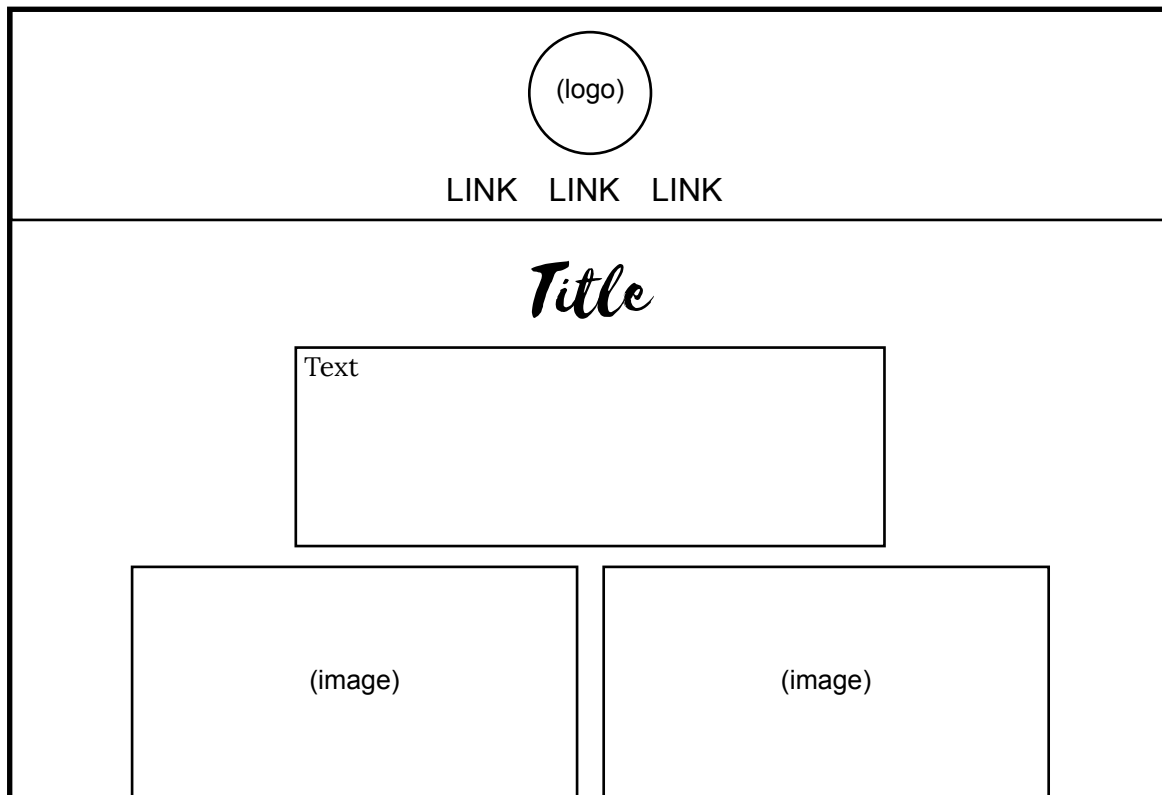
Phone View:



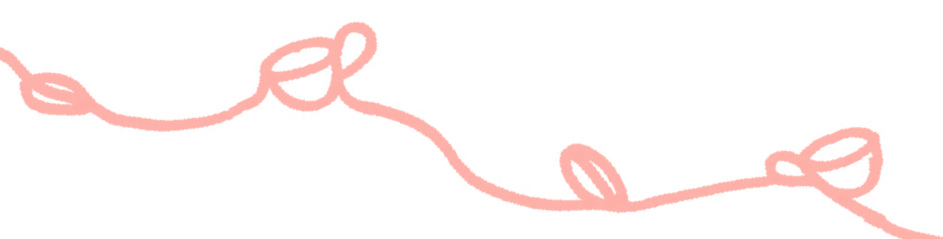
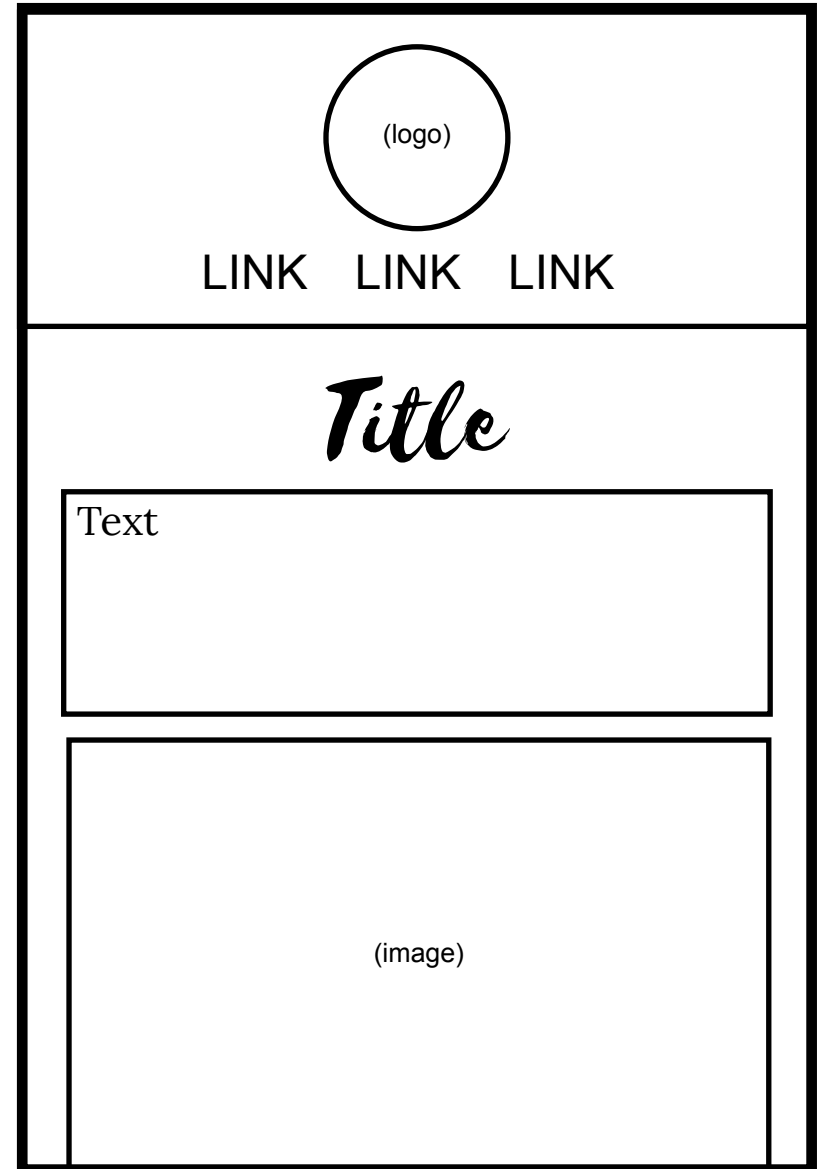
Wire frames

Home Page Ideation #4

Desktop View:



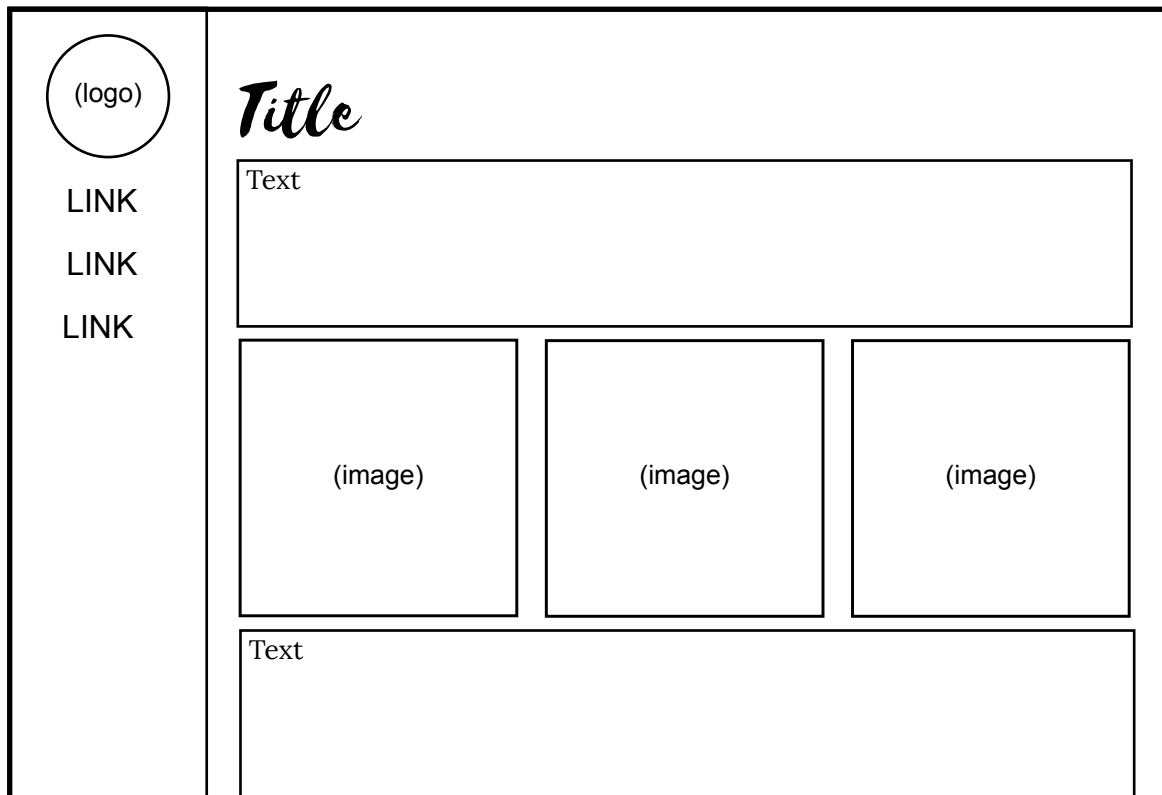
Phone View:



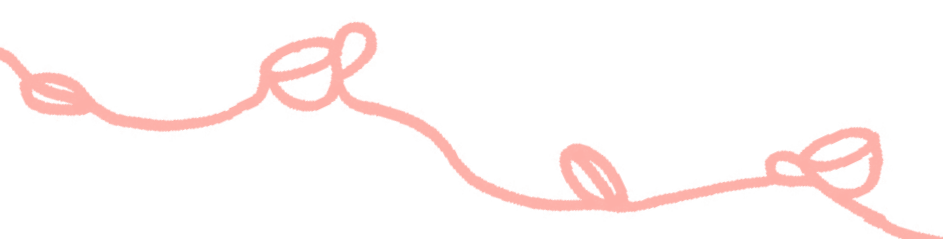
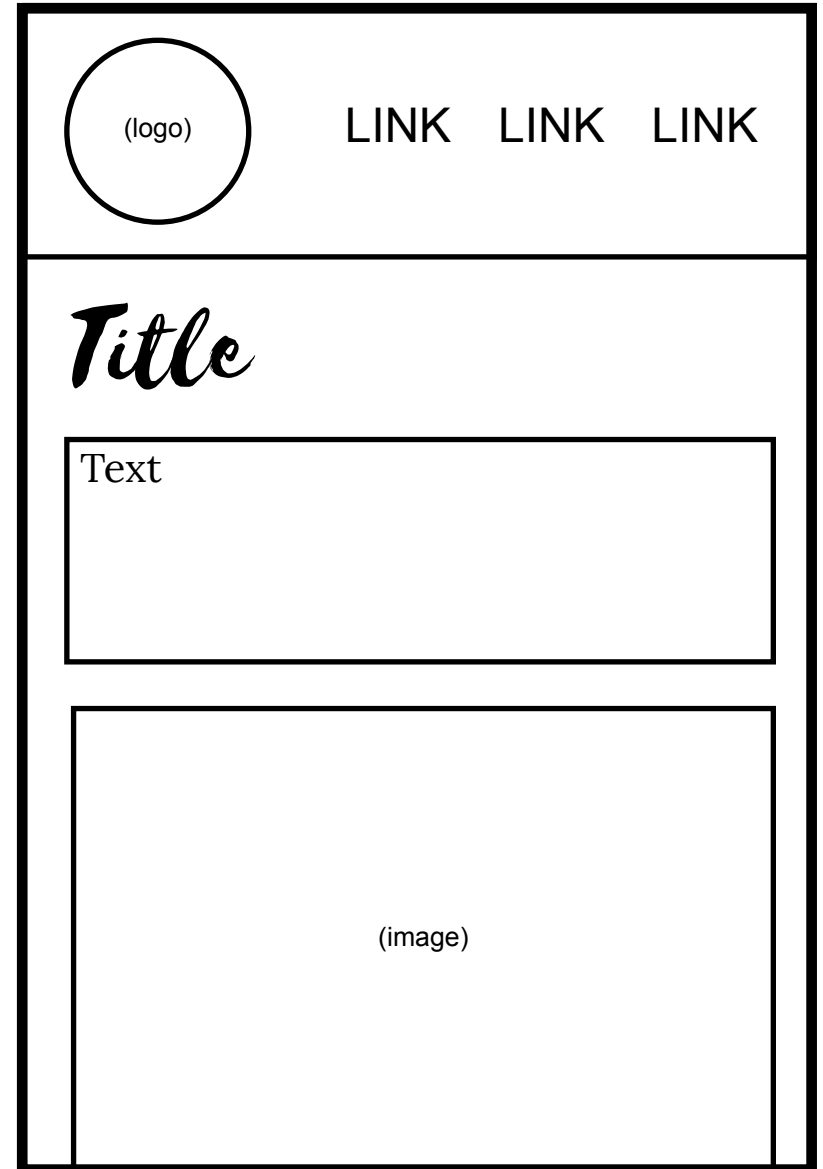
Wire frames

Home Page Ideation #5

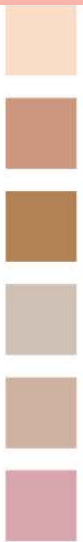
Desktop View:



Phone View:



Mood Boards



Little Kitchen



coffee



Cafe



Mood Boards



Mood Boards



COFFEE



- BAKED FRESH TODAY
- CROISSANT
- BUTTER SCOTCH BRIOCHE
- FILLED DOUGHNUT
- CHILLI CHICKEN ROLL
- PEPPER STEAK PIE
- CUSTARD DANISH
- RAISIN LOAF
- PB & JAM TOAST



Cafe



table j



Little Kitchen

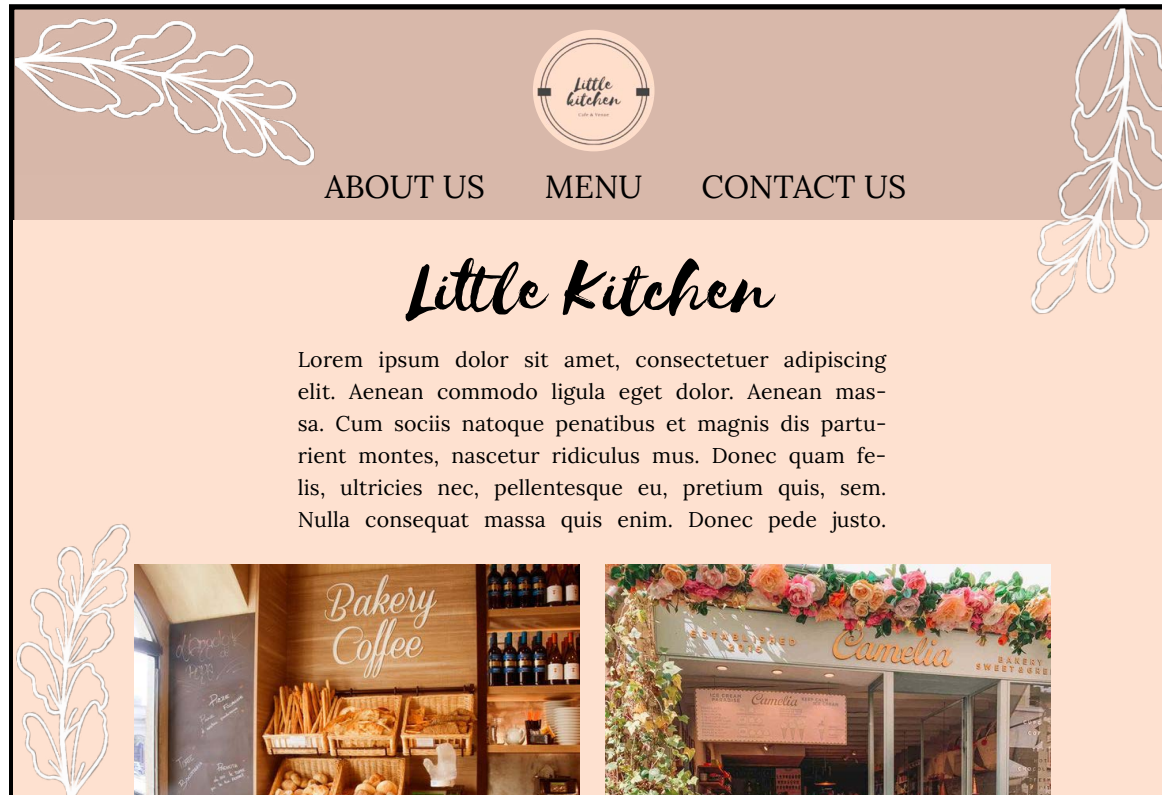


JUNE

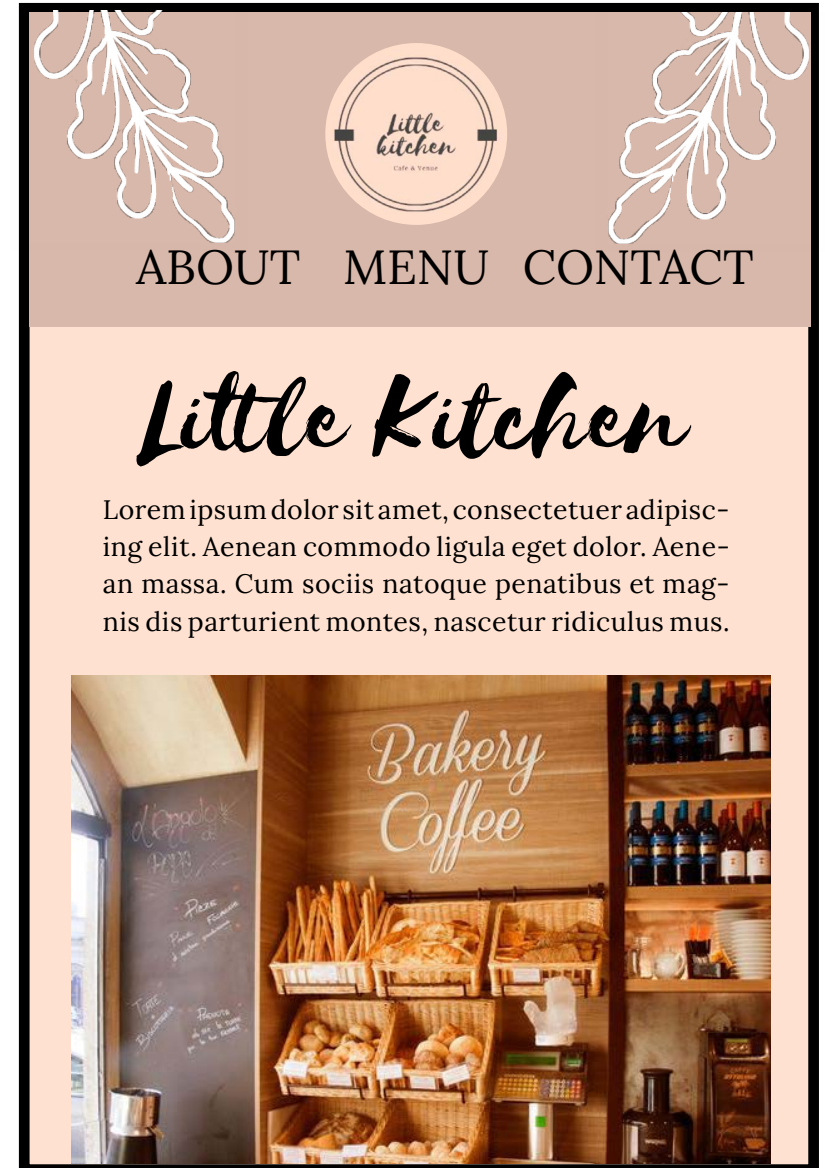
Concept Mock ups

Home Page Concept #1

Desktop View:



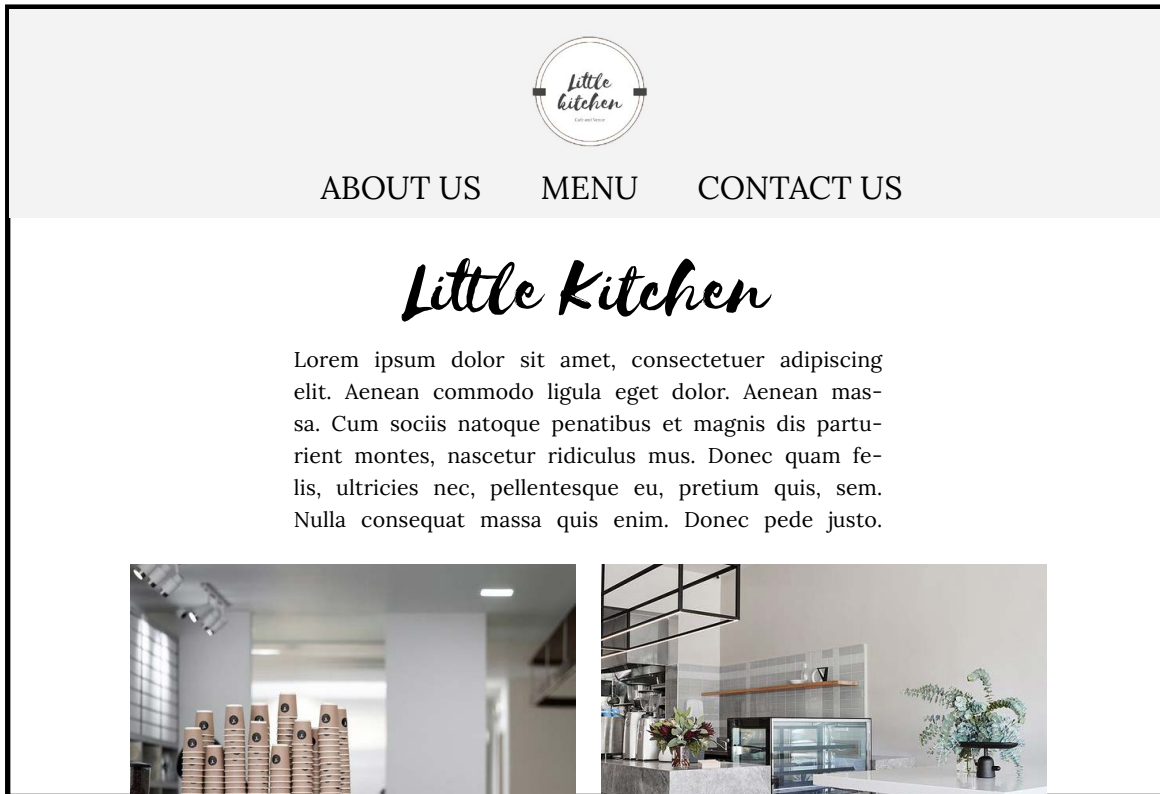
Phone View:



Concept Mock ups

Home Page Concept #2

Desktop View:



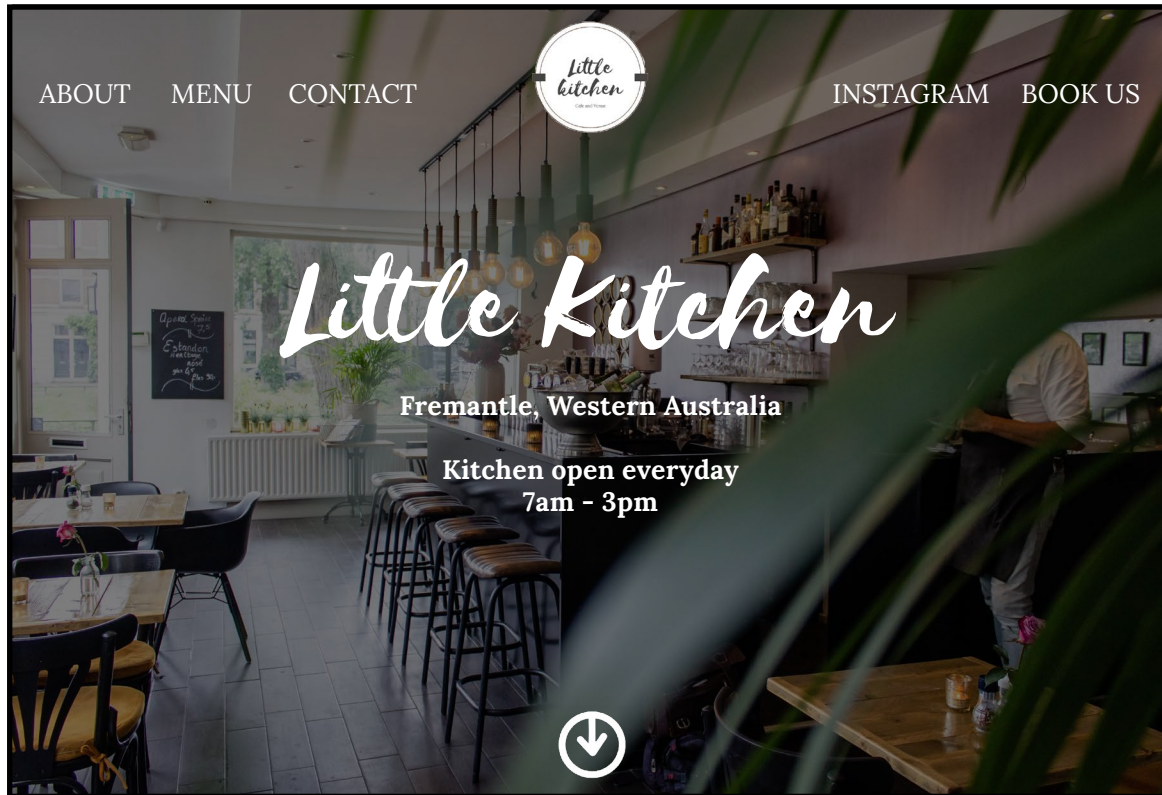
Phone View:



Concept Mock ups

Home Page Concept #3

Desktop View:



Phone View:



Concept Mock ups

Home Page Concept #4

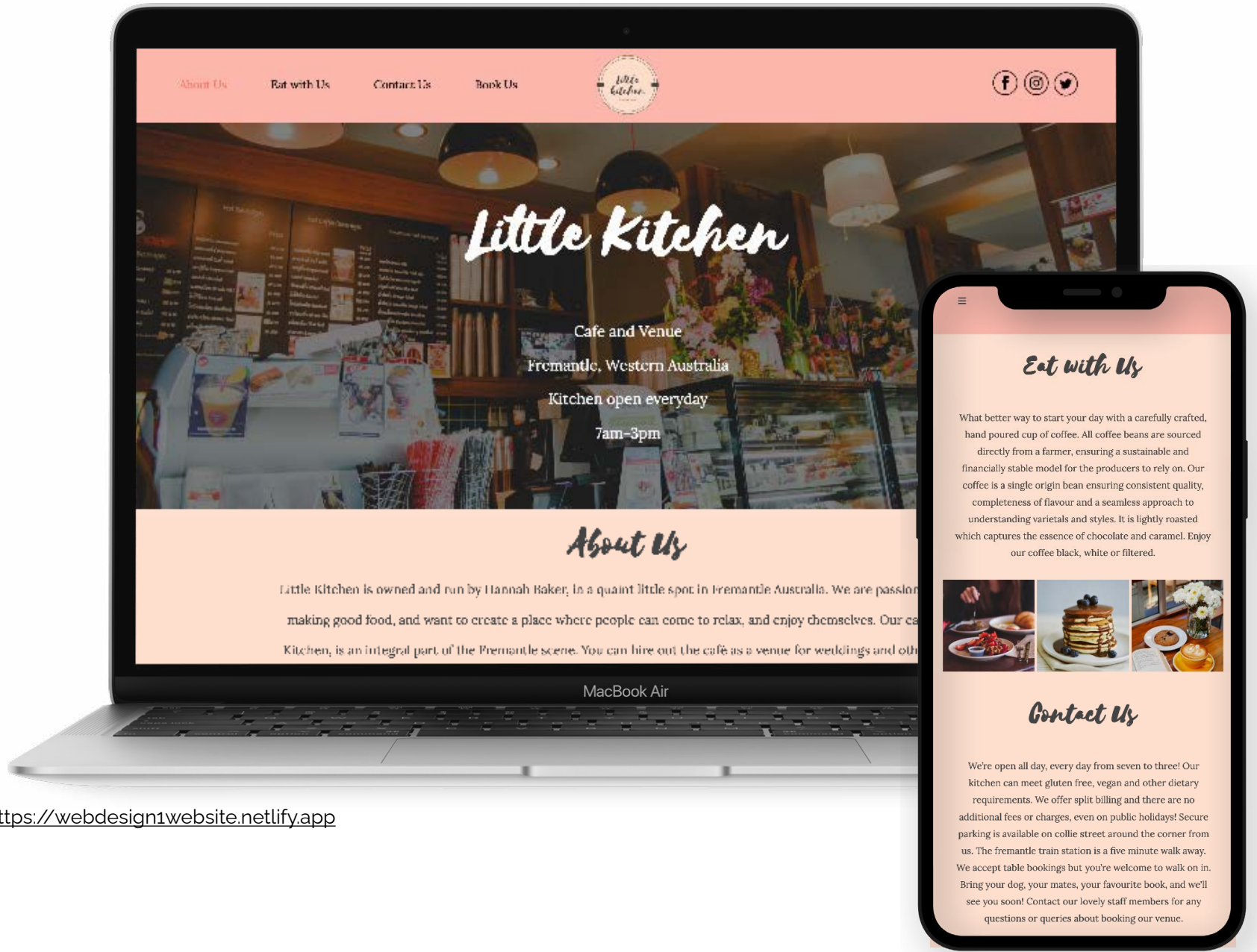
Desktop View:



Phone View:



Initial Deployment



Live Link: <https://webdesign1website.netlify.app>

Redesign Mock ups

Home Page and About Us Section

About Us Zero Waste Eat with Us Book Us Contact Us

Little Kitchen

Cafe and Venue
Fremantle, Western Australia
Kitchen open everyday
7am-3pm



About Us

Little Kitchen is owned and run by Hannah Baker, in a quaint little spot in Fremantle Australia. We are passionate about making good food, and want to create a place where people can come to relax, and enjoy themselves. Our cafe, Little Kitchen, is an integral part of the Fremantle scene. You can hire out the café as a venue for weddings and other events by simply clicking the 'Book Us' button in our menu. Our cafe has a unique atmosphere, simple but beautiful décor and delicious food!

Zero Waste Policy Section

Zero Waste Policy

As Second Slice Cafe has become a popular spot for coffee and small bites by the Northcote community, we feel that we should do our part to help the environment. We have a zero waste policy and use only organic locally sourced ingredients in all our dishes. All our customers share a passion for sustainability and reducing waste.



-  Assuring no single use plastics are used (such as take away containers)
-  Recycling and using a composting systems
-  Using our own garden, with fresh ingredients being used in dishes each day
-  Encouraging customers to bring in reusable coffee cups.



Redesign Mock ups

Eat with Us Section and Menu preview

Eat With Us

What better way to start your day with a carefully crafted, hand poured cup of coffee. All coffee beans are sourced directly from a farmer, ensuring a sustainable and financially stable model for the producers to rely on. Our coffee is a single origin bean ensuring consistent quality, completeness of flavour and a seamless approach to understanding varieties and styles. It is lightly roasted which captures the essence of chocolate and caramel. Enjoy our coffee black, white or filtered.

[View Our Menu](#)



Book Us and Function Section

Book Us

We get pretty busy here in the heart of fremantle - one way to avoid any queues or disappointment is to book your table ahead of time, whether its fathers or mothers day, birthdays, business meetings, public holidays, weekends, a study sesh, or even a wedding! No matter the time of the year, we're here to help you secure your spot. Any groups bigger than ten, please contact us directly. If your looking at hiring us for a wedding venue, contact us to organise a tour and book a date for your special day!

[Book a Function](#)



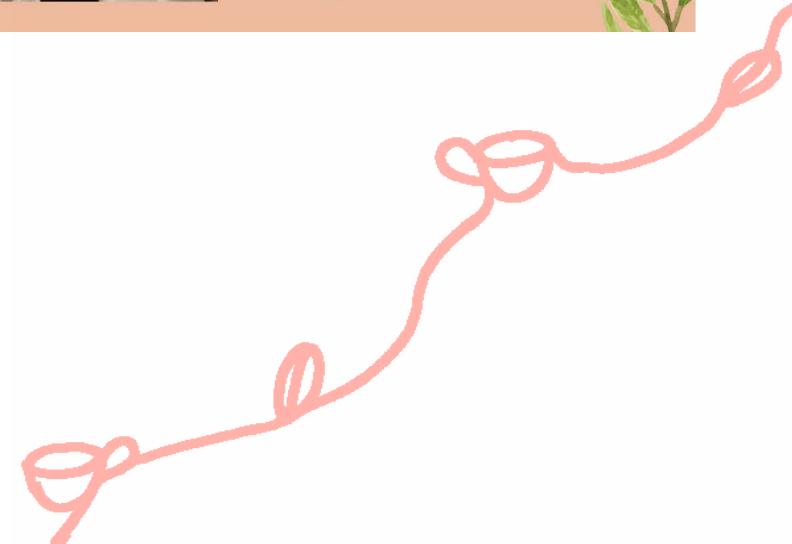
Casual Bookings



Birthday Parties



Weddings



Redesign Mock ups

Contact Section and Footer

Contact Us



We're open all day, every day from seven to three! Our kitchen can meet gluten free, vegan and other dietary requirements. We offer split billing and there are no additional fees or charges, even on public holidays! Secure parking is available on collie street around the corner from us. The fremantle train station is a five minute walk away. We accept table bookings but you're welcome to walk in. Bring your dog, your mates, your favourite book, and we'll see you soon! Contact our lovely staff members for any questions or queries about booking our venue.

Address: 16 Bannister St Fremantle, WA 6160

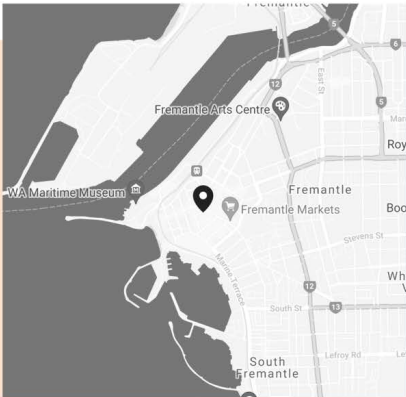
Opening Hours: open 7 days a week

Weekdays: 6:00am - 5:30pm

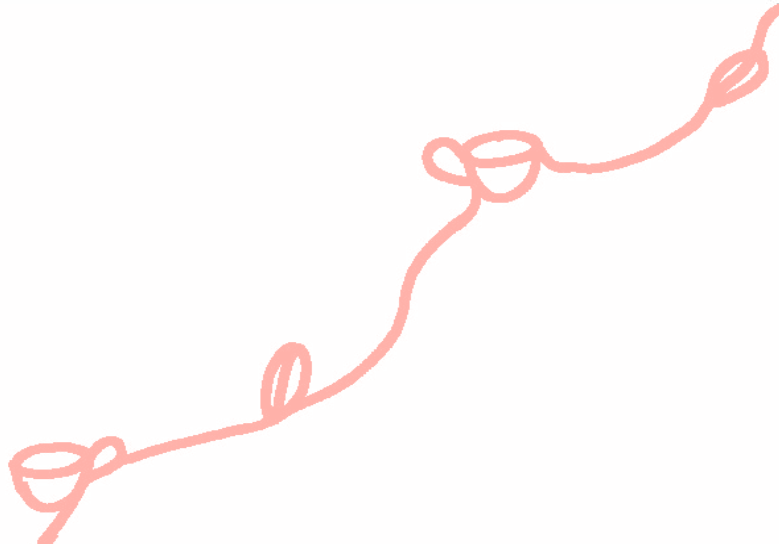
Weekends: 7:00am - 4:00pm

Phone: (03) 93290298

Email: hello@littlekitchen.com



Little Kitchen



Final Deployment



Live Link: <https://littlekitchencafeandvenue.netlify.app>

Code Link: <https://github.com/jademitchell/littlekitchen>