

Site Extras

**Review &** Submit

## **Design Brief - About Your Business**

#### What does your business do?

appreciate good coffee and like a relaxed contemporary environment.

#### Who is your target audience?

during the day and also the elderly in the afternoons.

#### Do you already have a website?

🔾 Yes i No

#### What is your business email address?

coffee@jonescoffee.co.uk

Any emails arriving from your new website will be sent to this address.











ok & Feel	
es you have for your new website's appearance.	
Edit ity photography. Contemporary with simple messages.	
Edit nout. There is brown on the packaging so please use this sparingly on the site too:	
t - Likes & Dislikes	
✓ > Elements ✓ > Social ✓ > Notes ✓	Next

UP Projects	100%	Design Brief - Likes & Dislikes	Send Invite 🗵
Design Brief	Web Design Brief		
<	About Your Business 🗸	Your likes and dislikes	
Navigation	Look & Feel	Every website choice is personal, so it's important that you let us know exactly what you do and don't like in a w	eb design.
	Likes & Dislikes • Header & Footer		
	Social Media Links	What sites do you like?	
Content	Additional Notes	jamescoffeeco.com	×
Site Extras		Like the simple black and white approach and the simple navigation style.	Edit
Q		www.coffee1.co.uk	×
Review & Submit		Love the initial image on this website and the powerful message.	Edit
		Add website We'll use these examples as inspiration to create a website that's unique to you.	
		What sites don't you like?	
		www.moorecoffeeshop.com	×
		Too much going on! Text not legible and don't like the large background image - too distracting.	Edit
		Add website	
		We'll take this on board and make sure you get something you really love.	
		Next - Header & Footer	
	UP it'seeze Uploader	Prev About ✓ → Look ✓ → Likes ✓ → Elements ✓ → Social ✓ → Notes ✓	Next



Additional Notes	Do you have any other requests for the header? Please place the tagline under the logo. It should not overpower the initial messages.	Edi
	Only tick this box if you do not require any of the above elements in your header.	
The footer v	<b>Footer</b> will appear at the bottom of every page. Please select the elements you would like to appear in the footer:	
🗹 Logo	Having your logo in the footer is a good way to reinforce your brand.	
Tagline	If your company has a tagline or motto should we place it in the footer? Make time for coffee.	Edi
Navigation Links	Visitors at the bottom of the page will be more likely to stay if they can navigate easily.	
Company Address	Business information is something that visitors expect to find in footers. Jones Coffee, Coffee Place, Coffee Town, Cofton.	Edi
VAT Number	If you are VAT registered would you like your number to appear in the footer? 123456	Edi
Contact Details	Often visitors will check the footer for contact details. Please insert email address coffee@jonescoffee.co.uk	

	Social Media Links	The footer is a great place to add icons to encourage visitors to follow your social media profiles. You can tell us what social media links you require on the next page.	
	Additional Notes	Do you have any other requests for the footer? Please also input: © Jones Coffee 2018. All Rights reserved.	Edit
		None of the above Only tick this box if you do not require any of the above elements in your footer.	
		Next - Social Media Links	
Prev	,,	About ✓ > Look ✓ > Likes ✓ > Elements ✓ > Social ✓ > Notes ✓	

UP it'seeze Uploader

	100%	Design Brief - Social Media Links	Send Invite 🖂
Design Brief	Web Design Brief About Your Business	Social Media Links	
	Likes & Dislikes 🗸 Header & Footer 🗸	Please provide the links to your social media below.	
Image Gallery	Social Media Links	f https://www.facebook.com/itseeze	×
Content	Additional Notes	Mttps://twitter.com/itseeze	×
Site Extras		in http://www.linkedin.com/company/291758 Add Link	
	UP it'seeze Uploader	Next - Additional Notes         Prev         About ✓       > Likes ✓       > Elements ✓       > Social ✓       > Notes ✓	Next





Site Extras

Review & Submit

## **Design Brief - Additional Notes**

# **Additional Notes**

If you have any thoughts or ideas that have not already been covered please do let us know.

#### Is there anything else you would like to add?

The customer has paid for a full logo and wants the design of the website to be a reflection of the logo style. The customers really does like the simple, minimal styling of the James Coffee example given. Possibly some subtle animation within the rollovers and when scrolling through the site? Site wide: Please add links to the shop at the bottom of all the pages. The customer really wants to promote the products they sell. Add a 'Sign Me Up' contact form that can capture the visitor's email address. Please add a checkbox titled 'Optional' and the following text: I'd like to receive the Jones newsletter once a month and understand I can unsubscribe at any time Add the DPD logo at the base with words 'Next Day Delivery' underneath



Prev



#### **Next - Build Your Navigation**

About ✓ > Look ✓ > Likes ✓ > Elements ✓ > Social ✓ > Notes 🗹

	100%	Build Your Navigation Mo	enu
Design Brief	Site Navigation		Create the main navigation Top tip Drag the 1
Navigation	Home About > Menu	t	Home About
	Buy Stuff Delivery	*	Our Coffee
Content	Blog Contact & Find Us	‡ ‡	The Team Philosophy
Site Extras	The demo navigation menu shown above illustrates how the pages on your website will be nested.	‡ ‡	Menu Buy Stuff
Review & Submit		‡ ‡	Delivery Blog
		t	Contact & Find Us You have 0 p
			Next - Ima





### menu for your website below

t icons to move pages

Edit
Edit

nage Gallery





- Could use this where food is mentioned

Next - Submit Your Content



### Making great coffee since 1998

If you are looking for coffee in cool, chic surroundings with coffee made by people who care, you must pay us a visit.

We've not been open long but our coffee making skills go back generations.

## Why Jones Coffee?

- · Over 30 coffees from around the world
- · Breakfast menu available from 5am
- Special Coffees introduced every month
- Loyalty scheme available
- Student discount
- OAP specials

About Us

## **Jones Coffee Merchandise**

We have a great selection of cups, coasters, t-shirts, and equipment. We ship next day delivery and all products come with a 1 year guarantee.

**Buy Coffee Cups** 

**Buy T-shirts** 

**Buy Equipment** 

- Please make this shop section stand out and link each page to the shop pages. Customers will populate these.



- These images are of their staff at work so use these where you think appropriate on the page

### **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

Please distinguish graphically between the sections of the	content	upload	ed.					
	h Fr	nain	e Op	timis	satio	on (S	EO)	
Searc		.g	p					
Searce The first step in optimising any web		-			engine	friendly	page t	title and meta description.
	opage is	s to cre	ate a s	earch e			60 - 2022 	
The first step in optimising any web	opage is ike to w	s to cre rrite my	ate a s v own p	earch e age title	e and n	neta de	scriptio	on.

#### Meta Description

At Jones Coffee House, we specialise in premium coffee from all over the world. We are based in Willesden Green in North West London.







 Please use this as the main shot on this page

- This page is a simple link to the other pages within its category:

Our Coffee

The Team Philosophy
- Use other images from the gallery page if needed
Design Notes & Reference Files

Please describe your design requirements and upload any reference files for this page in the box below.

Text Format	В	1	≡	*	¢	œ	5	¢
Please keep this page nice and simple. The idea is to give	a quick	c overvi	ew and t	then lea	d them	through	n to the	pages within its category.
Searc	ch Er	ngin	e Op	timis	satio	on (S	EO)	
The first step in optimising any web	opage is	s to cre	eate a s	earch e	engine	friendly	page	title and meta description.
I would li	ike to w	vrite my	/ own p	age title	e and n	neta de	scriptio	on.
								title and description.

Page Title

About Us - Jones Coffee House - Coffee Shop - Willesden Green

#### Meta Description

Edit

We are Jones Coffee Shop, your local Coffee House in Willesden Green. We are a coffee shop specialising in coffees and food from all around the world. Learn more about our coffee shop here.







- Please use this as main image

## North West London's best Coffee House

Positioned on the leafy suburbs of Willesden Green and a stone's throw away from the trendy borough of Cricklewood. We feel lucky to be placed where we

are.



- Please add YouTube video full width

Meet the team

## **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

Text Format	В	1	≡	1	¢	GÐ	5	<i>i</i>
Simple layout and make a feature of the YouTube video su	pplied.							

### Search Engine Optimisation (SEO)

The first step in optimising any webpage is to create a search engine friendly page title and meta description.

I would like to write my own page title and meta description.

I would prefer to provide some key search phrases and let it'seeze write my title and description.

#### Page Title

Our Coffee - Jones Coffee House - Coffee Shop Willesden

#### Meta Description

We have a huge range of flavours at Jones Coffee. From Italian to Brazilian and our favourite French roast we strive to bring the best value and taste anywhere in North London







## Experienced coffee people in North London

- Make the 'Our Philosophy' link prominent.							
Des	ign N	lotes &	Refe	renc	e Fil	es	
Please describe your design requ	uiremen	ts and upl	oad any r	eferend	ce files	for this	page in the box below.
Text Format	В	1 🗄		¢	GÐ	4	è
The customers wants large photos of their staff on this pag	e and to	keep it nic	and sim	ple. All s	staff sho	ould hav	ve their job titles under each name displaye
The customers wants large photos of their staff on this pag pretty prominently. They will be adding more staff shots in t			and sim	ple. All s	staff sho	ould hav	ve their job titles under each name displaye
			and sim	ple. All s	staff sho	ould hav	ve their job titles under each name displaye
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			and sim	ple. All s	staff sho	buld hav	ve their job titles under each name displayed
pretty prominently. They will be adding more staff shots in t	he future						
pretty prominently. They will be adding more staff shots in t	he future	gine C	ptimi	satio	on (S	EO)	
pretty prominently. They will be adding more staff shots in t	he future <b>h En</b> page is	s. gine C to create	<b>ptimi</b> search	satic	on (S	<b>EO)</b> / page	title and meta description.

Meet The Team - Jones Coffee House - Willesden Green

#### Meta Description

Find out more about the team at Jones Coffee House and learn more about the coffees they create and the food they serve in Willesden Green, North London.







	Antoneore		
Contact Us			

## **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

	Text Format	В	/ ≔	:	ф	œ	4	$\sim$
This page needs to be ni	ce and simple. You can use image	es from the	gallery if r	needed.				
	Searc	h Eng	ine Op	otimi	satio	on (S	EO)	
The	first step in optimising any web	page is to	create a	search	engine	friendly	page	title and meta description.
	O I would li	ke to write	my own	page titl	e and n	neta de	escriptio	on.
	<ul> <li>I would prefer to provide so</li> </ul>	me key se	earch phra	ases and	d let it's	eeze w	rite my	title and description.
					(4104-140) <sup>-</sup>			
Page Title								

Our Philosophy - Jones Coffee House - Coffee Shop Willesden Green

#### Meta Description

At Jones Coffee House, using modest production methods we are able to create coffees of quality and taste. We are Willesden Green's busiest coffee house. Find out more about our approach to coffee making here.







Cappuccino	£3.29	£4.29
Espresso	£3.29	£3.19
Latte	£4.29	£4.79
Hot Chocolate	£2.95	£3.95

Food	Small	Large
Chicken and Mushroom	£3.50	£5.50
Chicken Pasta	£4.50	£6.50
Vegetarian Roast	£4.50	£5.50



Use the stock images above throughout the page

.....

- Please make the Menu pdf downloadable and prominent on the page

## **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

Text Format	В	T	≡		ப்	œ	4	¢
Coffee House Menu.pdf								
Please make this menu downloadable. Needs to be promin	nent.							
Searc	h E	ngin	e Op	otimis	satio	n (S	EO)	
The first step in optimising any web		-						
I would li	ke to v	write my	/ own p	age title	e and n	neta de	scriptio	on.
<ul> <li>I would prefer to provide so</li> </ul>	me ke	y searc	h phra	ses and	l let it's	eeze w	rite my	title and description.
Page Title								E
Jones Coffee House - Coffee Shop - Willesden Green, No	orth Lo	ondon						

### Meta Description

View Jones Coffee House menus, including our seasonal menu, our main menu, our children's menu, our dessert menu, our special offers. Plus all the coffees from around the world.

Edit







## **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

This nage should be a simple page highlighting the 2 main	ontono	rios of t	ho chor	Muse	Clathe	as and (	Ooffoo	Machinos
This page should be a simple page highlighting the 3 main	categoi	nes or t	ne snop	) - wugs	, ciome	es and (	Jonee I	viachines.
The client likes this simple approach: https://jamescoffeeco	o.com/pa	ages/go	ods					
Searc	ch Er	ngin	e Op	timis	satio	on (S	EO)	
The first step in optimising any web	opage is	s to cre	ate a s	earch e	engine	friendly	page	title and meta description.
The mot step in optimising any wet		rito mu	own n	age title	and n	neta de	scriptio	an a
	ike to w				o unu n	nota ao	Sonpar	
<ul> <li>I would li</li> </ul>						_		Title and description
						eeze w	rite my	
<ul> <li>I would li</li> </ul>						eeze w	rite my	
<ul> <li>I would li</li> </ul>						eeze w	rite my	Edit

#### Meta Description

Edit

Buy high quality coffee, mugs and coffee machines online from Jones Coffee House. All our products are made or designed by us and make the perfect gifts for family or friends.







You will receive a text message and email on the day as soon as your package is out for delivery with a one hour delivery window.

Reschedule delivery

If the date and time is not convenient, you can change the date by replying to the text or email.

SMS/email messages for calling card deliveries

SMS and email calling card notifications will be sent to you, providing you with speedier notifications when a calling card has been left at the delivery address. Deliveries can also be notified and rescheduled via email.

## **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

Text Format	В	1	≡	**	ு	GÐ	4	¢
This page can be real simple. You can use images of the te	eam if y	ou think	t it work	s.				
Please use the DPD logo attached on this page too.								
J dpd								

## Search Engine Optimisation (SEO)

The first step in optimising any webpage is to create a search engine friendly page title and meta description.

I would like to write my own page title and meta description.

I would prefer to provide some key search phrases and let it'seeze write my title and description.

#### Page Title

Jones Coffee House - Delivery Information

#### Meta Description

By working with our delivery partner, DPD, we're utilising the latest technology to make sure your order is delivered on time, securely, and at your convenience.



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Toffee pudding liquorice cupcake sesame snaps lemon drops marzipan brownie donut. Wafer sugar plum pudding jelly beans chocolate cake. Pie tiramisu gingerbread bear claw cheesecake wafer sweet. Pie tootsie roll candy liquorice jelly-o cookie marshmallow. Tiramisu gummies danish lemon drops cheesecake pastry powder. Sweet cookie cheesecake gummi bears wafer powder jelly soufflé sweet. Oat cake bear claw bonbon gummies sweet jujubes candy candy canes. Cheesecake fruitcake cotton candy ice cream jelly marzipan.

Toffee pudding liquorice cupcake sesame snaps lemon drops marzipan brownie donut. Wafer sugar plum pudding jelly beans chocolate cake. Pie tiramisu

gingerbread bear claw cheesecake wafer sweet. Pie tootsie roll candy liquorice jelly-o cookie marshmallow. Tiramisu gummies danish lemon drops cheesecake pastry powder. Sweet cookie cheesecake gummi bears wafer powder jelly soufflé sweet. Oat cake bear claw bonbon gummies sweet jujubes candy candy canes. Cheesecake fruitcake cotton candy ice cream jelly marzipan.



### **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

Text Format	В	1	≔	ு	GÐ	4	$\dot{}$	

Style the blog with the writer's photograph at the top alongside their job title.

A two column layout might be good. Needs to be kept very simple as customer will be regularly adding new blog posts.

Please use this image for the Social Media image:



Greek Coffee Making History Blog - Jones Coffee House, Willesden Green

#### Meta Description

Read our Greek coffee making blog to discover the history of Greek coffee making and it's impact on modern coffee making techniques. Plus more from the Jones Coffee House team about coffee culture.

Next - Contact & Find Us





## **Jones Coffee Opening Times**

Monday - 5am - 8pm

Tuesday - 5am - 8pm

Wednesday - 5am - 8pm

Thursday - 5am - 8pm

Friday - 5am - 8pm

Saturday - 8am - 6pm

Sunday - Closed



- Use this as the main image



## **Design Notes & Reference Files**

Please describe your design requirements and upload any reference files for this page in the box below.

	Text Format	в	1	≔		ு	69	4	\$
ease make a distinct separatio	on between the contact det	ails, ma	ap, and	opening	g times.				

## Search Engine Optimisation (SEO)

The first step in optimising any webpage is to create a search engine friendly page title and meta description.

I would like to write my own page title and meta description.

O I would prefer to provide some key search phrases and let it'seeze write my title and description.

Edit

#### Page Title

Contact Us - Jones Coffee House - Coffee Shop Willesden Green

#### Meta Description

Contact Jones Coffee House, your local Willesden Green coffee shop. To learn more about our fantastic coffees, get in touch or pop in to our shop on Jones Street. Alternatively, call our friendly team on 01234 5678.

#### Next - Privacy Policy

SP rojects	(100%) Submit Your C	ontent
ign Brief		
<u>,</u>	Home	~
vigation	About	~
<u>.</u>	Our Coffee	~
le Gallery	- The Team	~
Ξ	Philosophy	~
ontent	Menu	~
	Buy Stuff	~
e Extras	Delivery	~
Q	Blog	~
view & ubmit	Contact & Find Us	~
	Privacy Policy	~

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## **Content - Privacy Policy**

## Priva

All it'seeze sites have a page called Privacy for your privacy policy. The General Data Protection Regulation (GDPR) requires you to document your lawful basis for processing personal data. It also gives your customers and site visitors rights over how their data is processed. Your privacy policy documents the data you collect, why and how you process it, and how your customers and site visitors can exercise their rights.

#### I want to use my own privacy policy.

Please note: your privacy policy must contain all forms of data processing to ensure your website's compliance with data protection laws

#### **Data Controller**

Jones Coffee House

This is the legal name of your organisation

#### Data Controller Address

Jones Coffee House, Jones Street, Jones Town ABC 123

This is the contact address for your organisation

#### **Data Protection Officer**

#### Amy Jones

Leave blank if you have not appointed a Data Protection Officer

#### **Data Protection Officer Address**

Amy Jones, Jones Road, Jones Town ABC 123

Leave blank if you have not appointed a Data Protection Officer

#### Send Invite 🖂

	Edit
	Edit
	Edit
	Edit
Next - Extras	



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# **Fading Images**

Our designers will help you highlight your products, services, special offers and more with an eye-catching home page banner featuring a slideshow of images that fade into one another. Please specify the images and text you would like included in the banner below.

Text Format	В	I	

Use the 5 images below as for the faders. Each fader should have messages attached to them which have been noted below.



- Title on image: Alfresco dining all summer long at Jones Coffee House (Button link to About Us)

#### Send Invite 🖂

|--|



- Title on image: We love cakes too. All baked by ourselves (Button link to Menu)



- Title on image: Great coffee, great atmosphere. What more could you ask for? (Button link to About Us)

Next - Webshop Setup

it'seeze Uploader

	100%	Extra - Webshop Setup
Design Brief Design Brief Navigation Image Gallery	Website Extras   Fading Images   Webshop Setup   Full Logo	Webs         Please provide us with any specific requirements or ideas yo         Text Format       B       I         The shop should reflect the simple style of the website using the black of the client likes the shop layout of this 'Essential Vintage' it'seeze site: If the vant the login / basket always displayed at the top of the site as provide using the black of the value of the site as provide using the login / basket always displayed at the top of the site as provide using the black of the value of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at the top of the site as provide using the login / basket always displayed at
Site Extras		



# hop Setup

ou have for this in the box below, including any relevant text, images, or files.

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and wh	nite ther	me requ	lested.				
https://\	www.es	sentialv	vintage.o	co.uk/w	ebshop	/guys/	
per the	demo s	site.					

Next - Full Logo

it'seeze Uploader

	100%	Extra - Full Logo
Design Brief Navigation	Webshop Setup   Full Logo	<b>Fu</b> Help us create a great one of a kind logo for your business. Let us kn company tagline or symbol you'd like to include. Please do share
Content Site Extras		Text Format       B       I         The logo is to have the full name: Jones Coffee House       In the client wants a logo that reflects their style - simple, clever and content recognisable as a coffee shop.         They want the logo to be clever by somehow creating a coffee symbol from They want the logo to be black and white but are open to suggestions about the logo will be used on coffee mugs, t-shirts and other branded element.         It have uploaded some example logo styles that the customer likes.         Image: Imag
	UP	Next -

Send Invite 🖂

# III Logo

now below if you have any specific requirements or ideas for the design, such as a examples of logos you like so our designers can get a feel for what you want.

1. 也 <> co ら ?
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temporary. They are looking to create a symbol that could stand alone and be instantly

- from their shop initials 'JCH'
- about incorporating other colours into the design.
- ents so they would like the logo to remain compact but easy to read.





~

**Design Brief** 

Navigation

Image Gallery

Ξ

Content

Site Extras

Review & Submit

## **Review & Submit**



## **Review & Submit**

Please check the following details carefully to make sure you are 100% happy with your content submission.

Website Information

## Web Design Brief

100% Complete - Your brief is ready to submit

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## Site Navigation

100% Complete - You have successfully create your website navigation.

## **Image Gallery**

There are 13 images in your gallery.

~

Website Content

## Home Page

100% Complete - Your home page content is ready to submit.

## About Page

100% Complete - Your about page content is ready to submit.

#### ~

## **Our Coffee Page**

100% Complete - Your our coffee page content is ready to submit.

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## The Team Page

100% Complete - Your the team page content is ready to submit.

## **Philosophy Page**

100% Complete - Your philosophy page content is ready to submit.

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## Menu Page

100% Complete - Your menu page content is ready to submit.

## **Buy Stuff Page**

100% Complete - Your buy stuff page content is ready to submit.

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## **Delivery Page**

100% Complete - Your delivery page content is ready to submit.

## Blog Page

100% Complete - Your blog page content is ready to submit.

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## **Contact & Find Us Page**

100% Complete - Your contact & find us page content is ready to submit.

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## **Privacy Policy**

100% Complete - Your privacy policy is ready to submit.

Website Extras

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## Fading Images

100% Complete - Your fading images content is ready to submit.

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## Webshop Setup

100% Complete - Your webshop setup content is ready to submit.

~

## Full Logo

100% Complete - Your full logo content is ready to submit.

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