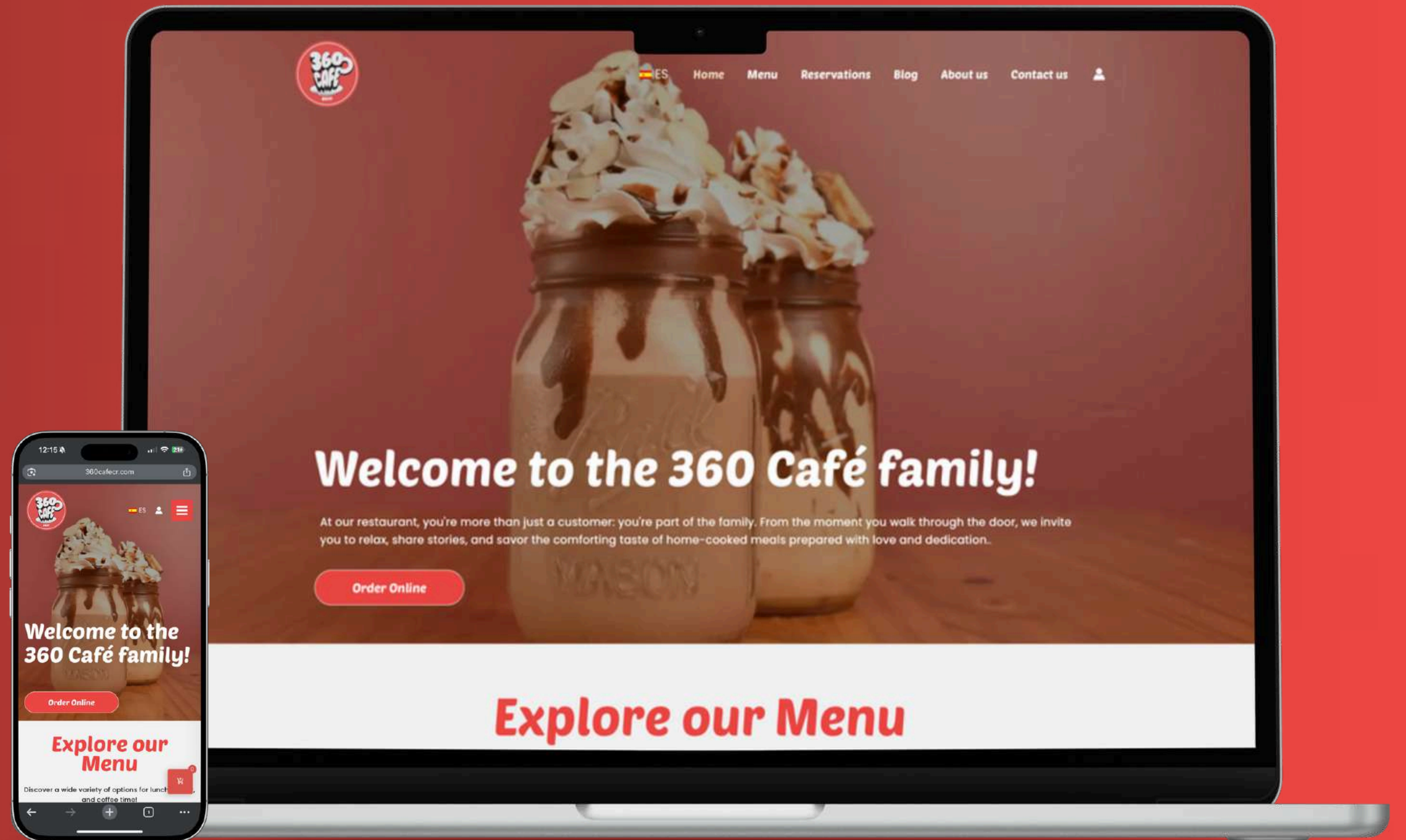


360 Café Website

Culinary e-commerce site built on WordPress



Mauricio Zúñiga

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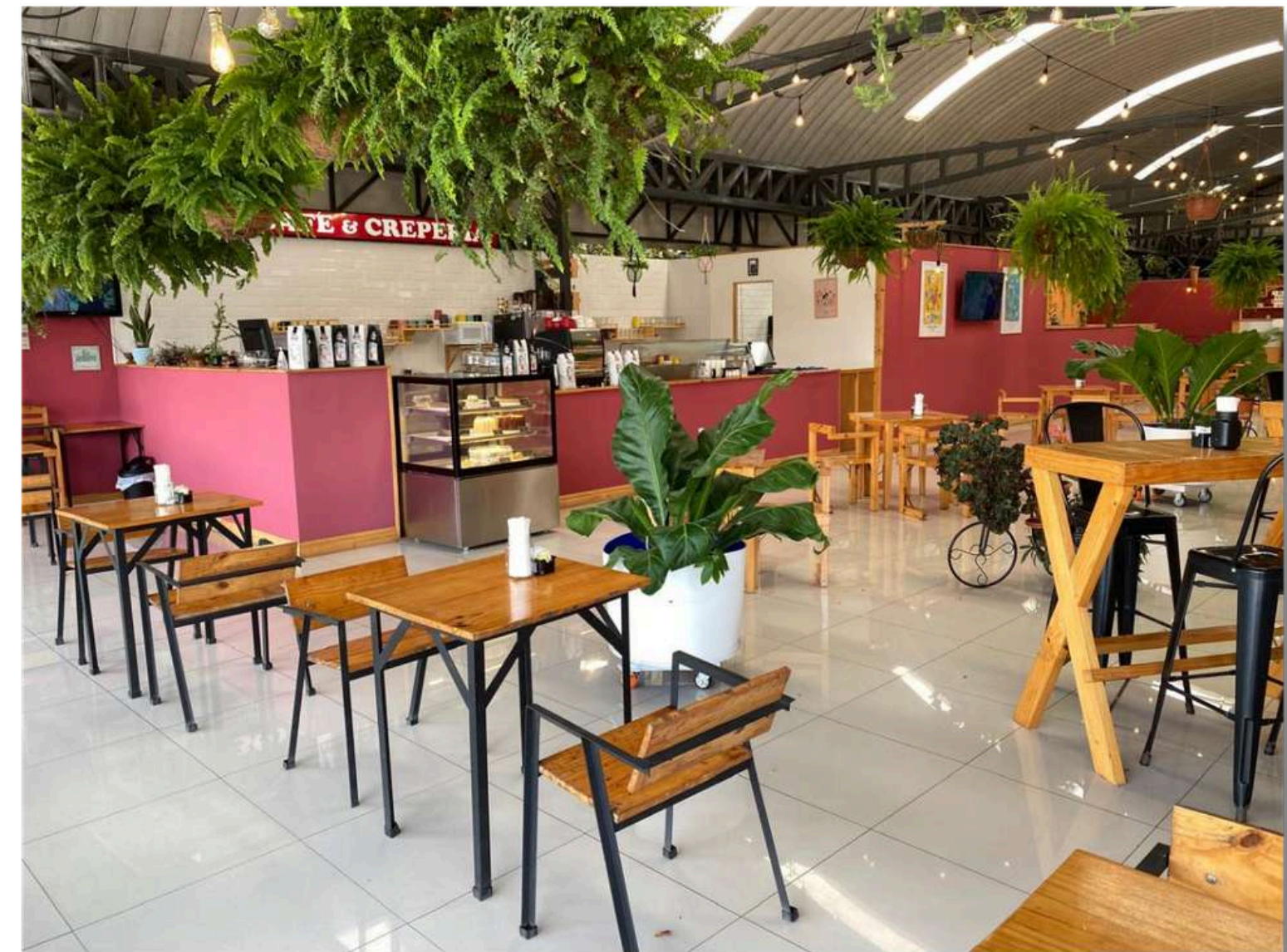
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Introduction

"360 Café" is a well-known local restaurant in the heart of Costa Rica, serving authentic food to both residents and tourists. Its digital presence was limited to social media platforms and lacked an independent website.

This presentation will offer comprehensive documentation on the development of a user-friendly, informative, and responsive website that serves as the digital front door for 360 Café.



360 Café Facilities, Costa Rica

Project Statement and Research

Project Title

"360 Café" - Website Design and Development

Project Summary

This project aims to design and develop a modern, user-friendly, and responsive website that will serve as the café's digital front door. The website showcases the café's offerings, provides essential information to customers, and delivers a seamless online experience. By creating this platform, 360 Café will increase customer engagement, improve service efficiency, and boost its visibility among locals and visitors seeking an authentic dining experience in Costa Rica.

Project Purpose

Create a seamless digital experience for customers to browse the cafeteria menu, place orders online, find essential information such as opening hours and location, and stay informed about new offerings and promotions.

Goals and objectives

- Design and develop an intuitive and appealing website tailored to meet the needs of both local and international customers and staff.
- Integrate a new feature - online ordering and reservations.
- Optimize for mobile responsiveness and search engine visibility
- Strengthen brand identity through visual storytelling and design consistency.

Scope of the project

- Website design and UX/UI development
- Menu display with categorization
- Online order/ reservation system
- Contact and location integration
- Content management for easy updates
- Social media and newsletter integration

Deliverables

- Fully functional website hosted on a live domain
- Administrative dashboard or Content Management System access
- Documentation and training for staff on content updates
- Maintenance plan for updates and support

Stakeholder

360 Café a local cafeteria in Costa Rica






Website audience

For this project, I created three user personas to better understand users' needs instead of relying on assumptions. These personas offered insights into users' goals, behaviors, frustrations, and preferences. As a result, they helped us identify the essential features and content for the website.



Emma

Basics

-  **Age:** 30
-  **Hometown:** Chicago, United States
-  **Languages:** Native English speaker, and basic Spanish
-  **Education:** M.S. in Business Management
-  **Occupation:** Hiring manager

Background

Emma, a 30-year-old freelance graphic designer from the U.S., is traveling in Costa Rica. As a native English speaker with limited Spanish, she relies on digital tools to find and evaluate local restaurants before visiting. She uses Google, Booking.com, and social media to research destinations and prefers places with a strong, visually appealing online presence.

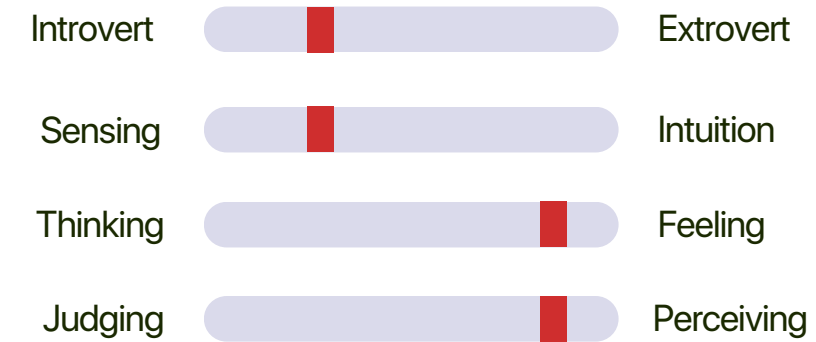
Scenario

While planning her day in Alajuela, Emma searches online for a local café with reliable Wi-Fi. She finds the 360 Café website and looks for an English menu with photos and dish descriptions. She checks the hours, directions, and payment options, confirming international cards are accepted. Clear visuals, contact details, and an English interface give her confidence to visit 360 Café.

Needs

- Clear English menu.
- Menu with visuals.
- Contact information, including driving directions
- Reviews from popular tourist websites.

Personality



Tech Usage



Social Media



Goals

- Experience Costa Rican food and culture
- Prefers local high-quality coffee beverages
- Require clear restaurant contact details, including address, hours, and directions.
- Prefers dining spots with high-speed Wi-Fi for trip planning, work, and social media.
- The menu should be in English, with unfamiliar dishes visually presented and thoroughly described.
- Needs a place where she would feel welcome and comfortable, since her Spanish is limited.






Frustrations / Painpoints

- Not understanding local menus (language barrier).
- Limited online presence or hard-to-navigate websites.
- Cafés that don't have updated opening hours or driving directions.
- Lack of visual cues (no photos of unfamiliar dishes).
- Unclear payment methods (e.g. not accepting international credit cards).
- Limited or no Wi-Fi access.



Pablo

Basics

-  **Age:** 45.
-  **Hometown:** Alajuela, Costa Rica.
-  **Languages:** Native Spanish speaker
-  **Education:** M.S. in Business Management
-  **Occupation:** Real estate agent & business owner

Background

Pablo is a 45-year-old real estate agent and business owner based in Alajuela, Costa Rica. With a fast-paced, productivity-driven lifestyle, he regularly seeks out cafés that double as informal workspaces for client meetings and remote work sessions. A native Spanish speaker and frequent LinkedIn user, he evaluates venues primarily on professionalism, Wi-Fi reliability, and operational consistency.

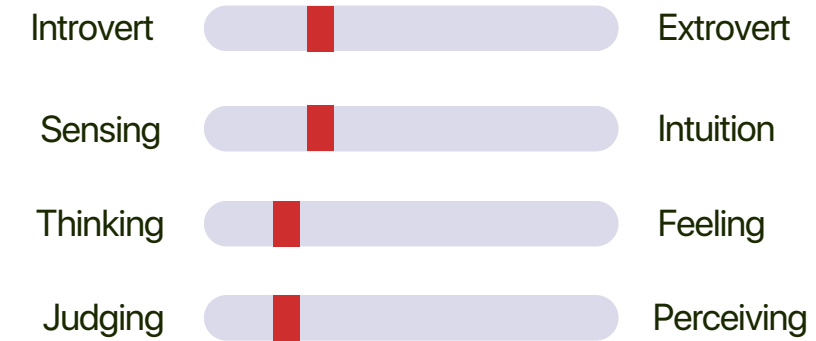
Scenario

Before scheduling a client lunch, Pablo checks the 360 Café website to confirm availability and suitability. He books a table in the reservations section, reviews the menu for business lunch options, and verifies if digital payments are accepted. The gallery and amenities help him assess the atmosphere remotely, allowing him to confidently recommend the venue.

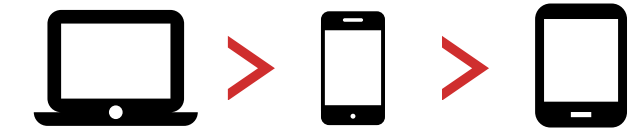
Needs

- Online reservation option
- Detailed gallery
- Business lunch options

Personality



Tech Usage



Social Media



Goals

- Hold casual business meetings in a quiet, professional environment.
- Find a reliable place with high-quality coffee and good service.
- Work remotely for a few hours (reply to emails, take Zoom calls).
- Impress clients or colleagues with a welcoming atmosphere.
- Check if the café accepts digital payments (credit, debit, or Apple Pay, Google Pay).
- Reserve a table ahead of time if needed for small meetings.






Frustrations / Painpoints

- Noisy, overcrowded, and poorly managed restaurants.
- Inconsistent opening hours or surprise closings.
- Menus that are unavailable online or outdated.
- Poor Wi-Fi service.
- Lack of outlets for laptop use on the premises.
- Lack of online table reservation.



Mariana

Basics

-  **Age:** 23
-  **Hometown:** Alajuela, Costa Rica.
-  **Languages:** Native Spanish speaker
-  **Education:** High School Diploma
-  **Occupation:** Hair Stylist (independent, works from home)

Background

Mariana is a 23-year-old independent hair stylist and mother of two school-aged children. Working from home with a compressed schedule, she has minimal time for sit-down meals during the workday. She is active on Instagram and TikTok, participates in multiple loyalty programs, and looks for affordable, convenient dining options that accommodate both her own nutritional preferences and her children's needs.

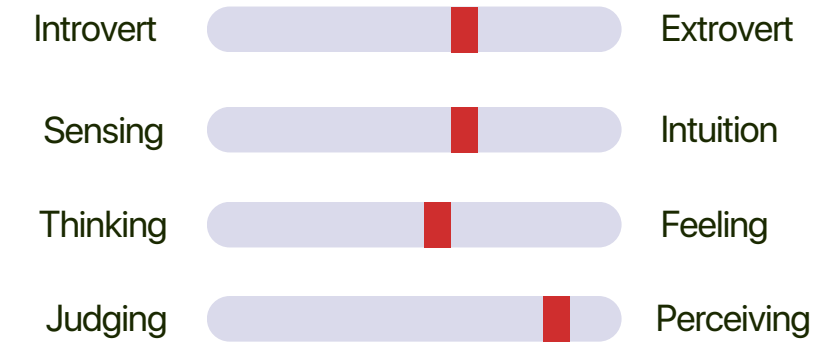
Scenario

During a short lunch break, Mariana uses her phone to order from the 360 Café website for pickup. She filters the menu for healthy options, checks for a children's menu, and looks for promotions or discounts before placing her order. The key reason she chooses this is the ability to pre-order easily online. A simple, mobile-friendly site with clear pricing and a smooth to-go ordering process is crucial for her.

Needs

- Online to-go ordering system
- Children menu options
- Restaurant Menu describing healthy meal options

Personality



Tech Usage



Social Media



Goals

- Online ordering lunch items for pickup during her lunch break.
- Variety of lunch options with preference for healthy choices.
- Social – meet similar working moms over coffee.
- Find children's restaurant menu options easily.
- Interested in affordable services like promos and loyalty discounts.

Frustrations / Painpoints

- Cafés without to-go options
- Lack of pre-ordering before arrival
- Confusing and hard-to-navigate websites
- Menus that lack visible prices
- Lack of a children's menu

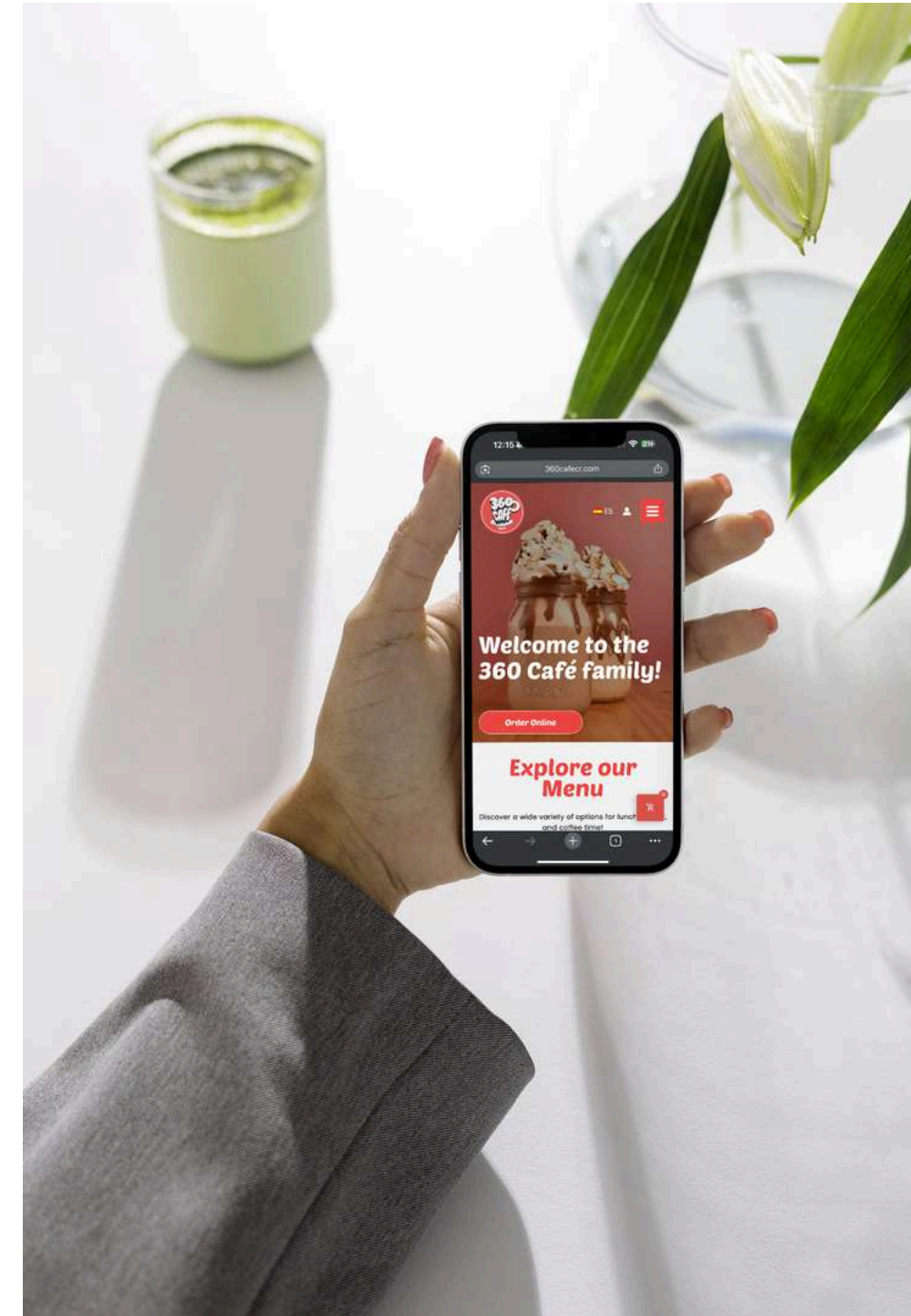
Project Statement and Research, continued

User Journey

User journey maps were constructed for each persona across five stages: Awareness, Research, Consideration, Action, and Post-Experience. Each map documented actions, thoughts and feelings, channel touchpoints, pain points, and strategic opportunities at every stage.

The journeys confirmed that while each persona entered through a different channel and pursued a different goal, all three converged on the same fundamental needs: clarity, confidence, and speed. These maps served as the strategic foundation for every subsequent design decision, ensuring that the final product addressed real behavior rather than assumed intent.

Let's dive into each user journey:



Project Statement and Research, continued

User Journey, continued

EMMA USER JOURNEY	Freelance Graphic Designer Age 30 · United States · Independent Traveler				
	Awareness	Research	Consideration	Action	Post-Experience
Actions	Searches Google for restaurants in Alajuéla while planning her trip	Clicks 360cafecr.com from results, scans homepage hero & photos	Scrolls menu section, reads English descriptions, views food photos	Navigates to Reservation page and fills out the booking form	Dines, takes photos, shares on Instagram & Google Maps
Thoughts & Feelings	"I want authentic local food — not a tourist trap." Excited.	"This looks real and inviting. Let me see the menu." Curious.	"Photos help so much! I know what I'm ordering." Confident.	"Easy booking, clear directions. I'm all set." Relieved.	"That was amazing — I have to tell my followers!" Delighted.
Touchpoints	Google Search TripAdvisor · Travel blogs	Homepage hero Brand story · Restaurant photos	Menu page Category filters · Product detail pages	Reservation page Contact info · Google Maps embed	On-site experience Social media · Google review prompt
Pain Points	Hard to find authentic spots; language barrier on local sites	Sites with no photos or Spanish-only menus are dealbreakers	Unfamiliar dishes with no descriptions create hesitation	Unclear payment methods or missing directions cause drop-off	No review prompt; missed brand-building opportunity
Opportunities	Strong SEO & local schema markup ensures discovery	Professional hero imagery and English copy build instant trust	Bilingual menu with photos and pricing remove friction	Reservation form + map reduce booking anxiety	Review CTA in footer or thank-you page extends reach



Project Statement and Research, continued

User Journey, continued

PABLO USER JOURNEY	Real Estate Agent & Business Owner Age 45 · Alajuela, Costa Rica · Native Spanish Speaker				
	Awareness	Research	Consideration	Action	Post-Experience
Actions	Hears about 360 Café from a colleague; searches online to verify	Visits website, checks gallery, reads About page for atmosphere	Reviews menu for business-appropriate options; checks hours & Wi-Fi	Reserves table online; confirms details via WhatsApp or contact form	Hosts client meeting; pays digitally; plans to return regularly
Thoughts & Feelings	"I need a reliable, professional place." Focused.	"Clean design — this matches the atmosphere I need." Reassured.	"Good lunch options. Can I book in advance?" Practical.	"Table secured, directions clear. My client will be impressed." Confident.	"Smooth meeting. I'll recommend this and book again." Satisfied.
Touchpoints	Word of mouth LinkedIn · Google search	About page Photo gallery · Brand identity	Menu page Hours in footer · Contact info	Reservation page Contact form · WhatsApp link	On-site experience Digital payment · Return visit
Pain Points	Outdated or missing websites lose his trust immediately	No atmosphere photos make it impossible to gauge professionalism	Menus without prices are a dealbreaker for planning	No reservation system means calling — which he finds inefficient	No loyalty incentive or business content reduces repeat bookings
Opportunities	Consistent professional branding signals quality before he even visits	High-quality gallery photos showcase the ideal meeting atmosphere	Full menu with pricing and lunch options supports planning	Online reservation flow allows quick, self-service booking	Promote business amenities: Wi-Fi, outlets, private seating



Project Statement and Research, continued

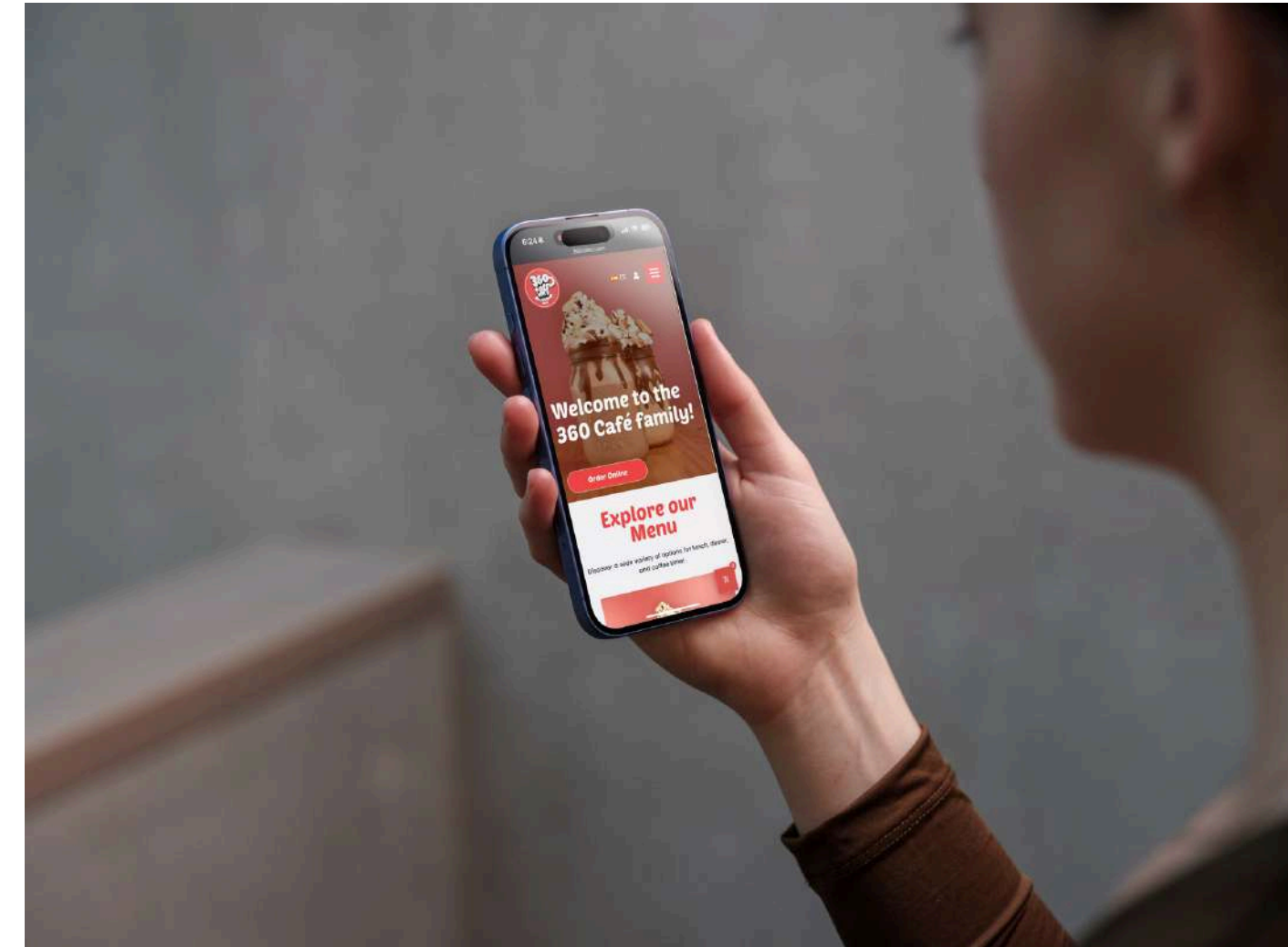
User Journey, continued

MARIANA <small>USER JOURNEY</small>		Hair Stylist (Independent) · Busy Mom of Two Age 23 · Alajuela, Costa Rica · Native Spanish Speaker			
	Awareness	Research	Consideration	Action	Post-Experience
Actions	Sees 360 Café on Instagram between client appointments	Opens site on mobile, taps Order Now CTA immediately	Filters menu by category, taps desired lunch item	Adds instructions ("sin cilantro"), selects quantity, adds to cart	Picks up order at counter; no wait, order correct
Thoughts & Feelings	"That looks delicious and quick – let me try ordering." Intrigued.	"I can order right here! No phone call needed." Relieved.	"This filter is so fast. Found it in two taps." Pleased.	"I got exactly what I wanted. Only took 2 minutes." Satisfied.	"Perfect break. I'll order from here every week." Loyal.
Touchpoints	Instagram Reels TikTok · WhatsApp group link	Homepage mobile view Order Now CTA	Menu page Category filter pills · Product detail	Cart sidebar Checkout form · Order confirmation	Counter pickup Meal quality · Loyalty reminder
Pain Points	Most local restaurants still require phone orders	Sites not mobile-optimized make her give up immediately	Long menus without filters waste her limited time	No special instructions field means she gets the wrong order	No order history or loyalty program reduces repeat visits
Opportunities	Prominent 'Order Now' CTA on homepage drives direct conversion	Category filter pills let her get to items in one tap on mobile	Special instructions field adds the flexibility she needs	Fast 3-step checkout respects her time (cart → details → confirm)	Children's menu + loyalty promotions increase family visits

Project Statement and Research, continued

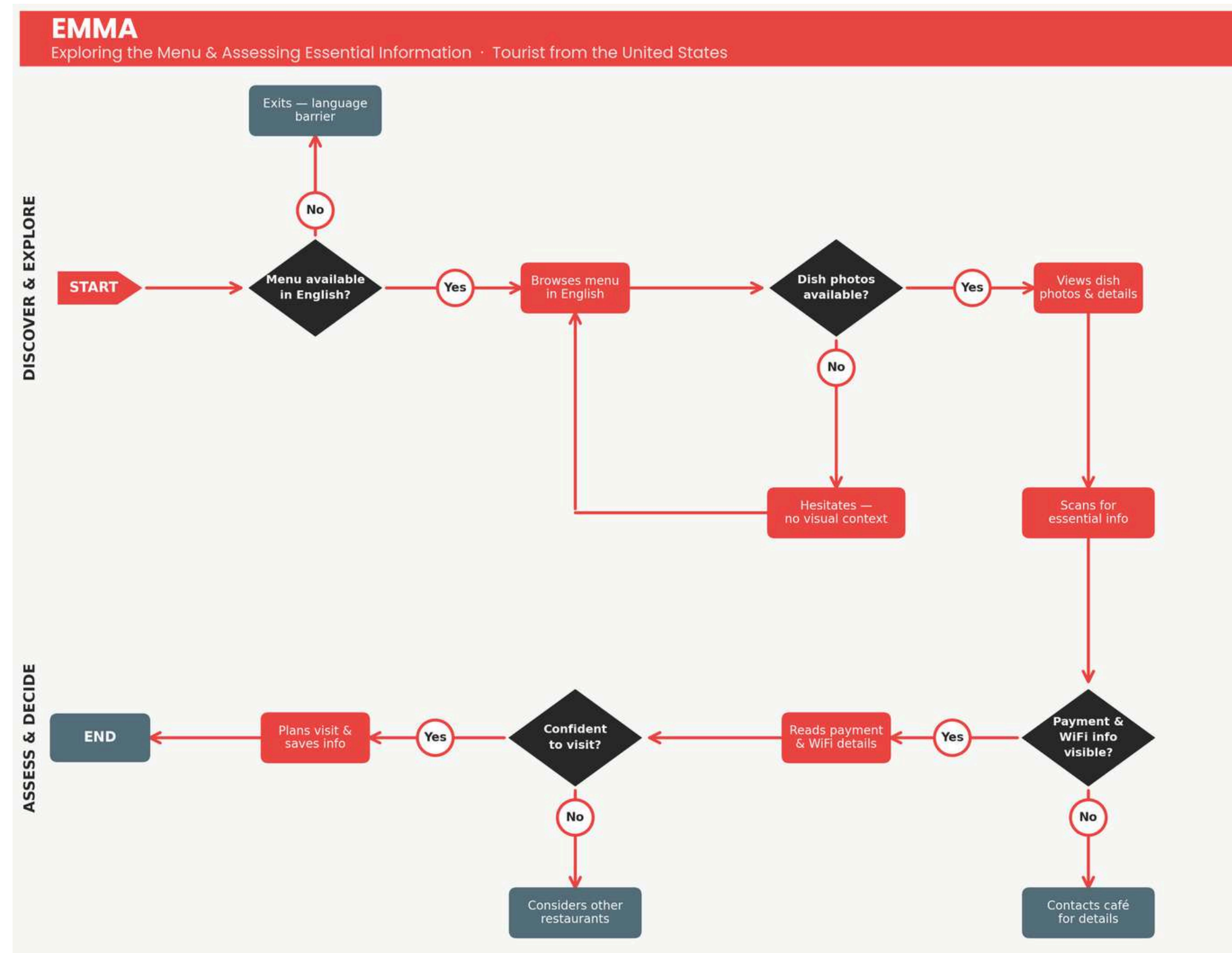
User Flows

User flows translated journeys into step-by-step sequences for key tasks: landing on the homepage, finding translate menus, making a reservation, building a to-go order, or finding hours and directions in under a minute. A pattern emerged across all three personas: despite different entry points and goals, all needed clarity, speed, and confidence. These needs guided every design decision in the next phase.



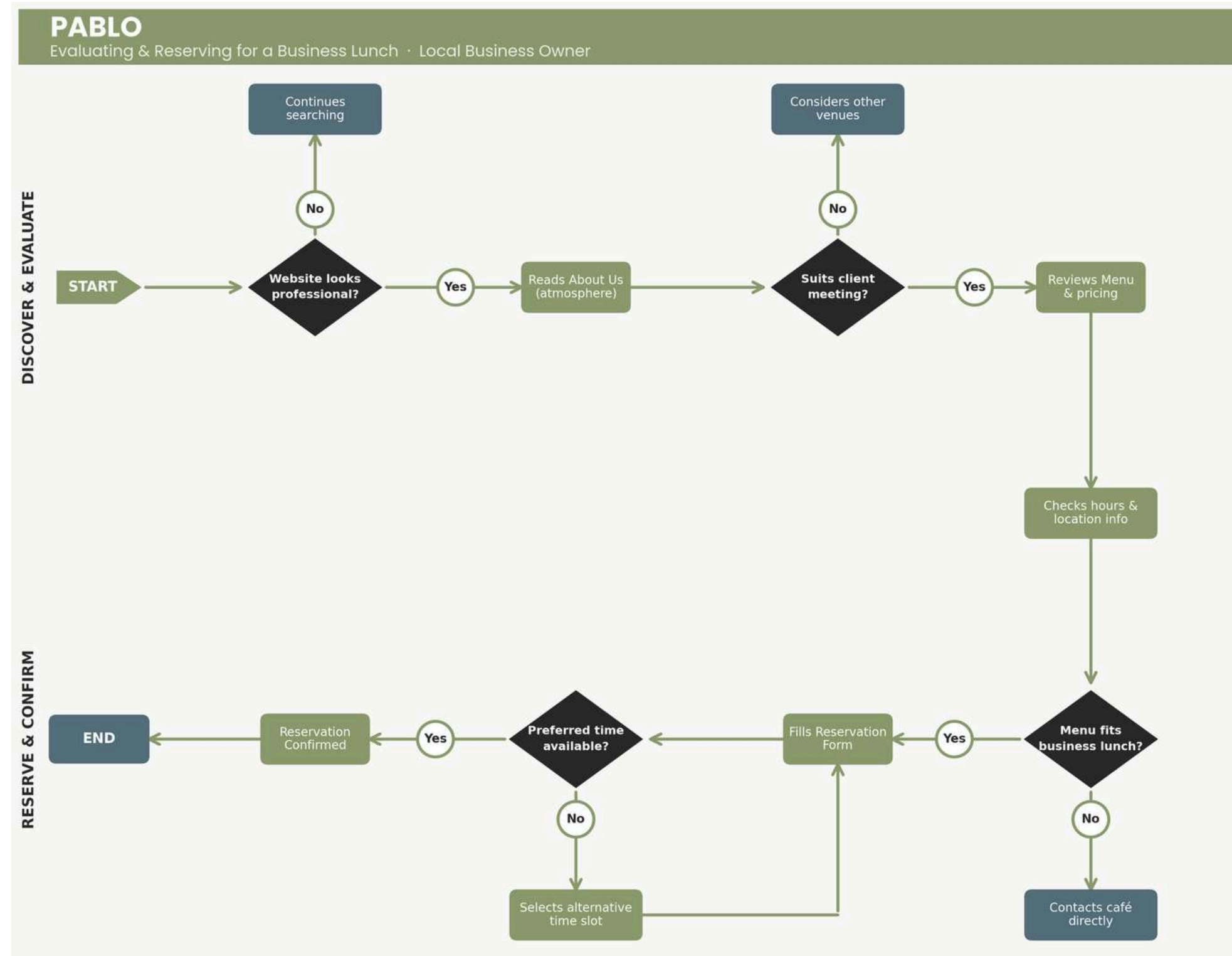
Project Statement and Research, continued

User Flow, continue



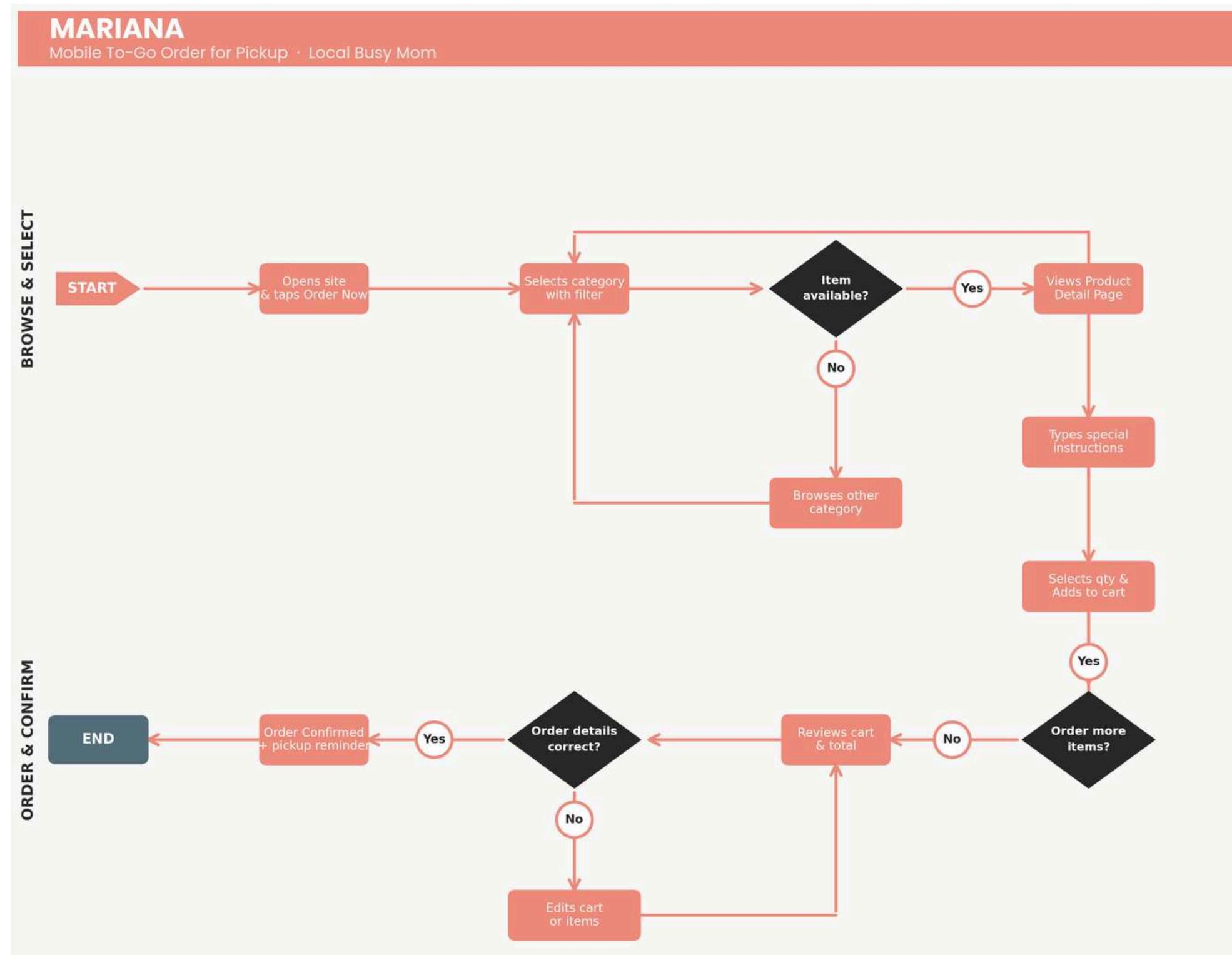
Project Statement and Research, continued

User Flow, continued

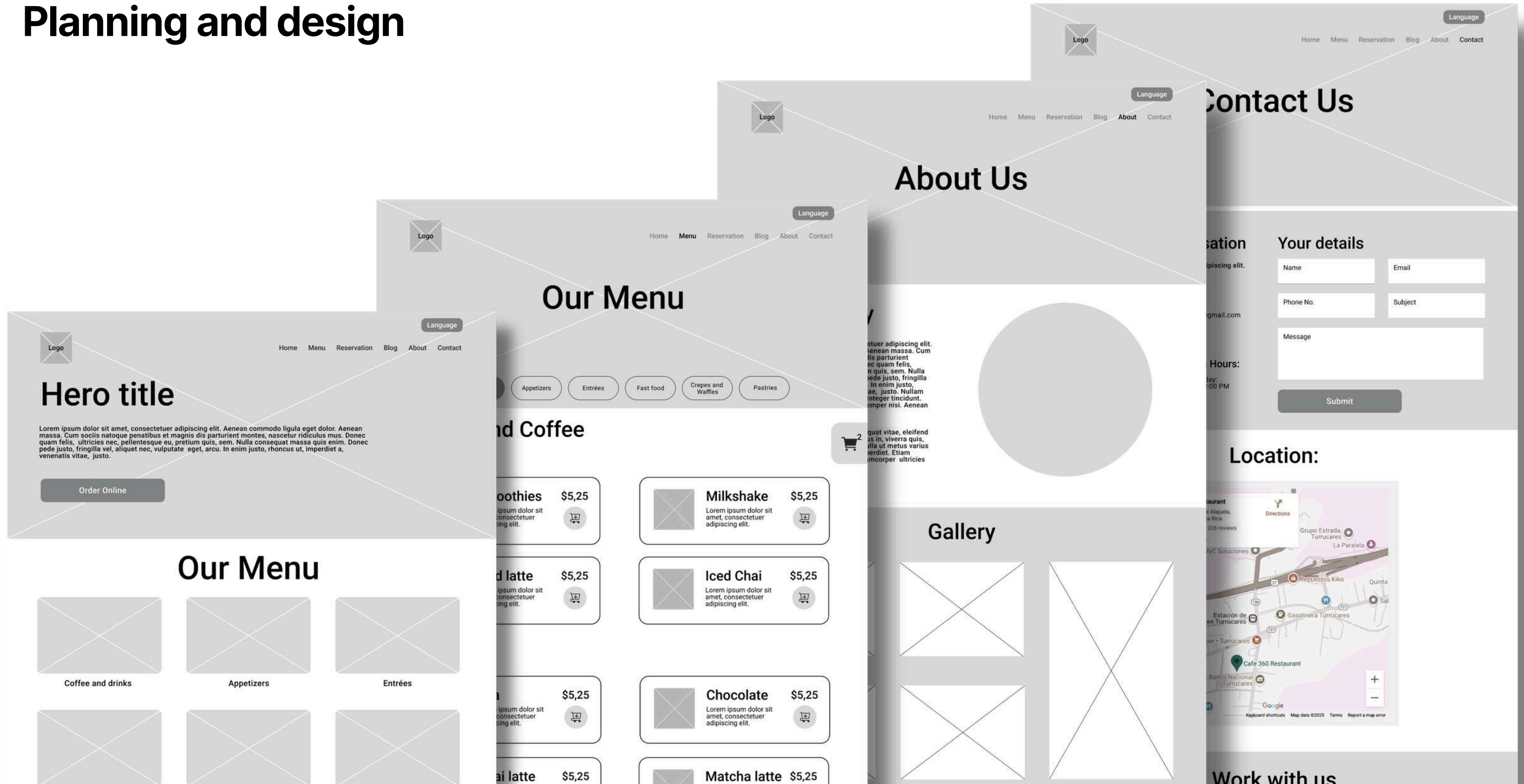


Project Statement and Research, continued

User Flow, continued



Planning and design

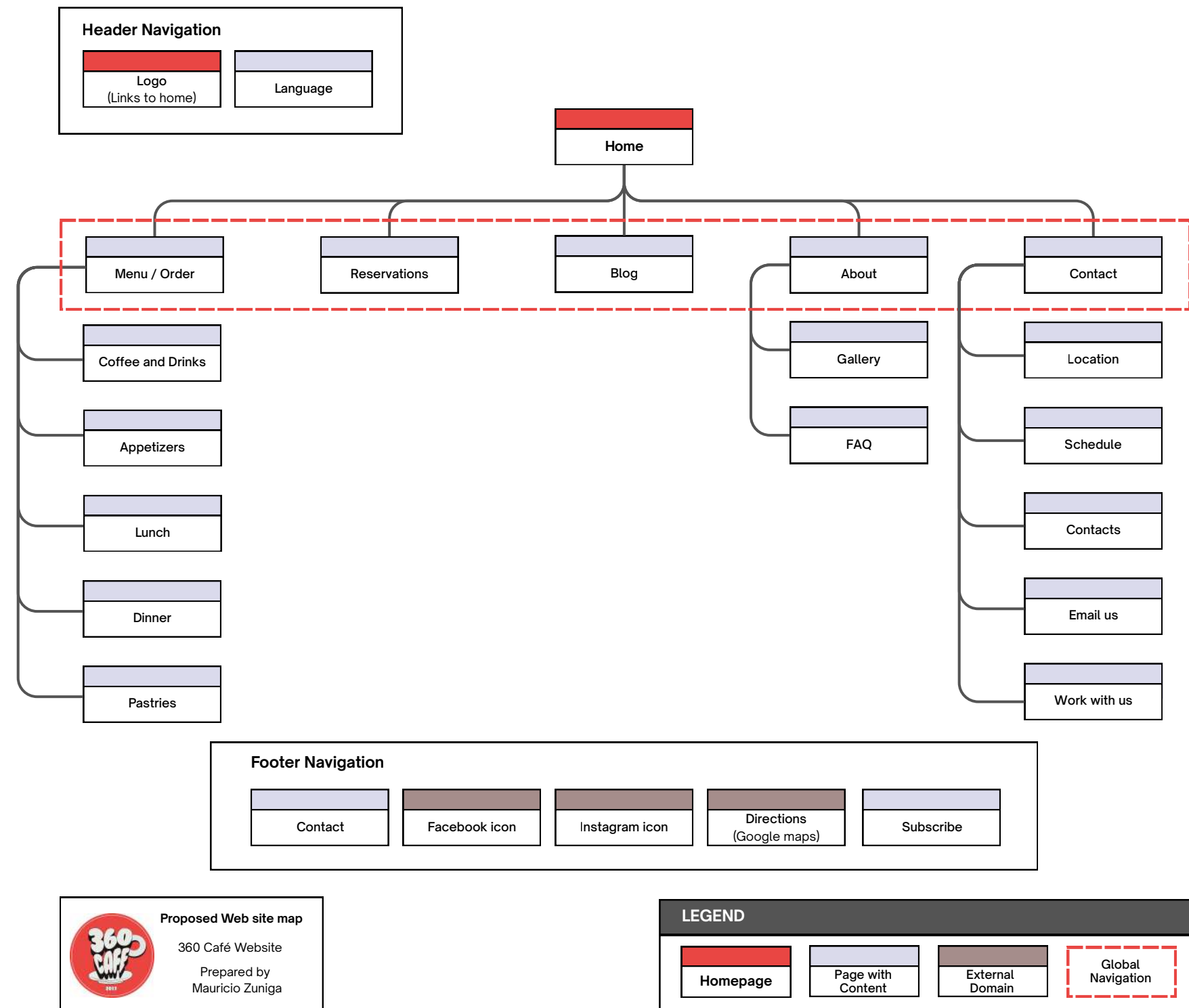


Planning and design

Information Architecture

The site's information architecture prioritized user tasks and business requirements. A detailed sitemap outlined eight main pages — Homepage, Menu & Order, About Us, Contact Us, and Reservation — designed to support both linear first-time visits and quick access for returning users.

The navigation hierarchy was checked against persona journeys to ensure all users could reach their main destination within two interactions from the homepage.



Planning and design, continued

Wireframes

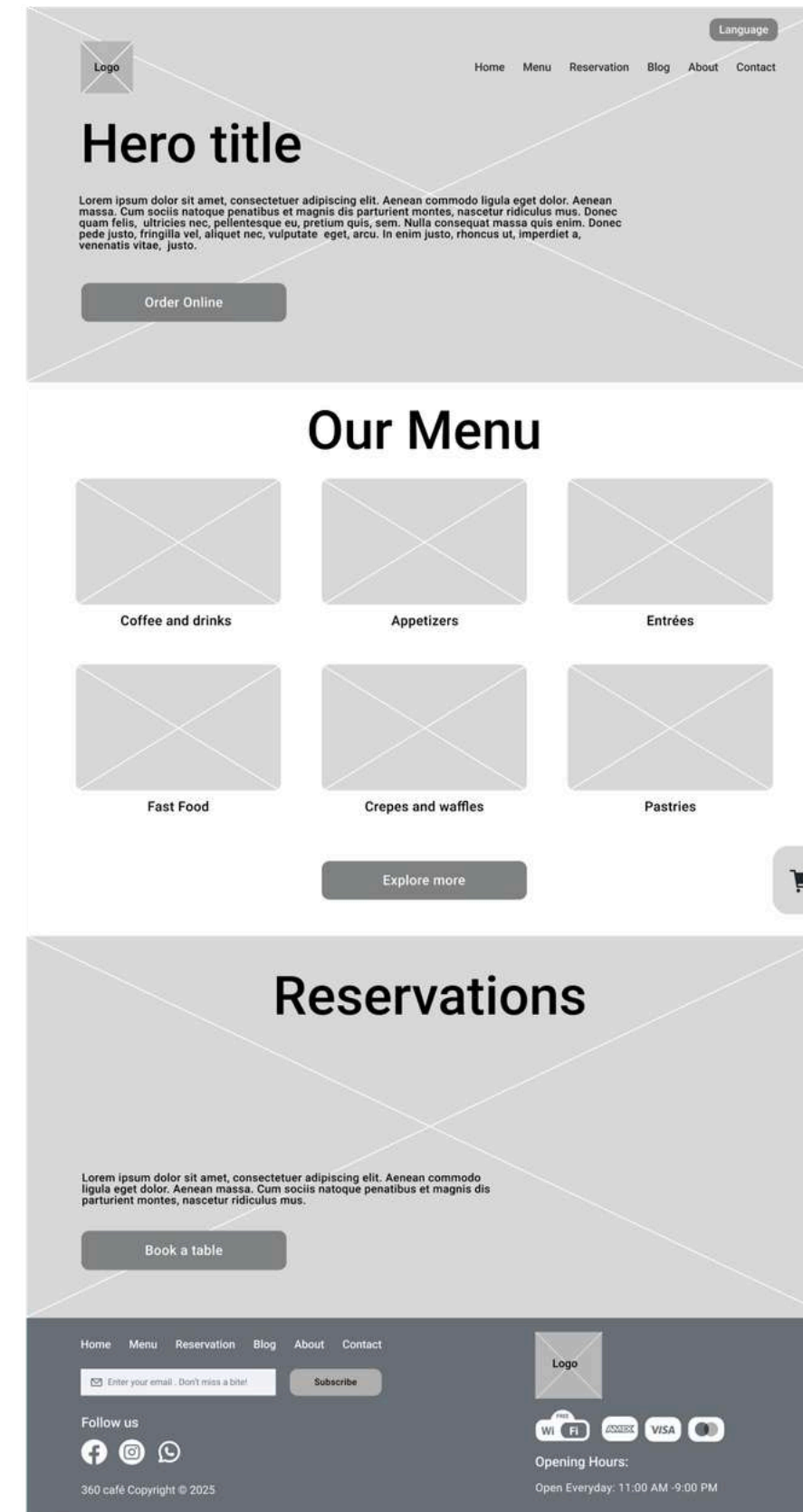
Based on those user personas and an interview analysis with the 360 café stakeholders, I designed the following wireframes:

Home page

This page will serve as the main entry point for all users. It will display the primary navigation options: Home, Menu, Reservation, Blog, About Us, and Contact Us, located at the top and right side.

In the same section, "Above the fold," a call-to-action button for online ordering will be visible. Background pictures of some dishes will also be included behind this section. Furthermore, "Below the fold" this page will feature a section with images and menu sections. A call-to-action button will be allocated to explore the menu in more detail. Scrolling down, a reservation section will be added, featuring a call-to-action button to facilitate reservations, and background images of the place will be displayed.

Finally, the website footer is consistent across all pages. It displays the main website navigation. This section also includes a subscription option to receive news updates and provides links to social media platforms for communication. Additionally, it includes general information, including opening hours.

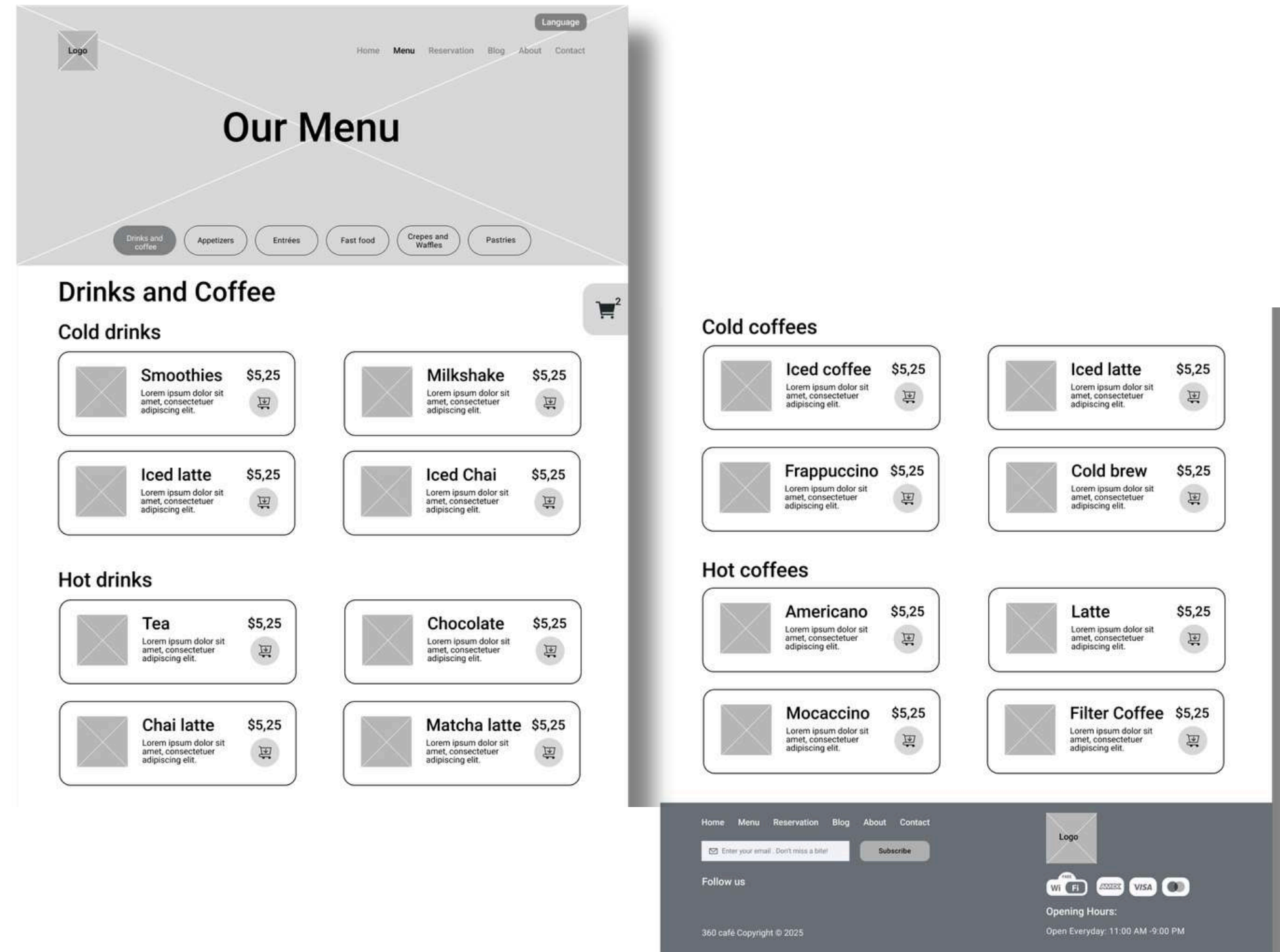


Planning and design, continued

Wireframes, continued

Menu and ordering page

This page displays all the cafeteria menu items by section at the top, along with the list of products, their descriptions, prices, and photos. Here, the customer can always see the “shopping cart” on the right.

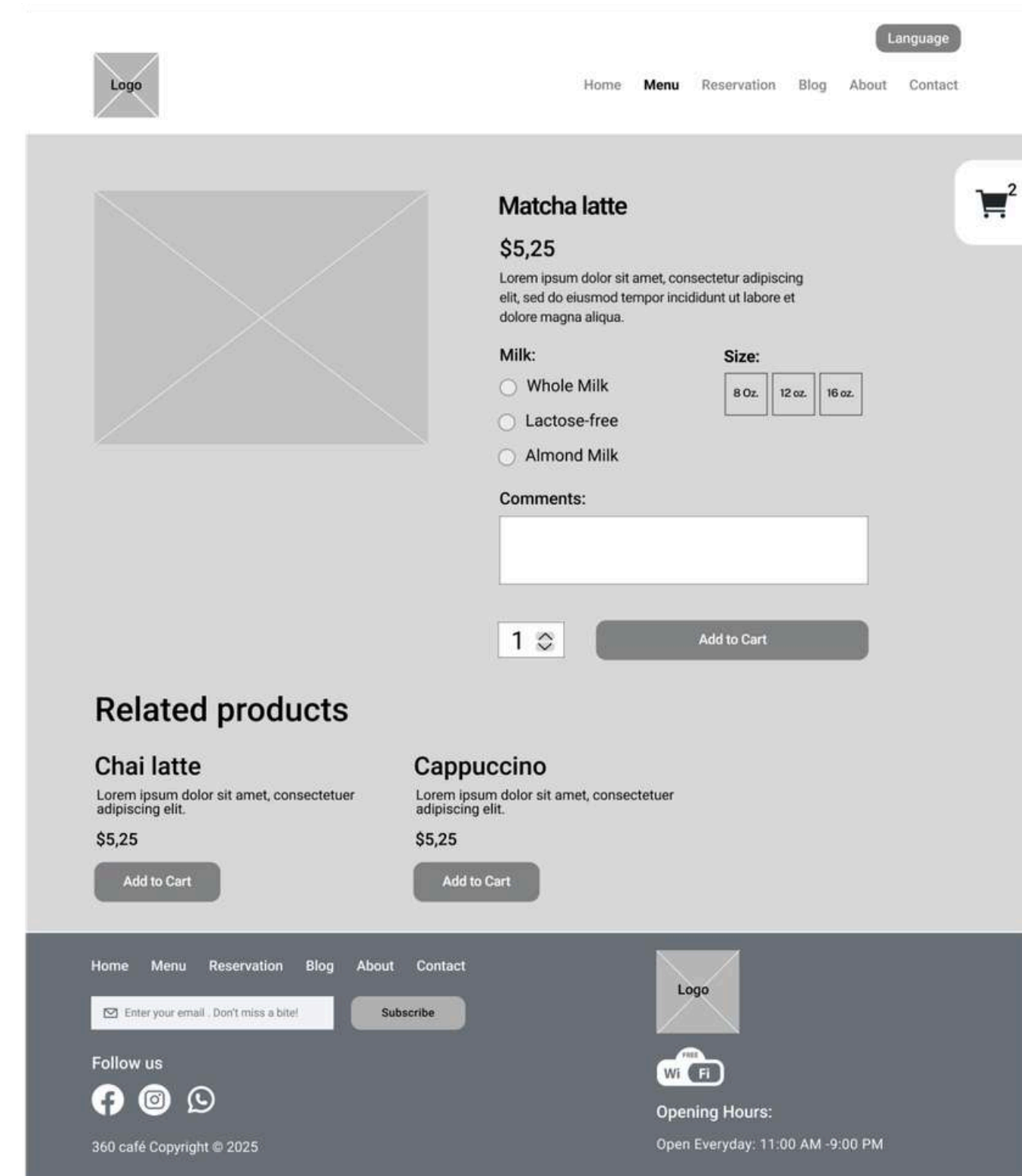


Planning and design, continued

Wireframes, continued

Product page

This page appears when users select an item, presenting general information and options such as size, flavor, quantity, or customization options.

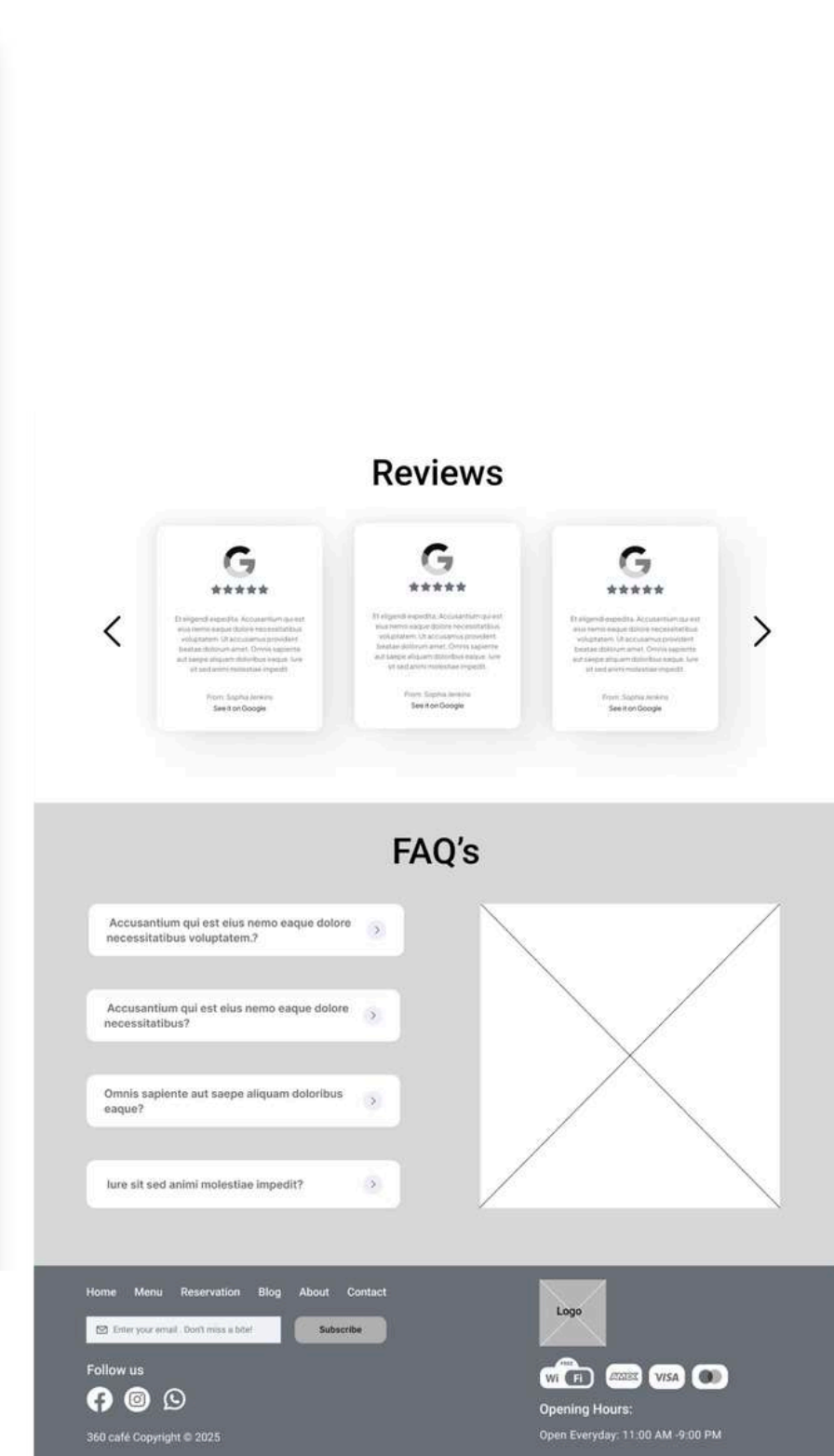
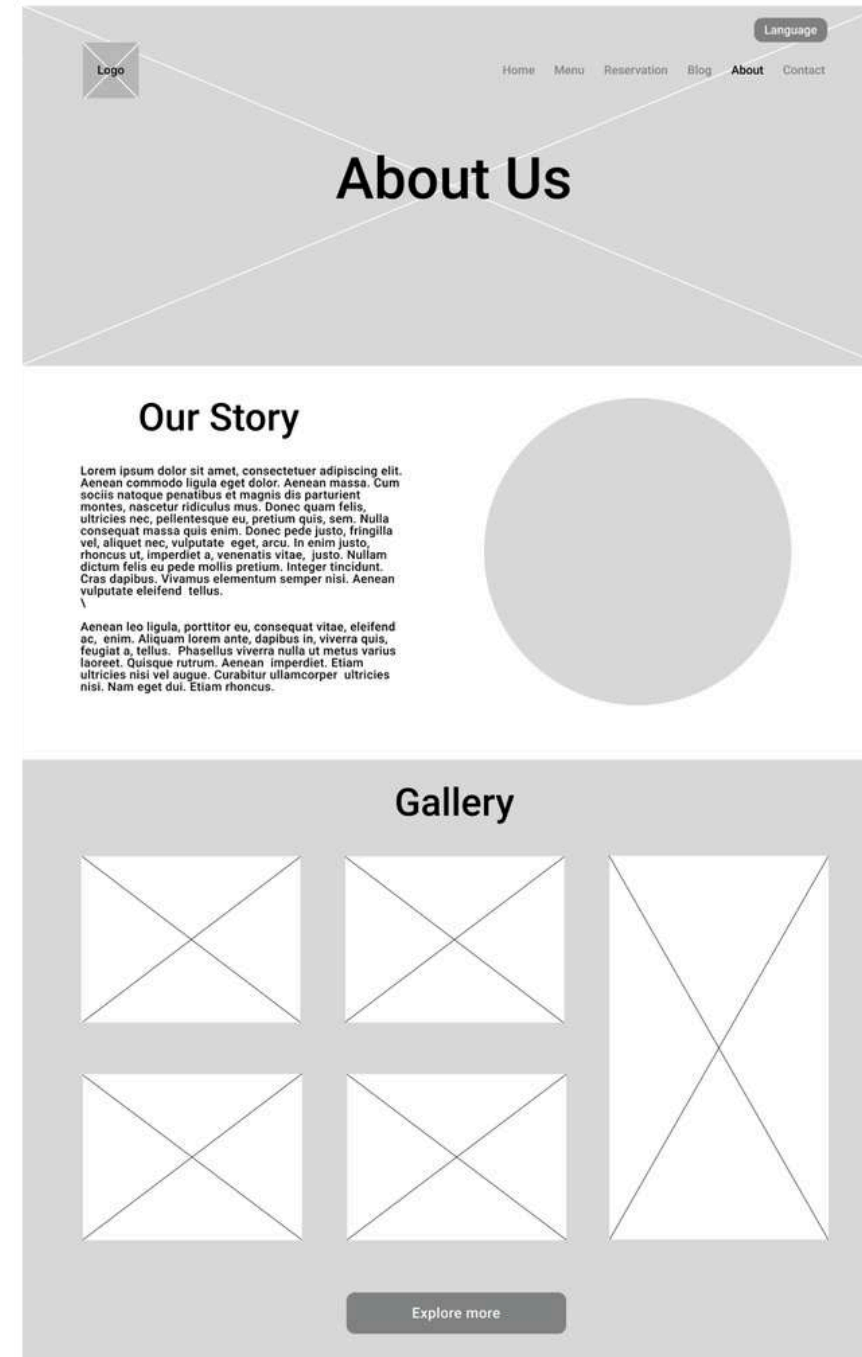


Planning and design, continued

Wireframes, continued

About us page

This page provides customers with more information about 360 Café, including a brief history of the business. Users can also browse a photo gallery to learn more about the venue and browse through customer reviews from popular tourist platforms. Finally, the page includes the most frequently asked questions for users.

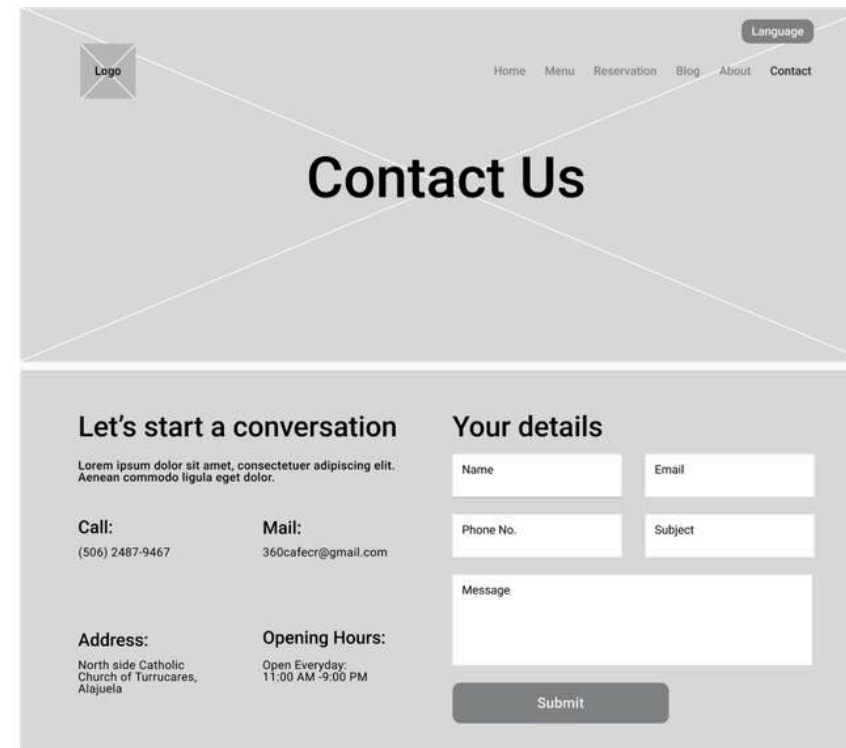


Planning and design, continued

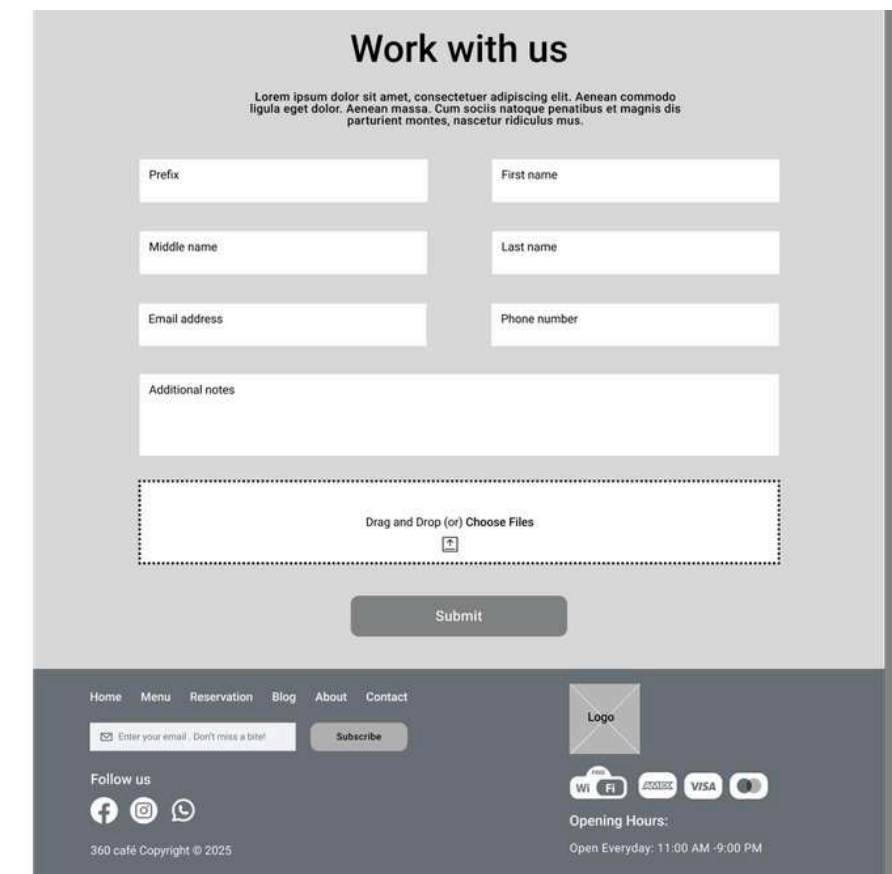
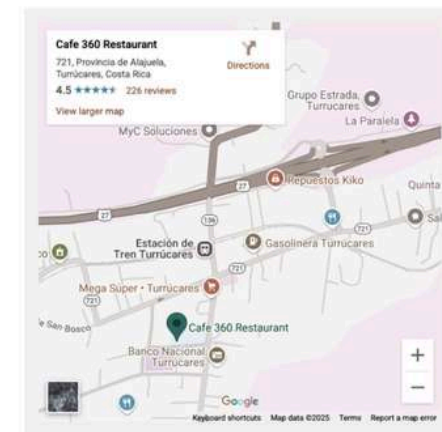
Wireframes, continued

Contact us page

On this page, users can view the business's contact information, including email, phone number, address, and a request form for messages. Additionally, this page includes a map with driving directions that link to popular navigation apps. Finally, on this page, individuals interested in job opportunities can apply through a straightforward application form.



Location:



Planning and design, continued

Content Strategy

Site Message

The website is designed to be very user-friendly and to create a warm, family-like atmosphere that effectively conveys the cafeteria's ambiance. It also aims to develop a community platform where customers can subscribe to the newsletter to receive updates about events and promotions.



Planning and design, continued

Content Strategy, continued

Photography

We collaborated with the stakeholder to create all content for the 360 café website. The site showcases photos of the space and menu items, offering a digital experience that allows customers to order online or explore the venue in detail.

Here are some examples of the future content for this website:



Planning and design, continued

Content Strategy, continued

Mood board and color palette

This mood board is composed of elements that match the various colors in the palette for 360 café. Let's explore some colors.

Red Imperial - HEX EC4643

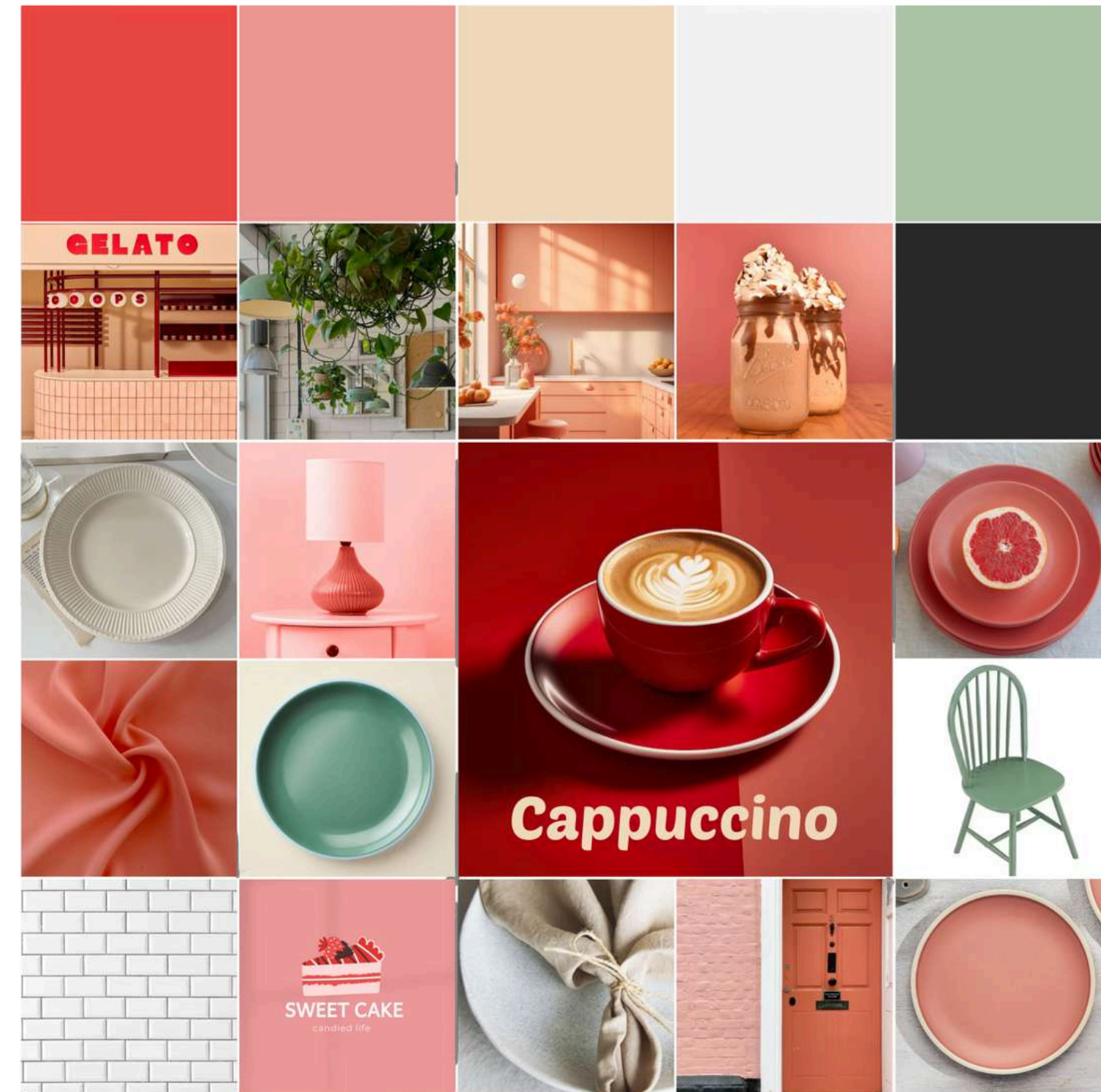
This color represents passion, energy, and excitement. We chose this color to convey the passion of 360 Café through their culinary offerings.

Light Coral - HEX EC9895

This color is a monochromatic shade of imperial red. This color evokes warmth, comfort, and tranquility, and is closely linked to optimism and love. We want visitors to feel welcomed and experience a cozy atmosphere.

Wheat - HEX F1DABB

This color conveys a sense of natural simplicity, warmth, and rural charm. The mix of wheat and light coral suggests warmth, natural beauty, vitality, and a hint of sophistication.



Planning and design, continued

Content Strategy, continued

Mood board and color palette, continued

Olivine - HEX 9BBA91

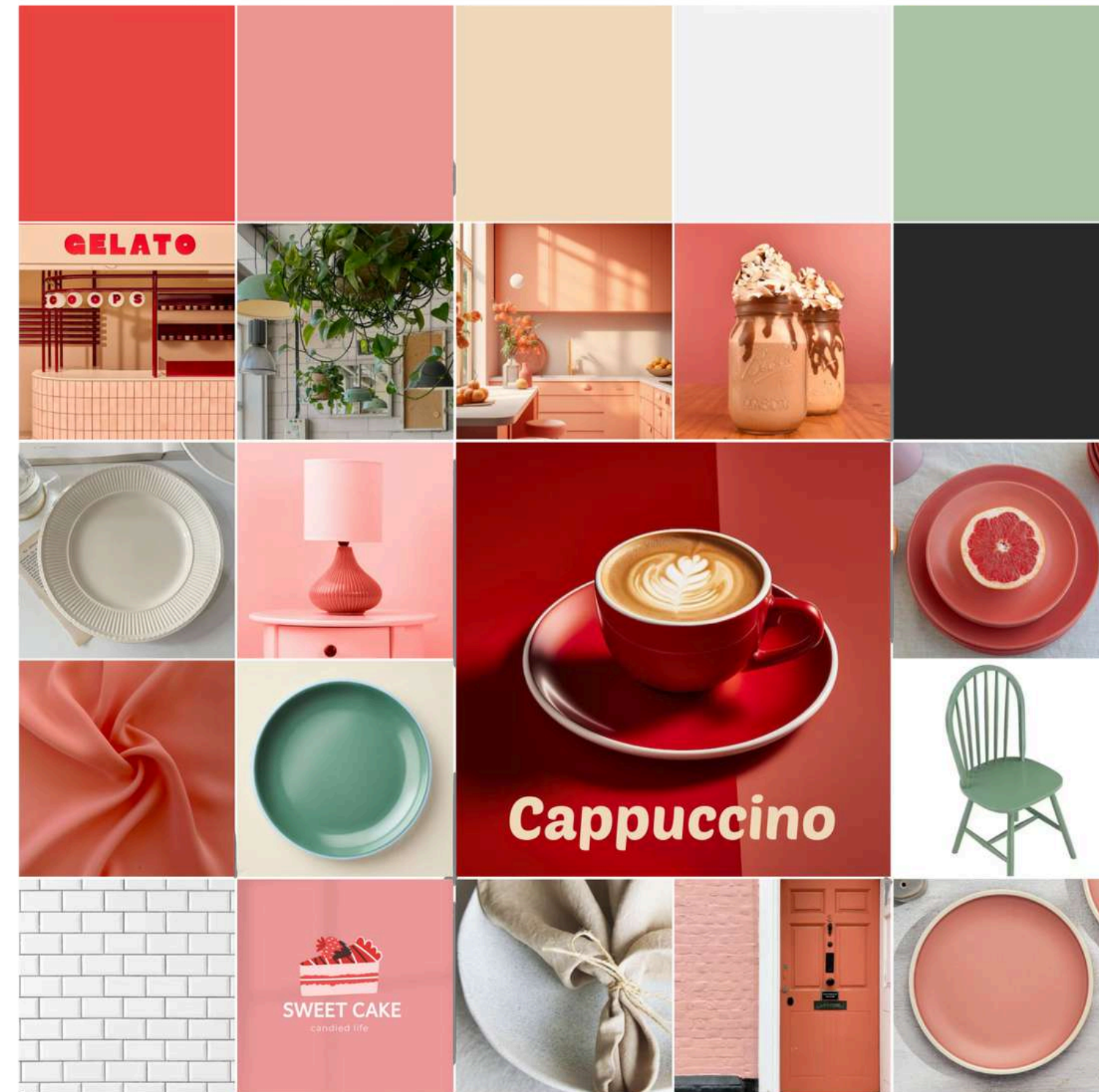
Since 360 Café is surrounded by plants, I included this color to reflect that natural environment.

White Smoke - HEX F4F4F4

This color will serve as the main background of the webpage. Since white can be too harsh for people with sensitive eyes, this color helps create a softer background.

Jet Color - HEX 292929

This color serves as the primary typography color alongside white smoke. Constantly verifying if it meets accessibility standards based on the background color.



Planning and design, continued

Content Strategy, continued

Typography

Considering that this website is intended for users who prioritize superior typography readability, we have chosen two highly legible fonts.

The first is "Poetsen," which possesses a character that harmonizes with the cafeteria logo, characterized by rounded and legible glyphs.

The second font selected for the body font is "Poppins," a more slender typeface that maintains excellent readability when styled with the appropriate size.

Poetsen - Headings

**A, a, B, b, C, c, D, d, E, e, F, f, G, g, H, h, I, i, J, j,
K, k, L, l, M, m, N, n, Ñ, ñ, O, o, P, p, Q, q, R, r, S,
s, T, t, U, u, V, v, W, w, X, x, Y, y, Z, z**

Poppins - Body font

A, a, B, b, C, c, D, d, E, e, F, f, G, g, H, h, I, i, J, j,
K, k, L, l, M, m, N, n, Ñ, ñ, O, o, P, p, Q, q, R, r, S,
s, T, t, U, u, V, v, W, w, X, x, Y, y, Z, z

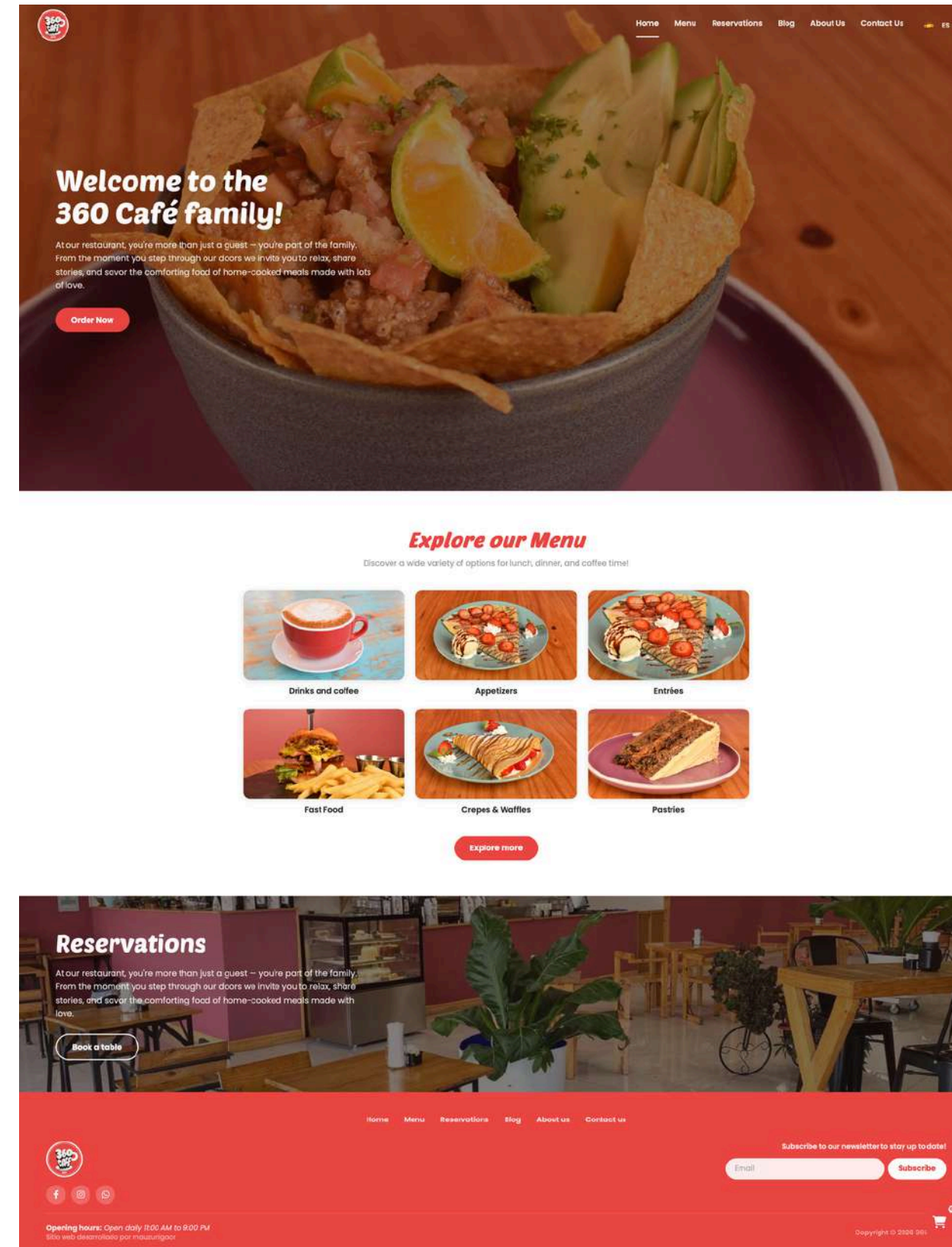
Planning and design, continued

High Fidelity Prototype

The high-fidelity prototype brought together the validated architecture, wireframes, and content strategy into a fully realized visual system. All key user flows were prototyped in both languages, enabling cross-device validation with real content before any code was written.

The prototype was not the final answer — it was a precise, testable hypothesis built from everything the research had uncovered. The only way to know if it was right was to put it in front of real users.

[View Prototype]



Validate and Iterate



Validate and Iterate

Usability testing

Based on those user personas and an interview analysis with the 360 café stakeholders, I designed the following wireframes:

Research goals

- Assess whether the website's navigation, layout, and overall design are user-friendly and intuitive.
- Identify essential improvements grounded in user feedback or interactions during the website's user testing session.

Research questions

- How efficient is the website for users when managing online ordering, table reservations, and contacting 360 Café through the site?
- What can I learn from the user flow and the steps that user take on each task?
- Which features of the website require modifications ?

The participants and Methodology

- There are total of two participants for the user testing.
- 1 Male and 1 female all aged 33 - 43 years old.
- All the participants have proficiency in using smartphones and websites
- Moderated remote testing

Tasks

- Order a coffee for pickup through the website.
- Make a reservation for next weekend, for two people.
- Contact the cafeteria via WhatsApp.

User testing sessions

User testing # 1

Yeilyn, a current customer of 360 Café, tested our website and successfully completed all three tasks.

During the task: Ordering a coffee for pickup through the website. She said:

"As a regular customer, I would like an account feature that allows me to view my recent orders so I can reorder the same items easily."

User testing # 2

Greg, a future traveler from the USA planning a trip to Costa Rica, tested our website and successfully completed all three tasks. He said:

"Very user-friendly website for making purchases, and it is great that the whole website is available in English."

Validate and Iterate, continue

Usability testing, continue

Insights

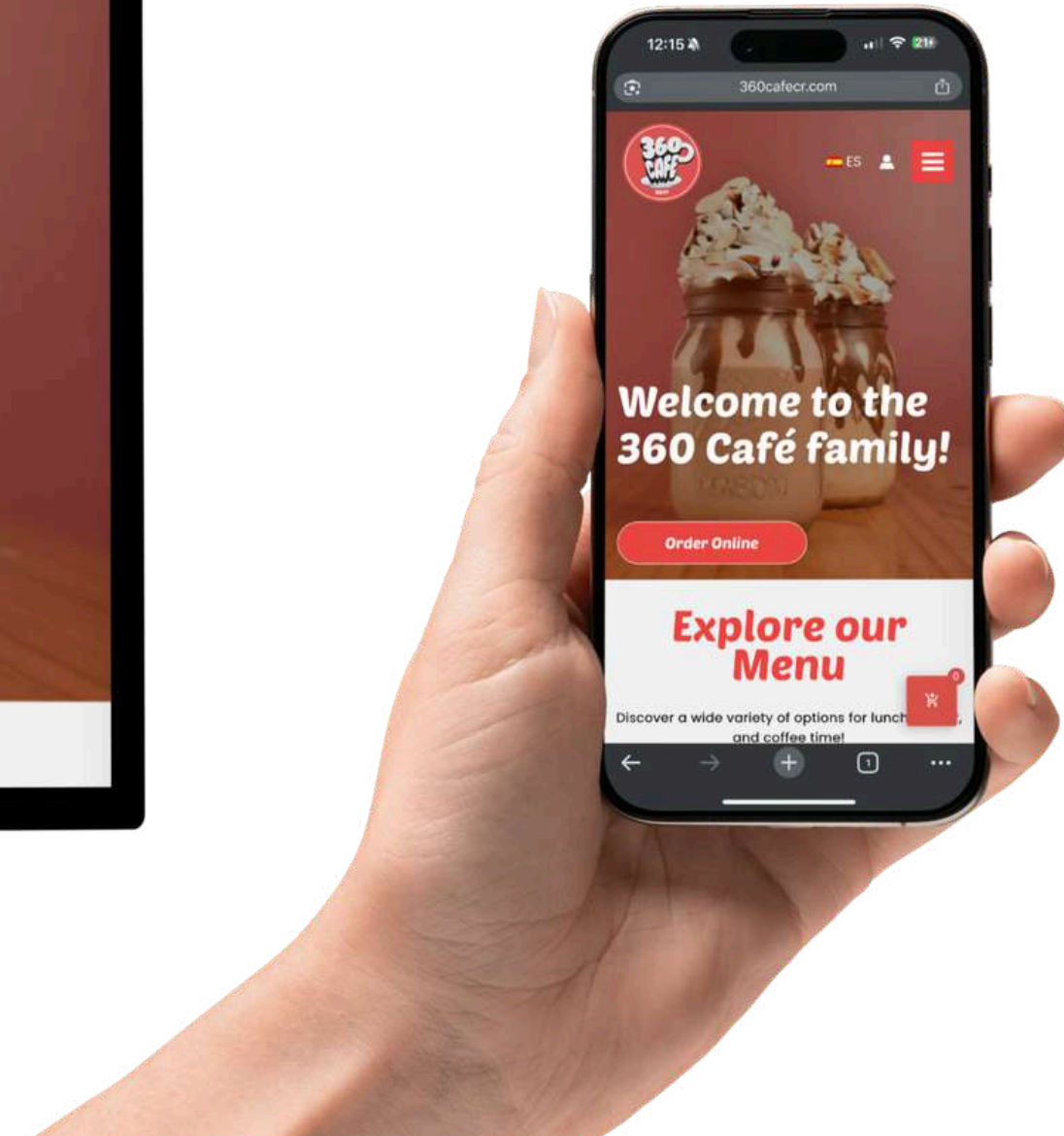
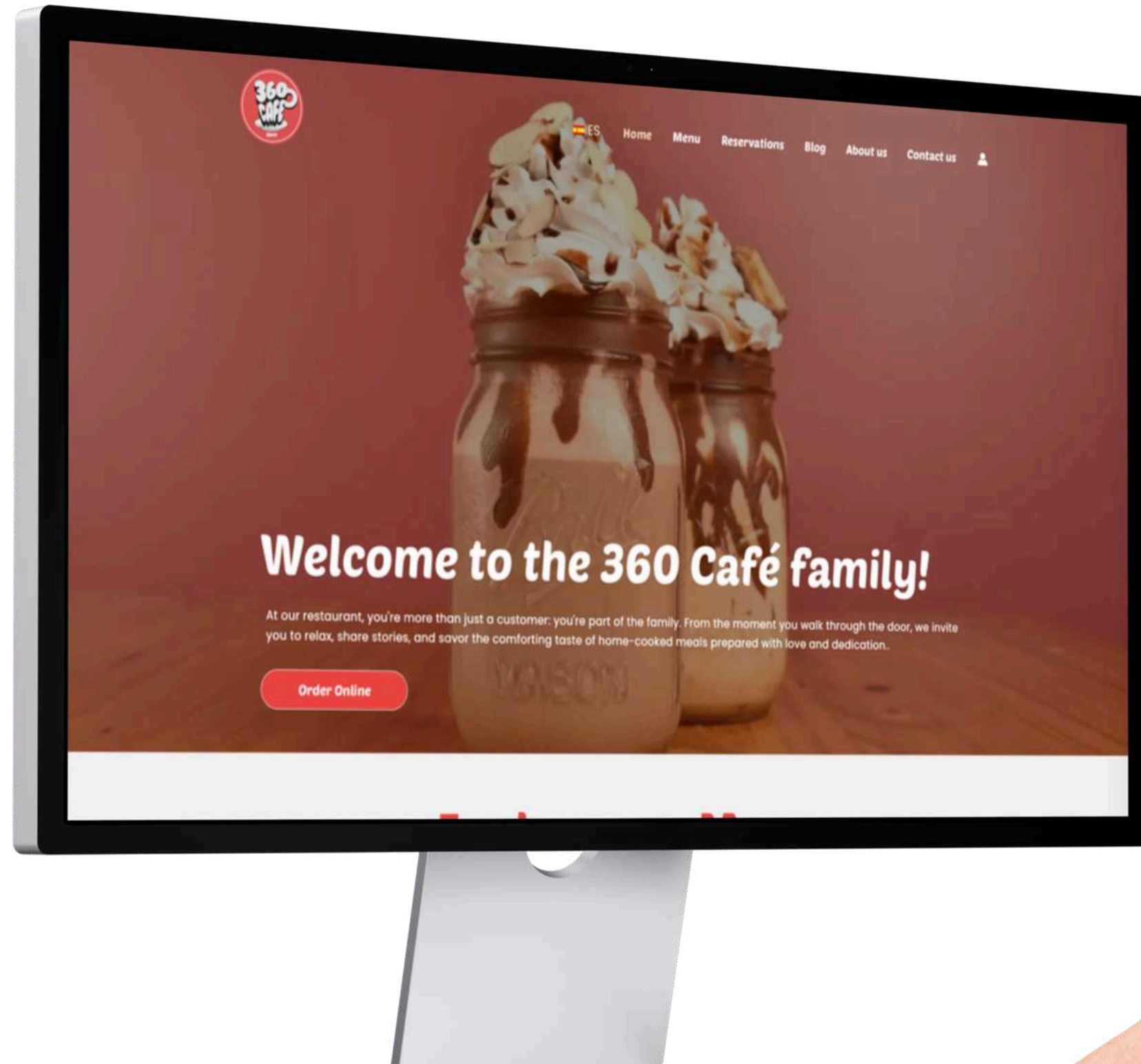
Three findings emerged that the design process alone could not have produced. First, participants consistently wanted to reorder previous selections without starting from scratch — a repeat-purchase pattern that the original information architecture had no path for. Second, the confirmation page created doubt instead of confidence: users couldn't immediately tell whether their order had gone through, exposing a failure of visual hierarchy rather than flow logic. Third, and encouragingly, the mobile-first design approach was validated across all user groups — every participant navigated the mobile layouts intuitively, confirming that the prioritization decisions from wireframing were correct. Two things needed to change. One thing was confirmed to be right.

Refinements

Each insight was converted into a specific design iteration:

- An Account section has been added to the main navigation, enabling users to review their order history, manage saved items, and reorder. This enhancement addressed the gap in the reordering process.
- The confirmation page was redesigned to feature a clearer visual hierarchy. It also includes a clearly visible success message and a deliberate completion animation that eliminates any uncertainty.
- A small but meaningful improvement to the mobile cart reduced the number of taps needed to review and adjust an order before checkout.

Development and launch



Development and launch

Website development

The 360 Café website was built with the WordPress.org Content Management System (CMS). Initially, I used a restaurant template as a basic website framework. Over time, I added a variety of plugins to transform the template into a unique 360 Café website. These flexible tools brought it to life and covered all business features. Additionally, I chose the "Astra" theme on WordPress.org after reviewing its compatibility with the website's needs. It is among the most popular themes for e-commerce websites.

Finally, I set up the WooCommerce online store for 360 Café to ensure it meets all the website's requirements and regional needs for Costa Rica.



Translation Website feature

To enable bilingual support on the website, I used the "TranslatePress" plugin, which allows full translation of the 360 Café site into English and Spanish. Its main benefit is maintaining the website's structure while providing quick language switching. A button for this feature was placed next to the global navigation menu.



Homepage: Spanish and English Version

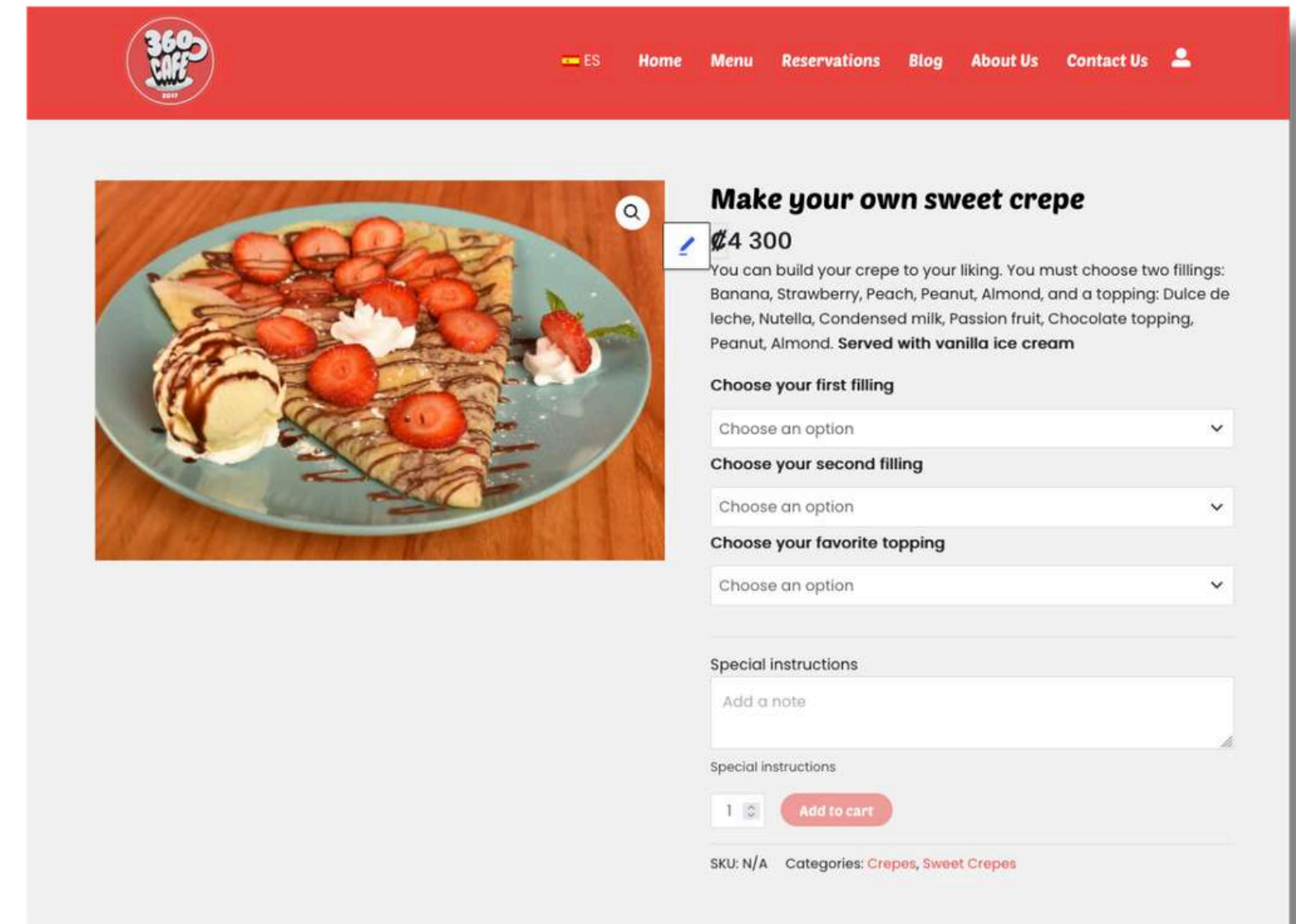
Development and launch, continued

Website development, continued

Customization feature on the product page

WooCommerce's default plugin lacks support for custom fields. To enable this feature, I installed a plugin called "Advanced Product Fields (Product Addons) for WooCommerce."

This plugin allows creating add-ons for products and includes a "Text Area" option where users can enter specific instructions for their orders related to each product.



360 Café product page image

Development and launch, continued

Search Engine optimization

Yoast SEO Plugin

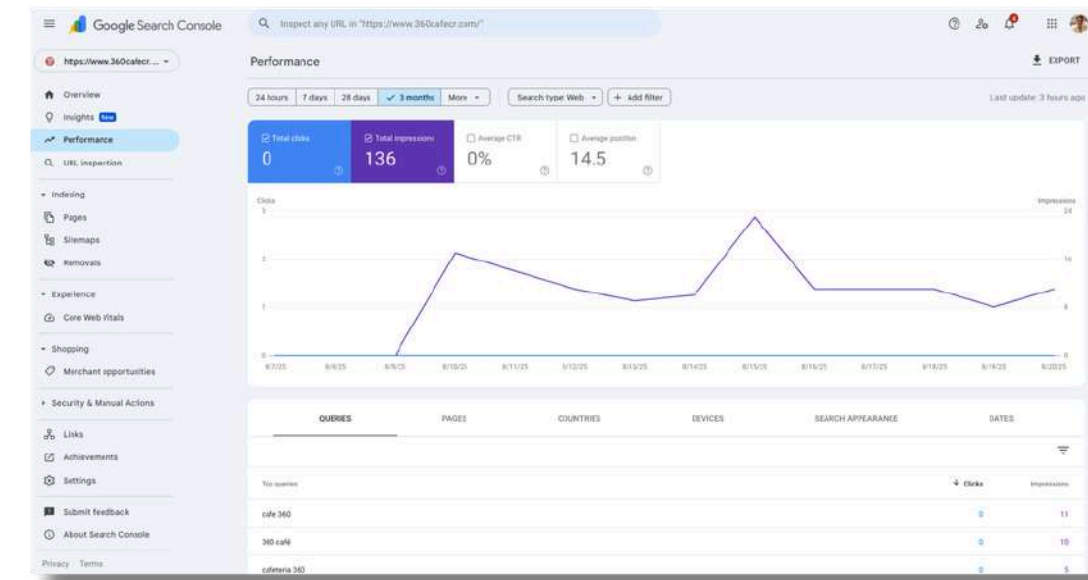
To fully optimize 360 café website, I have selected the "Yoast SEO Plugin." This plugin enables me to enhance the website's search engine optimization, thereby improving its visibility across Google, Bing, social media platforms, and other channels. This plugin allows for the optimization of every page and post on the website, illustrating how they appear in Google search results. I have personally optimized each page by incorporating relevant "keywords" to improve search engine performance. An example of the "Home" page is included here.

Google Search Console

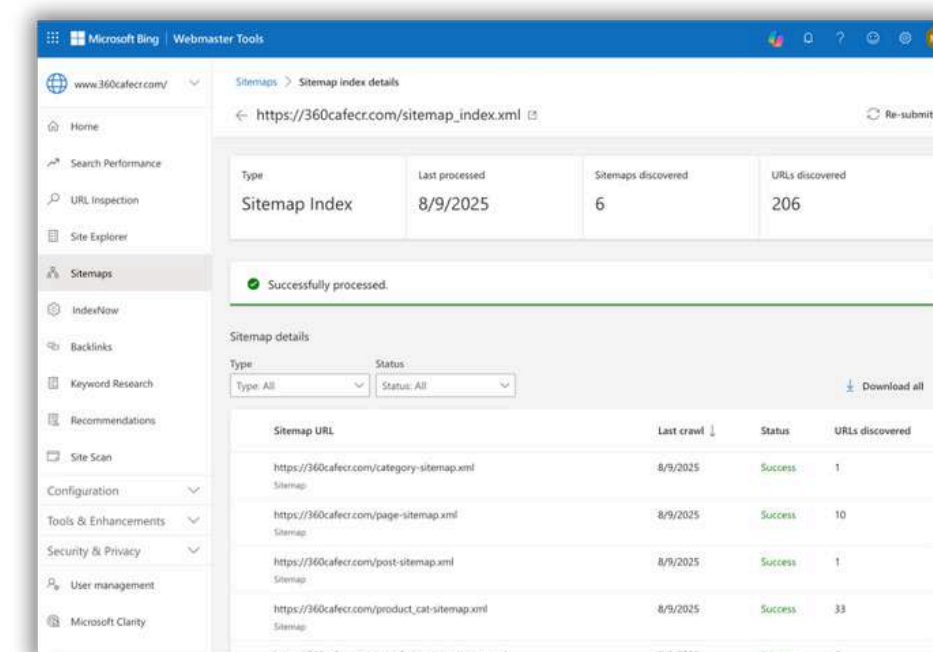
Google Search Console provides insights into how Google crawls, indexes, and ranks our website, helping to enhance our site's performance and visibility. This example show the Google Search Console for 360 Café, highlighting key features for SEO analysis. Options such as Overview, Insights, Performance, and URL Inspection are valuable tools for examining our website.

Microsoft Bing

I have added Microsoft Bing as an extra SEO search engine to gather valuable insights about our website. I also submitted the sitemap to both SEO consoles to help search engines discover, crawl, and index our key pages more efficiently and quickly.



360 Café Google Search Console in August 2025



Sitemap URL	Last crawl	Status	URLs discovered
https://360cafeccr.com/category-sitemap.xml	8/9/2025	Success	1
https://360cafeccr.com/page-sitemap.xml	8/9/2025	Success	10
https://360cafeccr.com/post-sitemap.xml	8/9/2025	Success	1
https://360cafeccr.com/product_cat-sitemap.xml	8/9/2025	Success	33
https://360cafeccr.com/brand-sitemap.xml	8/9/2025	Success	6

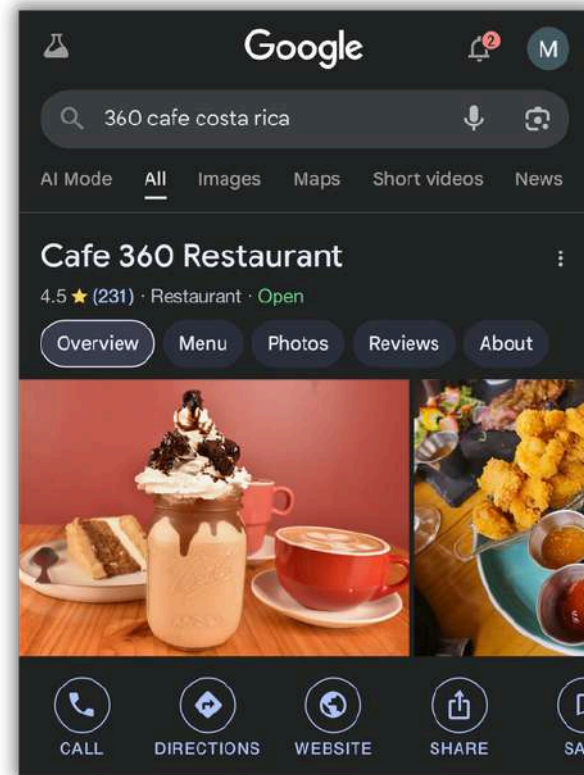
360 Café Webmaster Tools, by Microsoft Bing in August 2025

Development and launch, continued

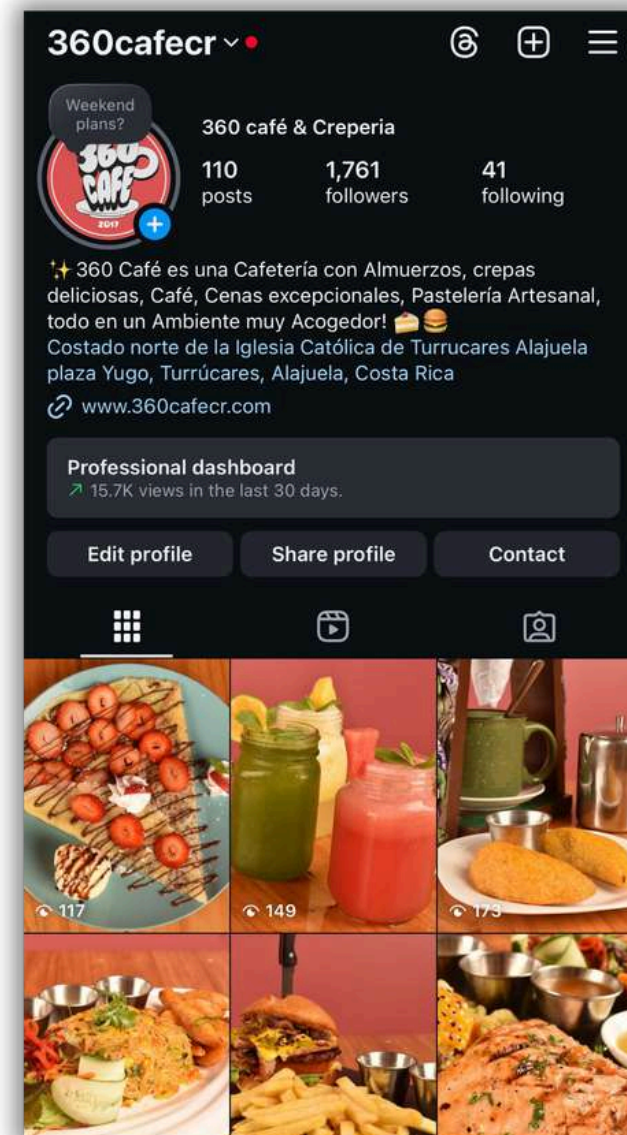
Other ways to drive traffic

Social Media Engagement

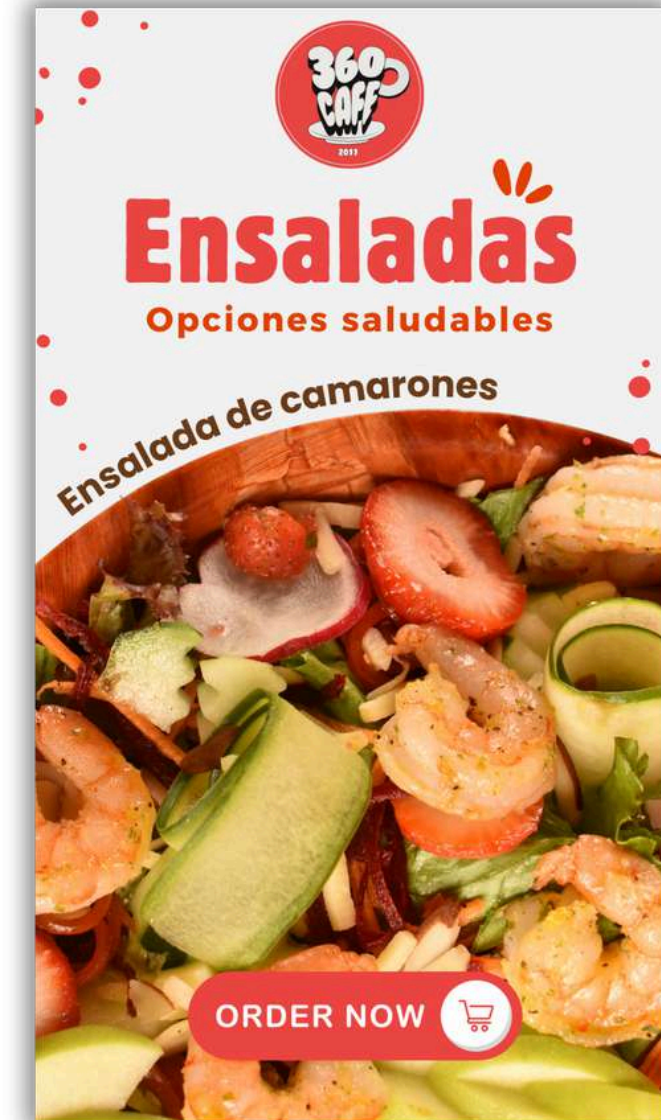
360 Cafeteria will mainly promote its website on social media. They will run campaigns to encourage online orders and reservations through their site, using this channel as the primary way to handle all requests.



Website link on Google



Website link on Social Media platforms



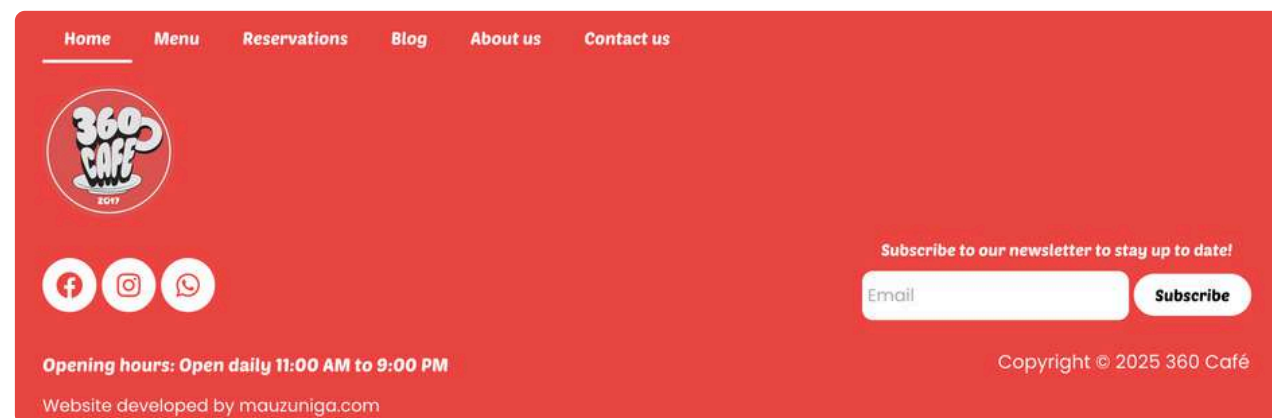
Call-to-action buttons link to the website.

Development and launch, continued

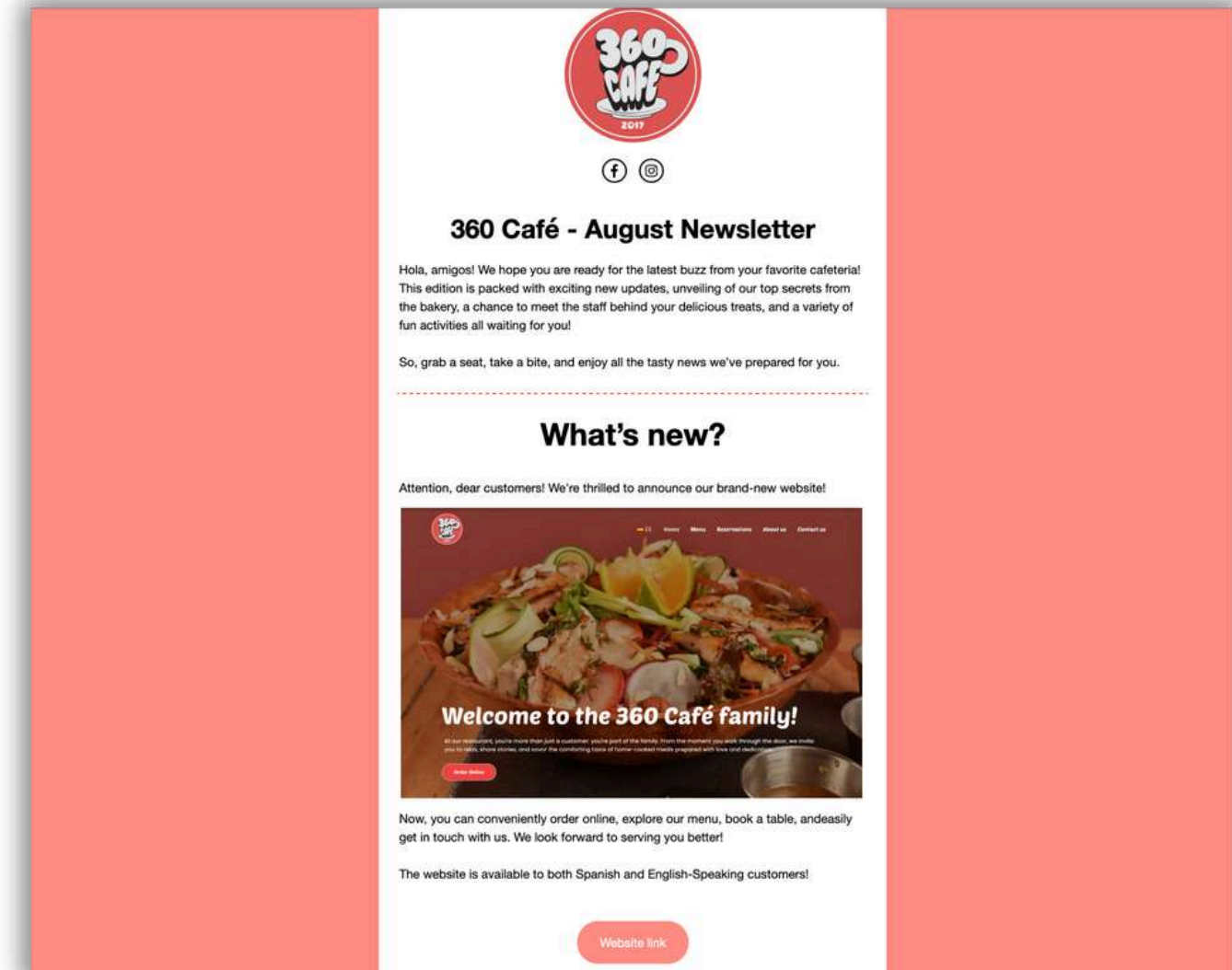
Other ways to drive traffic, continued

E-Newsletter

Newsletters are a great way to reach the 360 Café audience through email. This channel can be used to encourage customers to return by offering discount coupons, promotions, or updates on important events related to the business. People can subscribe to the e-newsletter in the footer navigation of the website. I created an e-newsletter example using MailChimp to connect with 360 Café customers and encourage them to visit our website.



Footer navigation feature



[View Complete E-Newsletter]

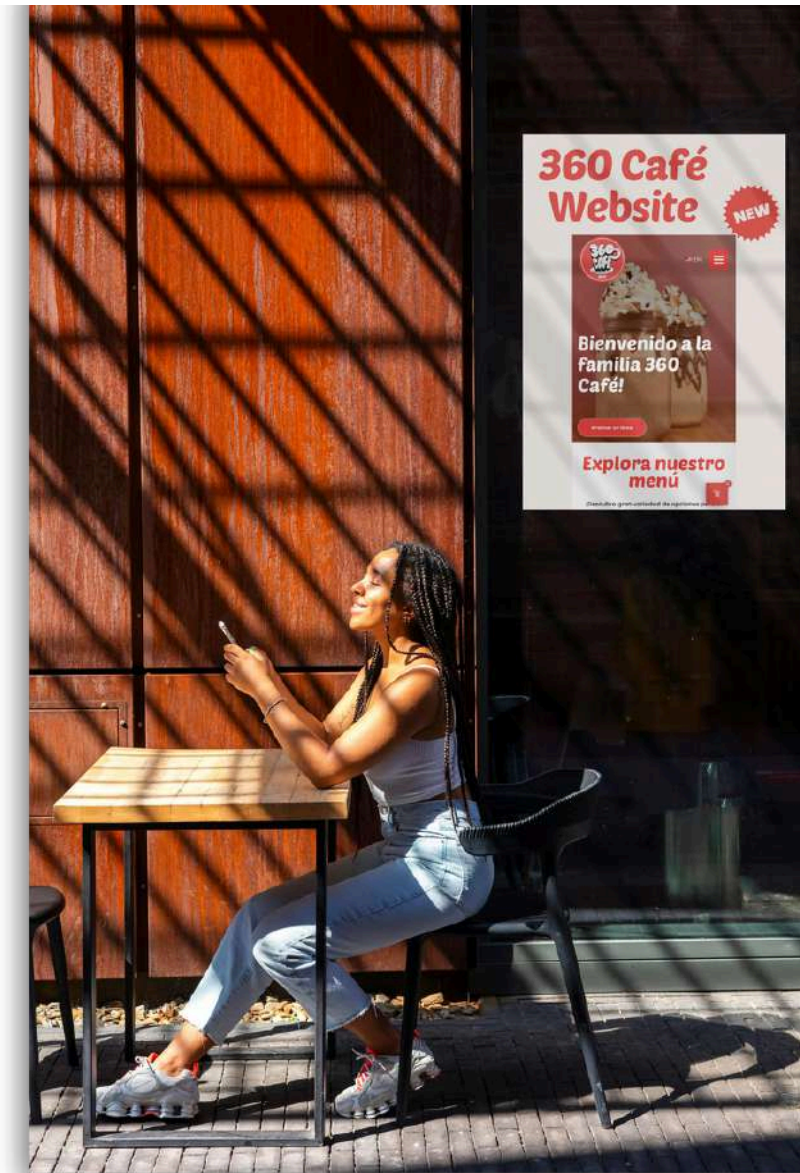
E-newsletter example

Development and launch, continued

Other ways to drive traffic, continued

Analog method

Also 360 Cafeteria plans display flyers, visual ads on tables, and banners on walls to promote their website. This strategy aims to promote 360 Cafe website among frequent customers.



Examples Analog methods

Development and launch, continued

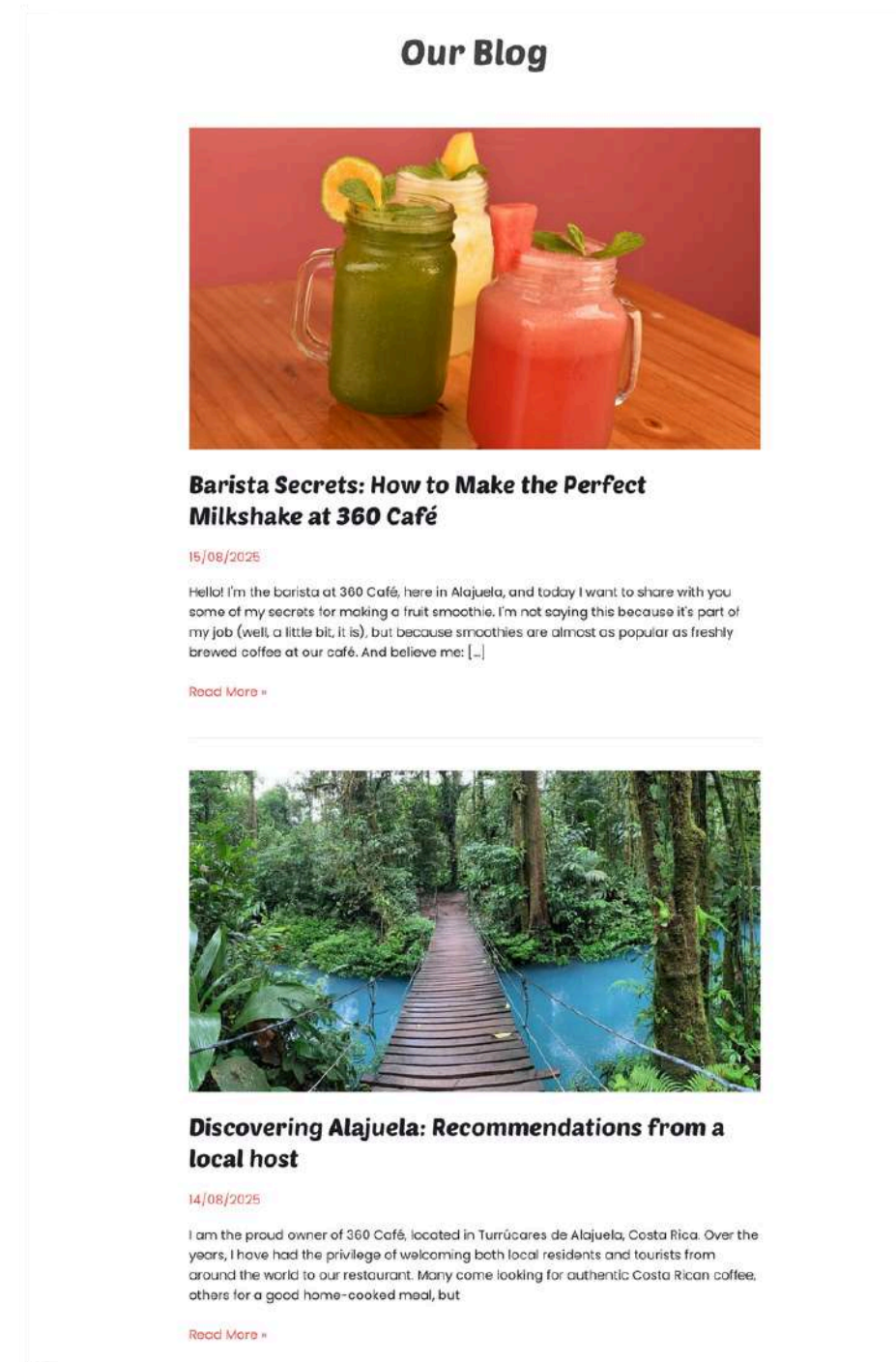
Other ways to drive traffic, continued

Blog page

I have integrated a blog page into the 360 Café website. A blog allows us to publish fresh, keyword-rich content—such as “best coffee in Costa Rica” or “healthy breakfast ideas”—which can improve our ranking on Google.

Drawing from my experience as a former restaurant owner, I believe writing blogs fosters community and helps build connections. Writing about local events, partnerships with farms, or community projects shows that 360 Café is part of something bigger. This method helps customers feel more engaged and increases the chances they will come back.

[\[View 360 Café Blog page\]](#)



360 Café Blog page

Development and launch, continued

Performance optimization

Image Compression

To enhance the sharpness, load times, mobile device performance, and search engine rankings of product photographs, I employed Adobe Photoshop's "Save for Web (Legacy)" feature to compress the images.

I maintained the pixel dimensions of the homepage images to preserve an optimal balance between file size and image quality. For e-commerce images, originally sized at 6000 x 4000 pixels, I resized them to 1600 x 1067 pixels and saved them as JPEG files in "High" quality at a setting of 60, considering that customers frequently zoom in to scrutinize dishes closely, thereby necessitating high image quality.

Original



12 MB

Photoshop



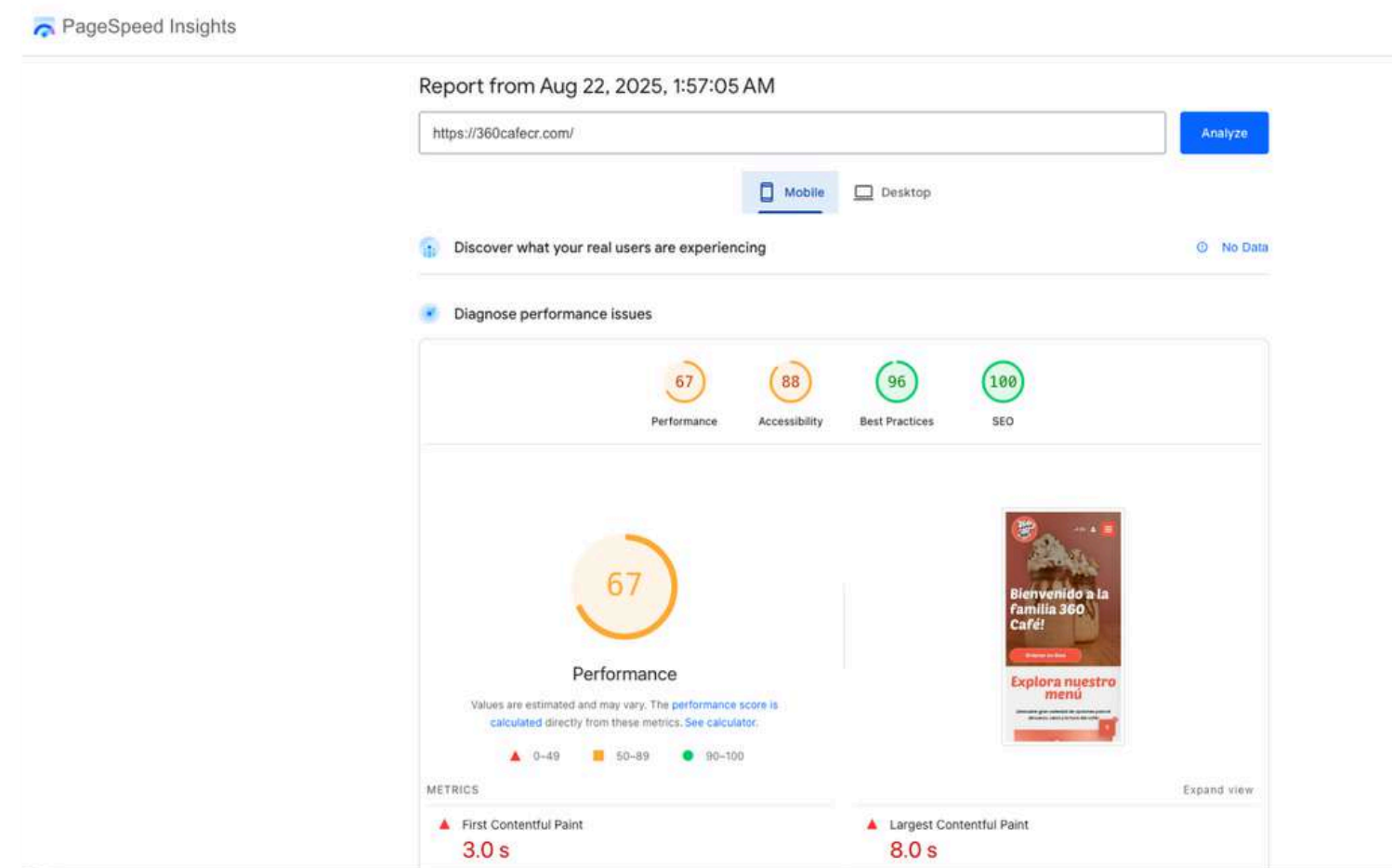
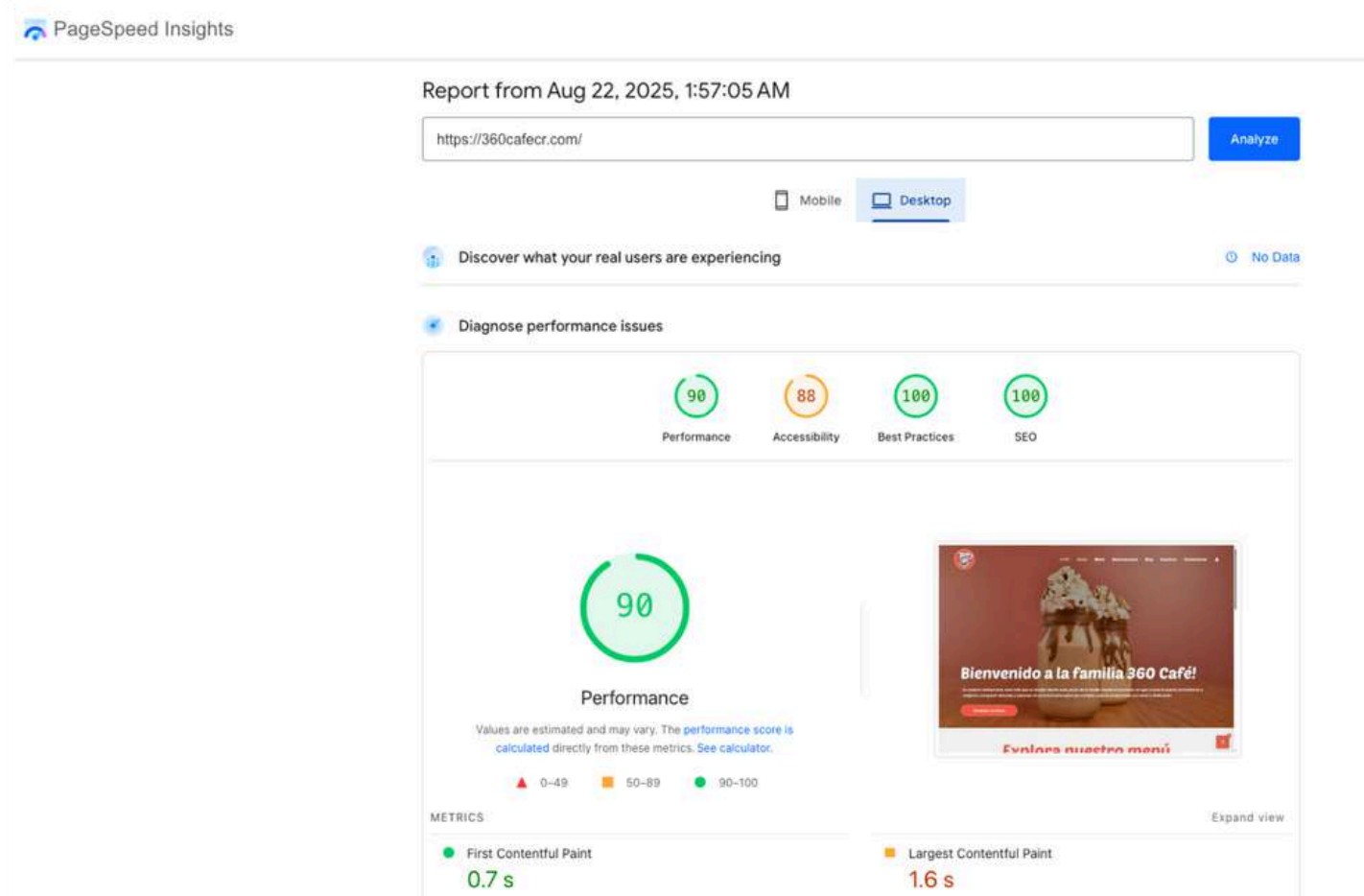
129 KB

Development and launch, continued

Performance optimization, continued

Performance speed test

I ran a performance speed test on the "PageSpeed Insights" website, which provided suggestions to improve our website's load time. The results are favorable, and I have implemented some of the recommendations on our site, as detailed on this page, but additional analysis is necessary.



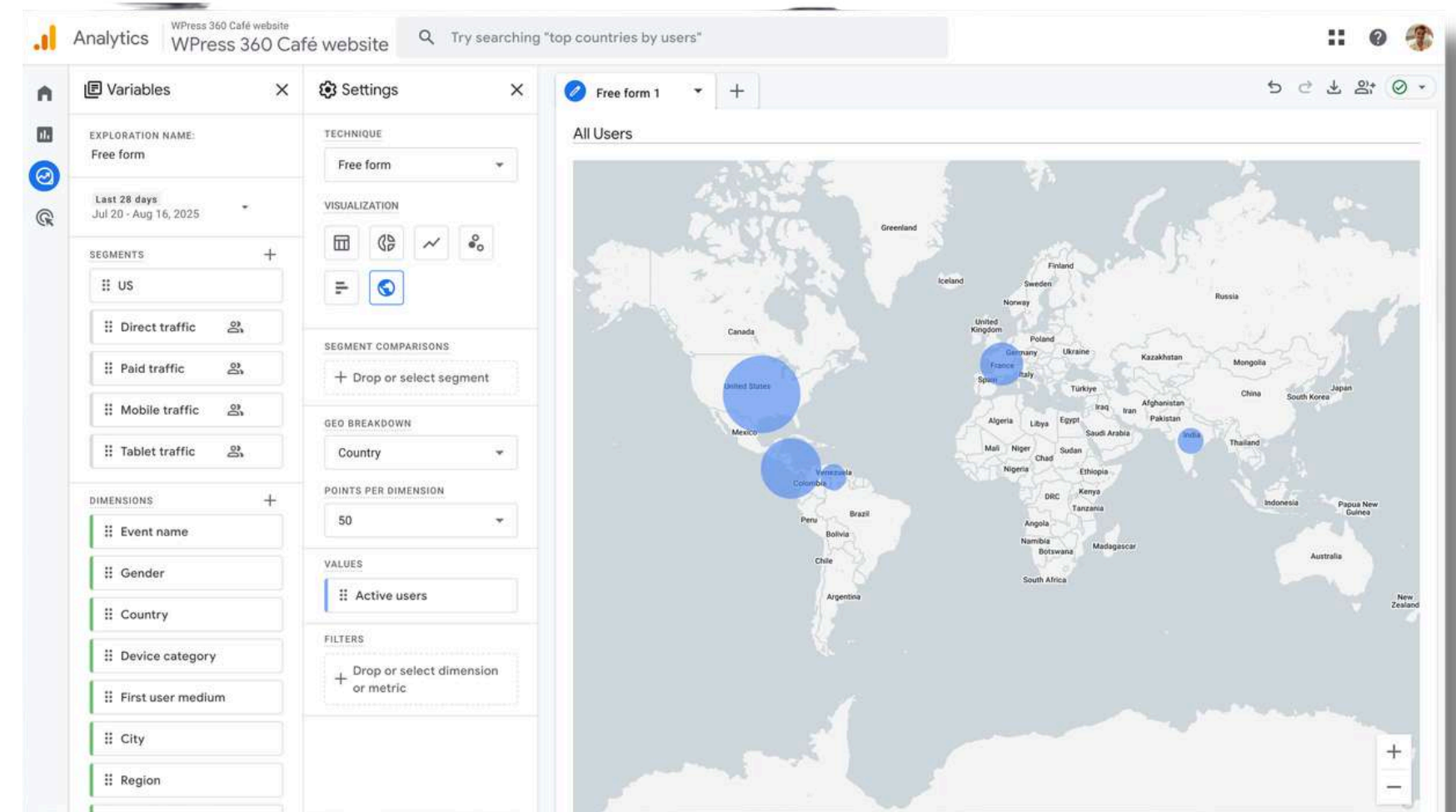
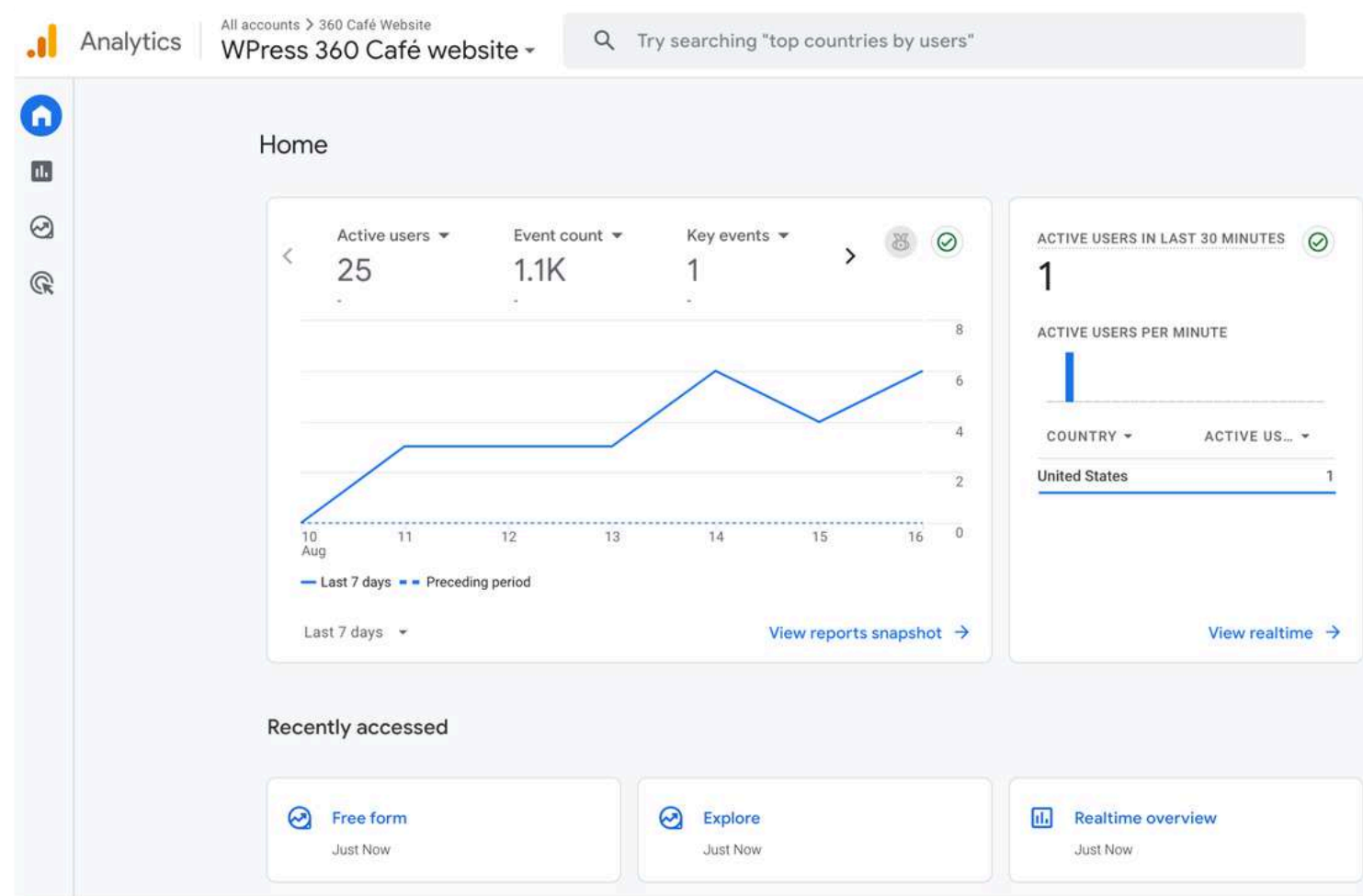
Speed test results in August 2025

Development and launch, continued

Traffic Analysis

Google Analytics

I have set up Google Analytics for 360 Café, enabling us to analyze our audience and generate reports to better understand visitor interactions on our website.



360 Café Google Analytics

Outcomes and business impacts



Outcomes and business impacts

Introduction

Following the launch of the 360 Café website, this report presents a comprehensive analysis of website performance, audience behavior, and measurable business outcomes. The data for this analysis were gathered from August 2025 (launch) through April 2026. It was evaluated against the strategic goals established at project inception.

The results confirm that the website has become the café's most effective growth channel. Organic search drives nearly all traffic, the menu-forward information architecture is performing as designed, and social media audiences have grown at 25% higher than the pre-launch baseline — all without paid promotion.

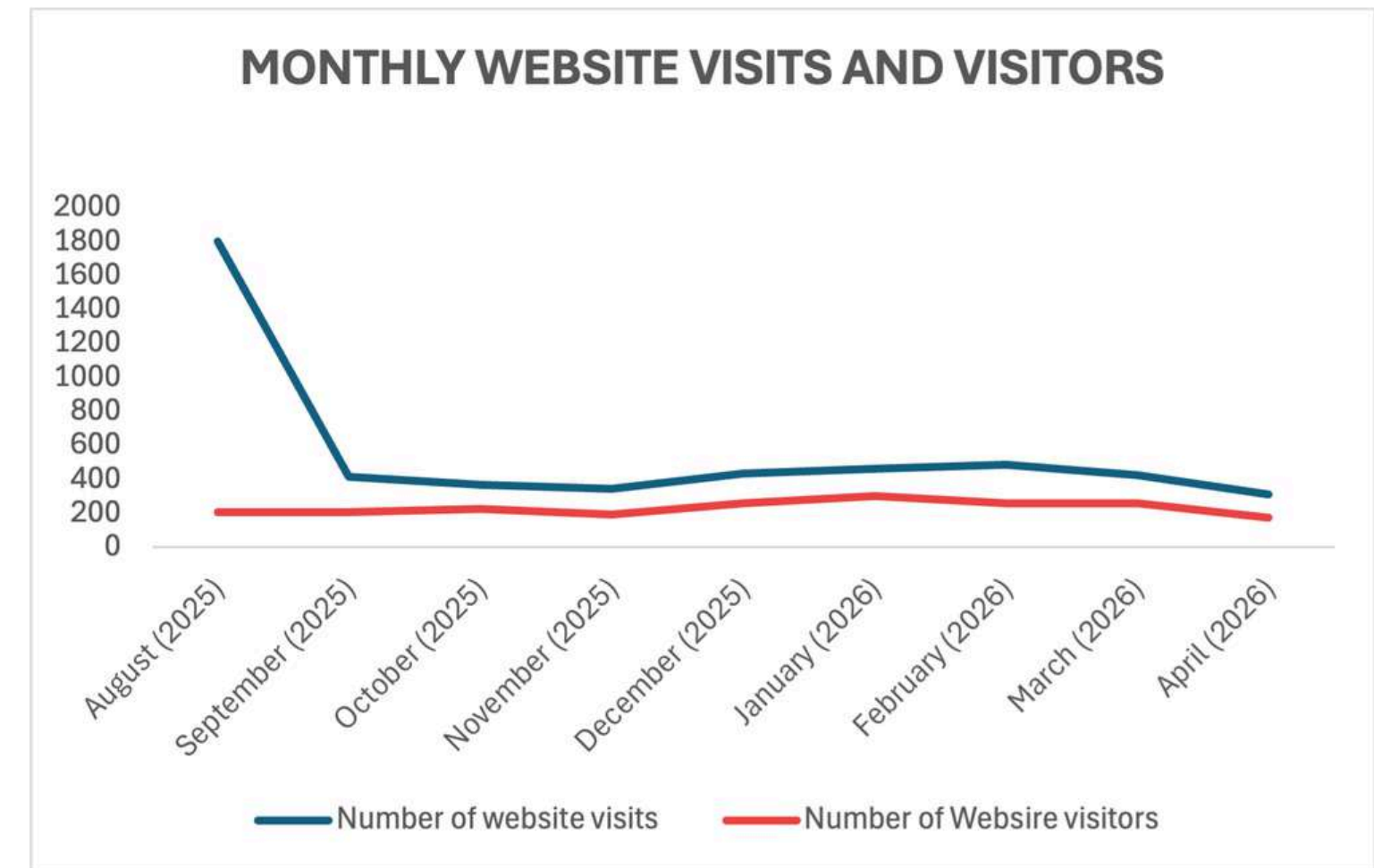
Website Traffic Performance

Volume

The website recorded an average of 560 visits and 230 unique visitors per month during the analysis period. Traffic volume has remained consistent following the initial launch spike, which was supported by a short promotional campaign. Excluding that first month, organic performance has been steady.

Traffic Sources

95% of all visitors arrived through organic search engines, validating the SEO-first architecture applied during the build. The remaining 5% came through social media platforms and AI tool referrals — a small but notable signal of emerging discovery channels.



Monthly website visits and visitors

Outcomes and business impacts, continued

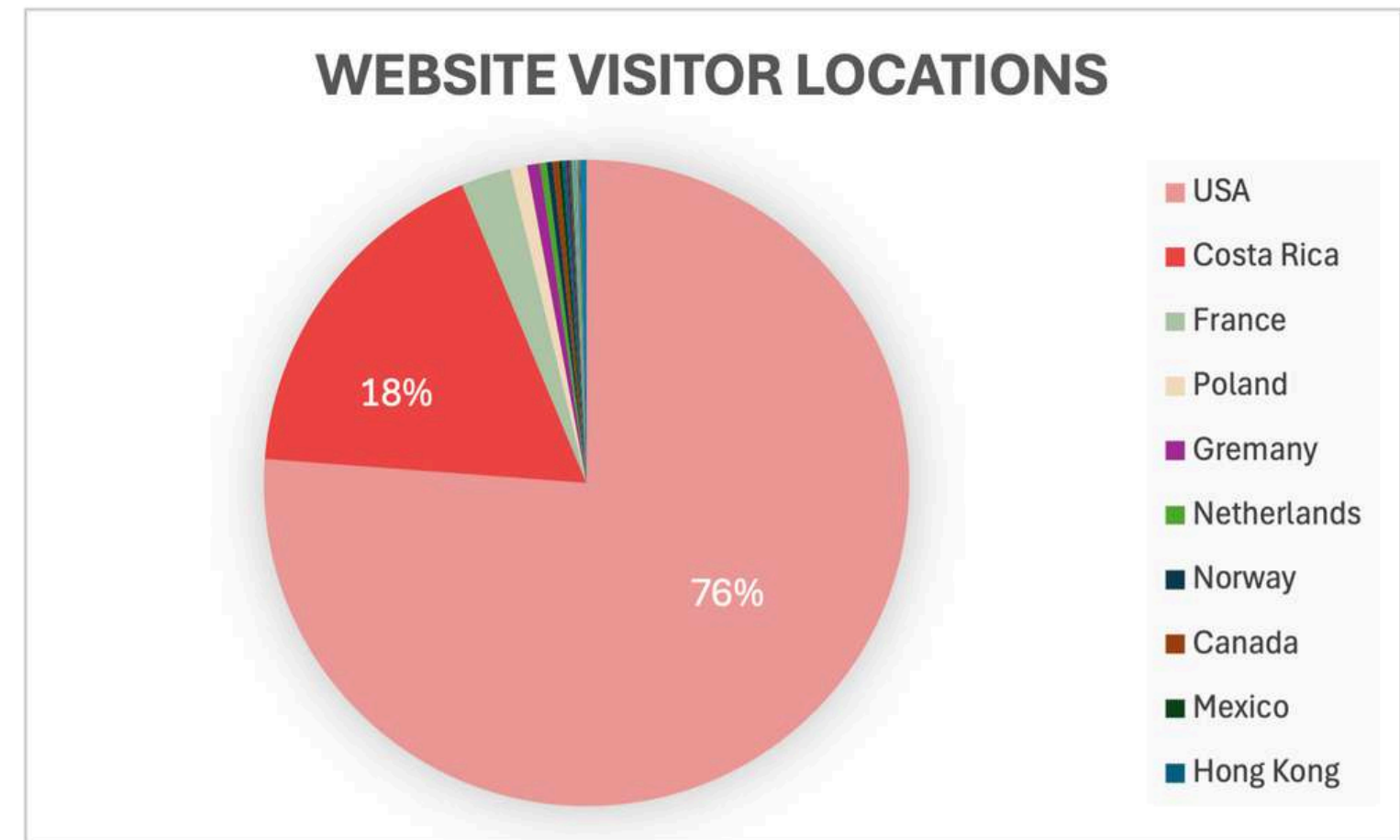
Website Traffic Performance, continued

Audience Geography

The website draws a predominantly international audience. Visitors from the United States represent 76% of total traffic, consistent with Alajuela's profile as a destination for North American travelers. Costa Rican visitors account for 18%, while visitors from other countries — including France, Poland, Germany, Netherlands, Norway, Canada, Mexico, and Hong Kong — make up the remaining 6%.

76% of visitors are from the United States. The website is effectively serving as a discovery tool for international travelers before they arrive in Costa Rica.

This geographic distribution has strategic significance. The website successfully reaches international visitors. However, the local Costa Rican market is the primary target. This market is important for reservations, daily orders, and repeat visits, but it currently represents a smaller share of traffic. Targeted local marketing efforts could correct this imbalance.



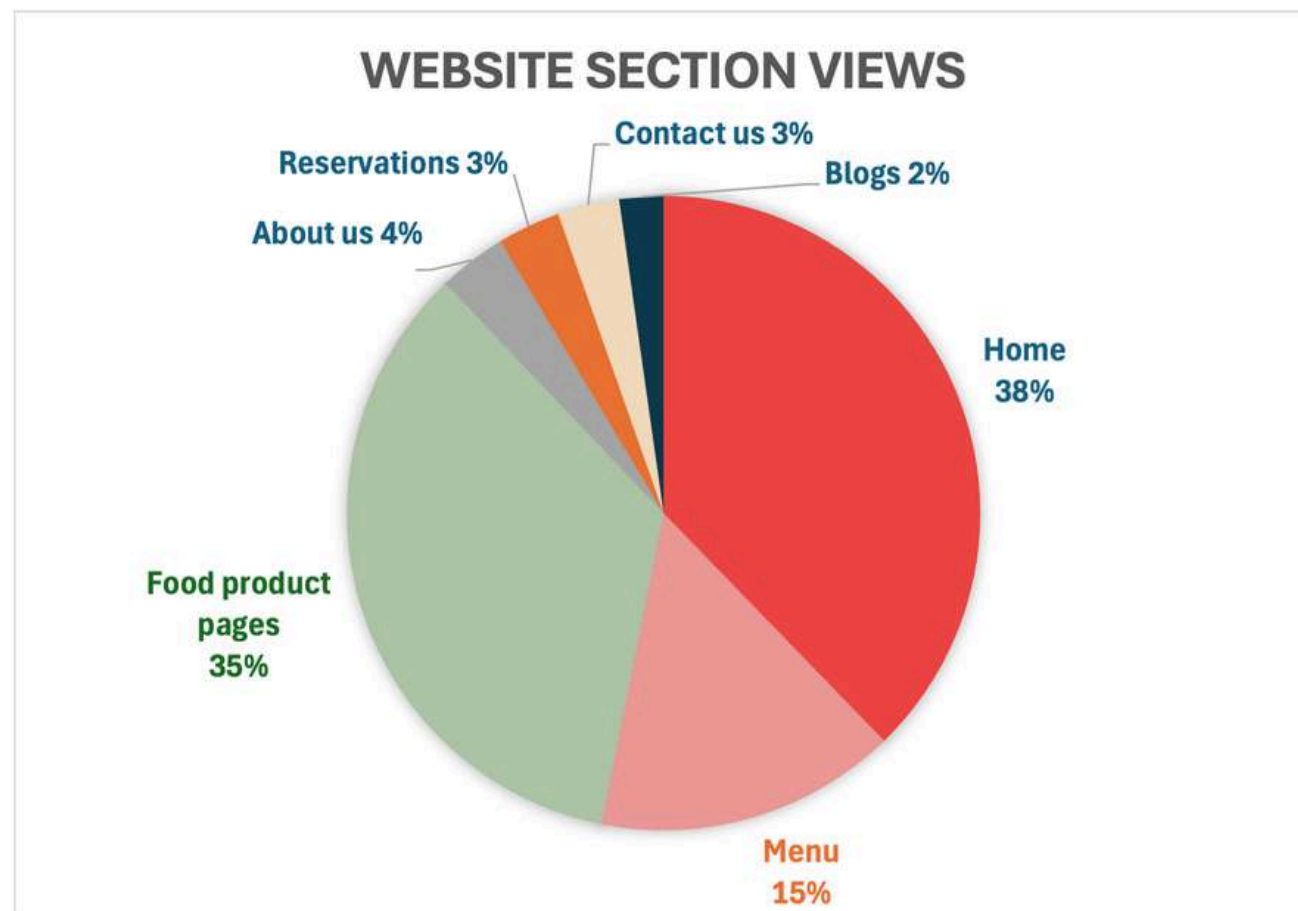
Geographic distribution of website visitors.

Outcomes and business impacts, continued

User behavior & Content performance

Most-Visited Sections

After the Home page, the Menu and individual food product pages were the most visited sections of the site. This was the intended behavior, as the site architecture was deliberately designed to funnel visitors toward browsing food options. The Blog section recorded the lowest engagement of any page.



Geographic distribution of website visitors.

Top Food Item Pages

The following food items received the highest individual page views, in ranked order:

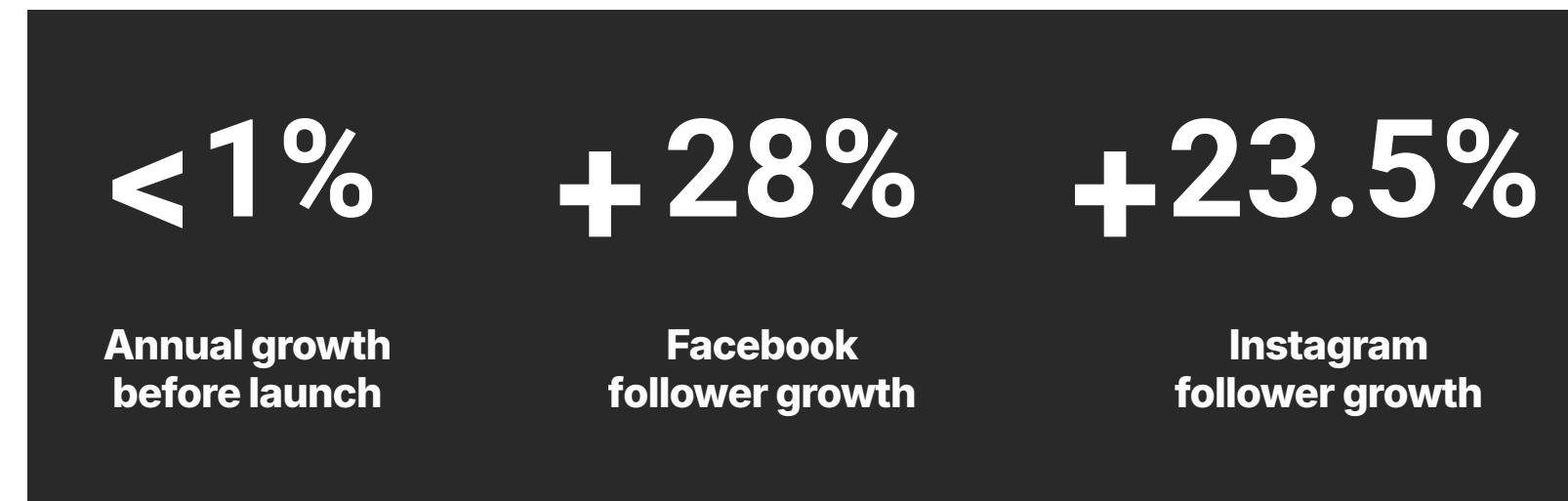
- 01 Shrimp Salad
- 02 Kiwi-Strawberry Crepe
- 03 Mocha Coffee
- 04 Rice with Shrimp
- 05 Rice with Blended Meat
- 06 Apple-Pecan Waffle
- 07 Triple Cheese Sandwich

These rankings offer the client actionable data for menu strategy. High-visibility items can be featured more prominently in marketing materials, and lower-performing items may benefit from repositioning or photography updates.

Outcomes and business impacts, continued

Social Media Impact

One of the most significant and unexpected outcomes of the website launch was its effect on social media growth. Prior to launch, the client reported annual follower growth of less than 1% across all social platforms. Following the website launch:



This growth was entirely organic — no paid social media campaigns were run during this period. The increase is attributed to the prominent placement of social media links on the homepage, which gave website visitors a clear and immediate path to follow the café's social accounts.

Social media follower growth increased from less than 1% annually to 28% on Facebook — driven by a single design decision on the homepage.

Business Impact

Beyond digital metrics, the website produced tangible business results. The client confirmed a meaningful increase in restaurant revenues, table reservations, and food orders following the site launch. Specific figures were not disclosed at the client's request.

Impact Area	Outcome
Restaurant Revenue	Significant increase reported post-launch (figures not disclosed)
Table Reservations	Increase in reservations primarily due to the Reservations page and direct online bookings.
Orders	Increased volume consistent with higher online discovery
Social Media — Facebook	+28% follower growth since launch (vs <1% annually before)
Social Media — Instagram	+23.5% follower growth since launch (vs <1% annually before)
Brand Discovery	Website established as primary channel for new customer acquisition

Outcomes and business impacts, continued

Analysis and recommendations

Based on the data collected and discussions with the stakeholder, the following actions are recommended:

Invest in Promotional Marketing

Traffic has remained steady following the initial promotional push but has not grown organically. Search engine advertising or listings on tourist and travel platforms (TripAdvisor, Google Travel, local tourism boards) could convert the existing SEO momentum into accelerated revenue growth.

Localize the Marketing Strategy

With 76% of visitors from the United States, the local Costa Rican market is underrepresented in current traffic. Targeted outreach through Alajuela local media, community groups, and domestic platforms would broaden the customer base and increase reservation volume from regular, repeat visitors.

Retire the Blog Section

The Blog was the least-visited section with minimal engagement. Maintaining it demands ongoing effort with little return. Stakeholders confirmed it will be removed. Reallocating effort to seasonal menus, photography, or promotions would be more valuable.

Business Impact

Amplify Social Media Integration

The website's homepage social links caused a 25% follower boost at no extra cost. This pattern should be reinforced — consider adding social proof elements, embedding recent posts, or featuring user-generated content to sustain and grow this organic social channel.

Conclusion

The 360 Café website launch delivered measurable results across every key dimension: traffic, audience reach, content performance, social media growth, and restaurant revenue. The site now functions as the café's primary channel for customer discovery, and the data confirms that the foundational design decisions — a menu-forward structure, strong SEO architecture, and prominent social integration — were correct.

Where gaps exist, the data provides clear guidance. International traffic dominates, indicating an opportunity for localization. The blog section has yet to find its audience and should be discontinued. Although organic traffic is strong, paid promotion is an untapped method for boosting growth.

The website is working. The next phase is optimizing it.

Instagram
follower growth

CAFÉ & CREPERIA

Thank you!

Mauricio Zúñiga

