REQUIREMENTS

Lumen Coffee website

Website redesign · Northwind Studio

8 items · 2 done

5 November 2026

Contents

1 Kick-off workshop and brief sign-off

2 Sitemap and content inventory

3 Moodboard and visual direction

4 Homepage design

5 Shop integration (Shopify)

6 Newsletter templates

7 Analytics and consent banner

8 Launch plan and redirects

1 Kick-off workshop and brief sign-off

Complete · Owner **Giulia Rossi** · Due **16 Oct 2026** · ID **LUM-101**

Goal

Agree scope, audience and success measures for the new site.

- Two personas: **café owners** and **home brewers**
- Primary KPI: online orders up 25% in six months
- Out of scope: the B2B wholesale portal

Phase	Discovery
Budget	€1,800.00

2 Sitemap and content inventory

Complete · Owner **Marco Bianchi** · Due **24 Oct 2026** · ID **LUM-102**

Inventory of the 64 existing pages, with keep / merge / drop for each.

Phase	Discovery
Channels	Web

3 Moodboard and visual direction

Client review · Priority **High** · Owner **Sara Conti** · Due **3 Nov 2026** · ID **LUM-103**

Three directions presented on Monday. Feedback due from Elena (Lumen marketing).

Phase	Design
Budget	€2,400.00
Channels	Web, Instagram
Client notes	Client prefers the warmer palette (option B). Asked for one more variant with the hand-drawn logo.

4 Homepage design

In progress · Priority **High** · Owner **Sara Conti, Giulia Rossi** · Due **10 Nov 2026** · ID **LUM-104**

Must include

1. Hero with seasonal blend
2. Subscription teaser
3. Store locator

> Keep the page under 2 MB.

Phase	Design

Budget	€3,200.00
Channels	Web

Sub-items

- [ ] Hero illustration · Sara Conti
- [ ] Homepage copy · Giulia Rossi

Review checklist 2/4

- [x] Desktop layout
- [x] Mobile layout
- [ ] Copy approved
- [ ] Accessibility pass

5 Shop integration (Shopify)

To do · Priority **Normal** · Owner **Luca Ferri** · Due **23 Nov 2026** · ID **LUM-107**

Connect the existing Shopify catalogue. Subscriptions via Recharge.

Phase	Build
Budget	€5,600.00

6 Newsletter templates

To do · Priority **Low** · Owner **Marco Bianchi** · Due **14 Nov 2026** · ID **LUM-108**

Phase	Build
Budget	€900.00
Channels	Newsletter

7 Analytics and consent banner

To do · Priority **Urgent** · Due **4 Nov 2026** · ID **LUM-109**

GA4 with consent mode v2; cookie banner copy in Italian and English.

Phase	Build

8 Launch plan and redirects

To do · Owner **Luca Ferri, Marco Bianchi** · Due **5 Dec 2026** · ID **LUM-110**

Phase	Launch
Channels	Web, Newsletter