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TP01: Rough Draft

Beurre Blanc Website Proposal

    Thank you for working with our establishment, Beurre Blanc, an already well established local fine dining restaurant. Located at: 18345 Campus Way NE, Bothell, WA 98011. As you know, we are hiring you to design a custom website. We hope that this achieves three specific criteria: an increase in revenue, a wider reaching customer basis and improved customer retention. We want our design to be elegant, yet simple. The idea is to make our patrons feel as if they are already inside the restaurant when they visit our site.

    First, we must insist that our images be used and we will provide you with all materials that we wish to have on our website. The images we will give you include the restaurant, interior and exterior, and some food items. We would like the majority of these images posted, rotating through automatically as our customers browse. This should be towards the top of the page. The remaining images should be used as backdrops (not the entire background). We have already looked through the font choices available to us, as you recommended, and decided to use Beau Rivage and Quicksand as our primary font choices. We leave any secondary fonts up to your discretion. Ideally, the Beau Rivage would be used on more important items, whereas Quicksand is used for general text. Our color scheme is Charcoal, Dark Olive Green, Celeste. We are also including a copy of our logo. Please be sure it is tastefully placed on our site.

    In terms of site content, our menu is a priority. Any visitor should be able to easily access and view the menu items. Also, it is imperative that our hours of operation are clearly posted. Our hours are Monday-Thursday 4 PM to 8 PM.  Friday, we open later than usual, at 5-10 PM, this is due to a delivery issue.  Saturday and Sunday, we have a brunch menu running so we open at 10 AM and close at 9 PM. It is also essential that our social media links are included on our website, so that our visitors can freely reach out to us. You can find us at @Beurre\_Blanc on Instagram and Twitter, and Beurre Blanc Fine Dining on Facebook. We would like our social media handles represented through tastefully placed icons near the bottom of the page. We would also like our email, [BeurreBlanc@gmail.com](mailto:BeurreBlanc@gmail.com), to be included for more ease of communication with our visitors. Of course, as we are a well established restaurant, we are filled to capacity on most nights. Because of this, we would like our guests to be able to reserve tables ahead of time, or even book events at our establishment. It is crucial to us to have this feature on our website. Ideally, it would also be useful to include a functioning map on the website, which could direct our visitors to our restaurant from their location; however, it is not completely necessary. Lastly, for more accessibility, we would like our visitors to be able to place orders through our website, using our to-go menu as available choices. To show our commitment to our accessible food options, we would like you to mention we have partnered with apps such as GrubHub, DoorDash, and UberEats.

    Regarding the menu component, have some details that we absolutely want incorporated into it. There should be a clear listing of the item being sold, the price of the item as well as a description of the product. These should match our menu exactly. We want people to view it as if they were at Beurre Blanc, so we were thinking of a pagination feature and a transitioning effect when customers “turn” a page. Fortunately, we are not the Cheesecake Factory (excellent food, but huge menu), our regular menu maxes out at 4 pages, these pages are as follows. Our name and logo appear on the first exterior page (like a title page). The first interior page is our appetizer, soups, and salads selections.  The next interior page contains our entrees. Finally, the last page is our dessert and house beverage selection (both non-alcoholic beverages and alcoholic drinks) This does not include our wine list, which is a separate menu. This list is presented as a double sided sheet of paper with only our logo at the header. The rotating seasonal specials are presented in a similar fashion to the wine list, this does not exceed a single side of a page. In total we are requesting 7 menu pages to be displayed to our customers, they must contain what was described in the preceding description. This is non-negotiable.

    The components we would love to have available for the menu, but are not necessary, include: the ability to alter the menu on our end (essentially access to edit the site content). However, we are not programmers, and would need to be able to simply select a menu item and change it as if it were a form we were filling out. In order to do this, we would require a password locked managerial account for that part of the site. We do not want our customers creating their own menus now. If this functionality is unavailable, we will request that the seasonal menu mentioned above be left out of the online menu, as there would be no point in having a menu that changes regularly posted. Our staff is already used to stating the soup and salad of the day, having that up on the site would be nice, however; if we are not able to edit that consistently, we would rather not have that there at all.

    We are, first and foremost, a dine-in establishment. That being said, we do not perform deliveries of our cuisine. Incidentally, we understand (especially since the 2020/ongoing pandemic) that allowing for more to-go options is instrumental towards the success of our business. Earlier, we mentioned utilizing delivery services, like DoorDash, as an ancillary component of the site. These icons are only there to demonstrate that we are partnered with these services, they do not link to any site. We would actually like that clearly delineated as: “In light of recent events, we have partnered with the following food delivery services” followed by the DoorDash, GrubHub and UberEats icons. Further, we would love the additional option for people to place orders through the site for pick-up if possible. The owner’s child is a CS major. They stated you would be able to most likely get the site set up for that functionality, and that we would need to talk to our POS (Point of Sale/Service)  provider about linking the actual functionality to their system. We would like it if, while designing the site, you include options to place orders for pick-up. We understand that it will not be functioning in terms of actually placing orders at the time of launch. This is why it is not an absolute requirement, we might have to solicit your business again to finish that up after working with our POS provider.

    Back tracking a little bit, we mentioned that the owner’s child is a CS major. They do not specialize in website design, but have some experience and knowledge in the department. We were provided a few recommendations about what to ensure that your team includes with this site’s design. Please note, the references provided make no sense to us. We were asked to specify that you code this using “HTML5, CSS3, Javascript/Jquery and Bootstrap” at a minimum. We were instructed to request that you use the latest stable releases. They also mentioned that using PHP for any backend work and MySQL would be sufficient. Honestly, if you have questions regarding any of these components, please ask our team sooner rather than later. We have to interface with “our” computer guy to get any viable answers and this may take time.

    Once again, we would like to thank you for working with us on our custom website. Once your team begins the designing process, we will be sure to send you all of the content mentioned above that we would like to be included in our website (pictures, menus, and anything else you might need). We hope this document of our requirements is sufficient enough for your team to start work on the website. If at any point in time you have any questions or concerns, do not hesitate to reach out to us.