Barry Calligan

Advanced Web Site Development

CGS2823

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**Module 1**

**Web Developer:** Barry Calligan

**Client:** Tex Robertson

This scenario is from the prospective of a barbeque restaurant business. Tex Robertson is the owner and founder of Tex’s Barbeque Joint and He has owned the restaurant for over 15 years. Mr. Robertson has the best barbeque meal from burgers, hotdogs, and ribs from all around the sunshine state and he would like to reach out to potential customers on the online web. By creating a new logo for his restaurant, he wants to attract new customers to his business so they would be able to have a good meal and a good time at his barbeque joint.

By researching his potential competitors, I generated a series of 20 questions to find out how he wanted his website to be visualized for his needs.

Question 1: Who is your target audience?

Answer 1: My target audiences are the people that enjoy barbeque meals and will want to have a fun time while they enjoy a good meal.

Question 2: How can their visit be successful?

Answer 2: Their visit can be successful with a new logo, a webpage that advertises on the web, and some music and an arcade.

Question 3: Do you have ideas of a domain name?

Answer 3: The domain name will be called texsBBQjoint.com

Question 4: What hosting service to use?

Answer 4: The web hosting service to be used for my companies’ webpage will be AccuWeb hosting.

Question 5: Do you have a vision of what you want it to look like?

Answer 5: With the logo and the company name on the left side of the header, the header with a background of a picture of baby back ribs on the grill, the navigation bar with four links, the display providing the details of the restaurant, and the copyright in the footer.

Question 6: Do you plan to change content frequently? Who will update it?

Answer 6: Yes I do plan to change the content frequently. Our web designer will be making frequent updates to our webage.

Question 7: Where will the photography and content come from?

Answer 7: I will hire a photographer to take the photos of the food that I cook and the content will be designed on Adobe Creative Suite

Question 8: What features do you want available to your customers?

Answer 8: The features that I want available to my customers are email, product sales, intranet level use, videos, and forms.

Question 9: When is the proposal due?

Answer 9: The proposal is due in about 3 months, around April 5.

Question 10: What do you want the site to accomplish?

Answer 10: I want the site to attract an even bigger customer base.

Question 11: Are there special considerations for your visitors?

Answer 11: The special considerations for my visitors are computer skills, age-level, income range, and disabilities.

Question 12: Any specific or repetitive tasks for your users?

Answer 12: Web design, customer service, training for waiters and waitresses, and safety and health training.

Question 13: Do you have a logo or marketing strategy? Will that be used in your pages?

Answer 13: The restaurant logo needs to be designed to look like a cow, a pig, and a chicken because the restaurant serves beef, pork, and poultry and yes the logo will be used in our pages.

Question 14: How do you envision your site achieving its goals?

Answer 14: I envision my site achieving its goals of attracting new customers, being entertaining, and generating more revenue for my restaurant.

Question 15: Do you have a color scheme or layout preference and explain?

Answer 15: Yes, The color scheme for the webpage is going to be red, orange, and yellow to represent the colors of a barbeque fire.

Question 16: Out of all your competitors online, which sites do you like and why?

Answer 16: I like the sites of Cody’s Roadhouse, Sonny’s BBQ, and Longhorn Steakhouse because on their web pages they display the photographs of their food and their menus are interactive and easy to use.

Question 17: Are you specifically promoting any products or services?

Answer 17: our products and services that the restaurant will be promoting will be the barbeque sauces, barbeque rubs and spices, catering service, customer service, and merchandising.

Question 18: What is your expected revenue from product sales?

Answer 18: The expected revenue from product sales is around $15-$25 per entrée, including merchandise.

Question 19: What competitors’ site do you dislike and why?

Answer 19: I dislike the Dunedin Smokehouse site because it doesn’t seem to be interesting and web pages are supposed to be interesting.

Question 20: What is your budget range?

Answer 20: The budget range is at about $500-$1000.

Research Resources URLs:

<https://www.sonnysbbq.com/>

<https://codysoriginalroadhouse.com/>

<https://www.longhornsteakhouse.com/home>

<https://www.thedunedinsmokehouse.com/>

<https://www.pcmag.com/picks/the-best-web-hosting-services>