

Strategy Plane

What's culturally appropriate?

Will be a wide range of users who going to access the website, they need to be prepare for all the types of users.

What content type would be relevant?

The website needs to be simple in order to keep an easy access to everyone.

Why is this so special?

For users being able to check the Menu, book a table and see pictures of their foods.

Why would a user want this?

They want to check the menu and being able to book a table, the restaurant it's always busy every day so being able to cut the queue and sit with our own reserved table is a must.

What make a good experience for the user?

Being able to access the restaurant, check the menu, book a table and also see their social medial channels.

What does the user expect?

- What is this?
Picture of their foods needs to be prominent.
- Is this what I expected to see?
Logo, food pictures, simple texts.
- Does it offer what I want?
Menu, About the restaurant, Book a table
- Does it valuable enough to stay?
Being able to book a table it will make them return every week.
- What actions can I take?
About the restaurant, menu, book a table, delivery
- How do I book a table?
By filling the form on their website.

Opportunity / Problem	Importance	Viability / Feasibility
Create an online presence	2	2
Increase the restaurant bookings	5	5
Food options	5	5
Showcase picture of their foods	4	5
Information about the owners	3	4
Connect on Social Media	3	3
Total:	32	24

Based on the above table I will concentrate on the below items.

- Increase the restaurant bookings
- Menu
- Pictures of their foods
- Information about the owner and awards