

Appendix A: The Haukai Restaurant Project Brief

Introduction

Haukai Restaurant invites bids to design and build its public website. This should be implemented as an interactive web application. This project brief contains all the necessary details for you to complete your three assignments.

About the organisation

Haukai Restaurant specialises in Māori kai and is based in the Bay of Islands. It was started by a couple who are keen on creating a business that would appeal to locals and tourists visiting the area. They are the only employees at present, but in the future, they hope to take on part-time staff. The restaurant is only open in the evenings at the moment, from Wednesday to Sunday inclusive.

The dinner menu features Māori and Pākehā kai options and drinks. See Appendix B for the current restaurant menu.

The owners also want customers to experience Te Ao Māori with the use of [karakia](#) for blessing food and other Māori culture elements in their new web application.

The owners would like an interactive web application to attract customers. After speaking with other businesses in the area, they believe that by having a web presence they could attract an additional 10 individual customers per day, many of whom will be tourists. On average each customer brings in \$50 of revenue after costs.

They also would like to replace their phone booking system with an online submission for bookings (not necessarily a full system but at least the option to receive bookings via the web). Currently, they waste one hour a day taking phone bookings. Their staff member who handles phone bookings receives the living wage of \$20.20 before tax.

Target audience

1. Local customers: The people in the local area who regularly come for a meal. Their main concerns are being aware of the opening hours and reserving a table. Some of their customers have regular bookings. Their customers, who are generally older, tell them they tend to use their computers at home to access the web.

2. Tourists: The town is near a Lord of the Rings site which attracts people driving through the town to the site. Some tourists stay locally. The owners would like to attract more of these customers.

They've observed that they mostly use the web on mobile devices when travelling and use search engines to find tourist sites and restaurants.
3. Staff: The welfare of the staff is very important to the owners. They know that staff would like to view their rosters without having to ring the owners ahead of time.
4. Owners: Both of the owners are avid users of the web and access it mostly on the move via mobile devices.
5. Tourist companies: The restaurant features on some local tourist company sites. They would like to be able to market it to their customers as a special New Zealand Aotearoa experience.

Website activities and objectives

The goals are to attract more customers and increase productivity for staff.

Possible features include:

- view the dinner and drinks menus online
- provide educational material about culture and kai
- audiovisual elements in the presentation
- be accessible for mobile devices
- provide information about bookings
- allow bookings to be submitted online
- allow purchase of gift vouchers online
- check if the restaurant is open or fully booked
- provide roster information for staff (in the future when more staff are hired)
- access details of traditional recipes
- find the location of the restaurant
- background information about the owners.

Competitor websites

Some good examples are:

- [Farmside Buffet](#) based in Rotorua
- [Whitebait Harbour Dining](#) based in Wellington.

Other requirements

The owners are aware that many customers wish to use iPads and Android phones to access the web site.

The owners have limited funds as they are a new business, so they prefer the cheaper development options.

The owners have been told that Squarespace or WIX are good options and would include those in the feasibility study.

The owners are interested in marketing options so that non-local visitors can find them.