Integration Project

Assignment-1

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Mandate Definition:

- **What the customer wants to be done?**
- The client wants us to make his website to display all the dishes he have at his restaurant. He wants his business to reach people in his area with the help of internet. At minimum, he wants his website to include the restaurant address, phone number, menu, and some photos of the food and dining area. The other thing the client wants is the design i.e., user interface of the website should be simple with a great user experience.

- **What are the clients expectations?**

  The client expects to have everything he told us about the look, feel and the content of the website made in a proper way. He want everything perfect expect that the website will help him to spread his business locally.

- **What are the constraints ?**
- The main limitation of this project is the budget. The client have a low budget for this project. However we will try to do everything in low budget but having all the needs of the clients to fulfill is a little difficult, so we have to talk about it with the client and sort things out. There is another constraints that is in out way is the photographs he want us to use on website. He hire a photographer for the shooting his restaurant and the food, but the photographers will take a lot of time to shoot and edit the pics.

- **For what reasons?**
  His restaurant was not so famous and he had little restaurant before. As he didn't had the website and was not so famous because of old looks of his shop. IN downtown it's a big competition so it was difficult to make more money without equipments and big competition

• **What are the primary and secondary goals at short, medium and long terms?**

Short term goal is to provide him some blueprints of website so that he can decide which suits him more

Medium goal is to after the blue prints managing all the content according to his needs and priorities according to dishes '

Long term is that to provide him finalized website which is ready to go

And grow his business

• In what market?

Client has a restaurant in food chain market. As we all know restaurants are known for making food quickly. So, website will help customers to decide more quickly and in very easy manner because of digital pictures of recipies. Nowadays, sharing became more easy as it just take one click to share any website to several people. This will increase our clients business all over the globe

• Targeted to what segment(s)?

Client want the website to be simple and bright, he wanted his customers can access the website easily and even if the customers are bit older so they can understand it very well

• What image does the customer want to present?

Customer wants to add all the pictures of his recipes with the name and description of the dish

Second , he want to put his timetable of his combos (special offers) on the home page of website to promote them more

• Within what period of time?

Timelimit for this is one month

• Within what budget limit?

Budget stays b/w 800-1000 $

• Does the client have content material

He provide us all the pictures of dishes as well as there name and description.

He also provided us all the description about his combos and special offers as he wants to attract more people so his main focus is on promotions '

• What involves the project in matter of work

(content creation or only design and production?)

Mainly it is design and production because he was provider of most of content

I did some work on content as well, and edit his provided content according to needs of website

Research :

• Short history of the client

Client is restaurant owner. He renovated his restaurant and wanted to expand his business.

His restaurant is located in downtown and really liked by his regular customers. I was one of his regular customer so he contacted me for website. As internet is fastest and best way to promote

• What is the actual image and business position of the client?

he is very nice and descent guy. He is a bit older but he is a tech savvy ,

he had an old shop in downtown which was not so famous. So he renovated it to new restaurant to expand his business. He has great links with people in his own filed.

He is ready to pay whatever he needs to expand his business

• What is the image and business position of the average and main competitors?

As his restaurant is in downtown. Every competitor is main. Mostly shops are renovated and attractive. All shops provide different offers everyday to attract more customers . So, it's a hard competition.

• What is the market like?

It's a downtown market. Market has every kind of shop. All kinds of restaurants.

People from different regions and country has restaurant in market. Competitions is very tough.

• Who are the potential customers?

It's a customer who can buy products from an organisations

• What image and benefits should the client present?

He can become very famous with the help of website as it is easy to share and their dishes are also great. He can created adds of his website and promote them, this way he can gain more popularity

• What should the customer offer (in the web site)?

He should offer discount on the prices and everyday he can create new offers and combos to attract people. He also can add feature to get promo code from where people can get discouts. All these steps will help him a lot