Patrick Ruckman Creative, LLC.

Phone: (708) 529-0281

**Business Name:** Tequila Mexican Restaurant ([www.tequilarestaurantburbank.com/](http://www.tequilarestaurantburbank.com/))

**Proposal Updates**

It has been a pleasure creating this website for Tequila. The website has been designed to the specifications of the client. We believe that our website accurately reaches the target audience. The website is intended to attract the 18 – 49 demographic living in the local area. The most important information that we want the user to see and interact with has been placed on the home page, while more specific information about the business can be found in the rest of the sitemap. Since the initial proposal, there have been a few creative changes that were made to the website that we believe have significantly improved the final product while still exceeding the client’s expectations.

**Design**

The colors of the page were chosen to correspond to the design of other marketing materials used by the restaurant, such as take-out menus and the store-front sign. The header and navigation bar of the website are primarily red and yellow to match the signs. The business sign is also used as the logo image embedded within the header. Any images used on the website are our own and were designed or adjusted specifically for Tequila.

The navigation bar follows the same color schema as the header image and storefront sign. In a mobile viewport, the navigation section will be accessed with a hamburger button which will reveal a drop-down menu of links to the other webpages. In a tablet and desktop viewport, the navigation links will appear in a line below the header. We feel that this free navigation style is appropriate and effective for the information we need to display to the user.

The background of the page is a shade of beige, resembling the color of a flour tortilla. The footer of the page is a dark brown which is found within the hero image on the page. We felt this worked perfectly with the color schema of the whole website.

We have included a small video slideshow to use as a commercial at the top of the “about us” page. This slideshow has some of the business’s branding and some photos of the owners at work. We felt that placing a few pictures of the owners on the page would allow customers to feel a more personal connection to a local, family-owned restaurant. Furthermore, some of the intangible aspects of the restaurant are highlighted in the commercial, such as low prices, big portions, and being open late.

Users who navigate to this website will be met with the most important information right on the homepage. The business hero image with social media buttons is placed in the main section of the webpage for tablet and desktop users. A link to the business phone number and a map have also been included on the homepage for all users. We want the user to have many options to get to the place on the webpage they need to go to. For Tequila, this means links to order online, order by phone, or connect with social media. We have placed a number of links around the website to create more opportunities for users to reach the destinations we want them to go.

Listed below is a list of various html tags and css stylings that were used through the website

* Home
  + <img> tags are used for the hero image and the two social media buttons on top of the hero image
  + <nav> tags are used for the mobile viewport navigation bar
  + <nav> tags are used in combination with <ul> and <li> tags to create the navigation section for the tablet and desktop viewports
  + <div> tags are used for the boxes within the main section which contain the business hours, the phone number link, and the map
  + <iframe> tag is used to the embedded Google map
  + <a> tags combined with <img> tags are used in the footer for the business’s social media pages
* About Us
  + Video tag is used to embed the commercial video.
  + <iframe> tag is used to the embedded Google map. I intentionally placed the map here in addition to the homepage.
* Menu
  + <table> tags are used for each menu section.
  + <span> tags are used to style the “add-on” sections of the menu differently than the rest of the items in the tables.
    - The red color from the header is used for the font colors here.
  + <caption> tags are used to create the titles of the tables.
  + A CSS grid is used to create two columns within which the menu sections can sit and be resized.
    - Mobile viewports use one column, while tablet and desktop viewports use two columns.
* Gallery
  + <div> tags are used to create a flex container to hold the images within the gallery. A flex container was used so the images would not be resized as different viewports are being used to access the webpage.
  + <figure> tags are used to place images on the page.
  + <figcaption> tags are used to identify the contents of each picture. The colors here are taken from the picture of the Mexican flag used on the U.S. State Department’s website.
* Catering
  + <form> element is used to contain the entire catering order form and its elements.
  + <fieldset> is used create a partitioned box within the form.
  + <legend> is used to add a name to the <fieldset> element.
  + <label> is used to create each of input field names that sit above the input boxes
  + <input> is used to create blank boxes to allow for text or numerical input, and is used to create the radio buttons which sit below the input boxes. It is also used to create the submit button which sits underneath the form.
  + <textarea> is used to created the extended-length input box for special instructions at the bottom of the form.