

2. Restaurant Website

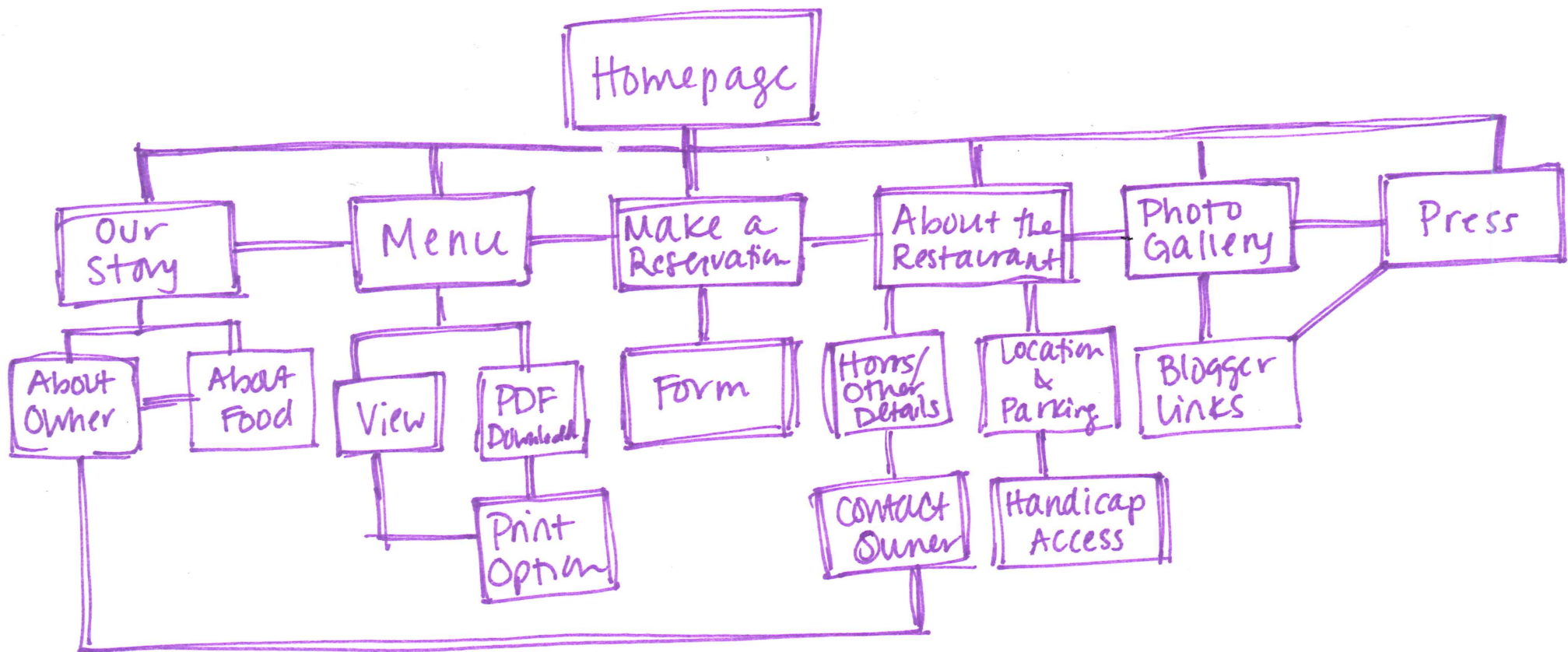
Person #1:

- *Name/Age:* Ralph, 75
- *Bio:* Married, looking for a place to take his wife for their 50th wedding anniversary with a traditional menu that is romantic but not too loud.
- *Computer Skills:* None
- *Goal:* To find a comfortable dining experience that is not too large, with wheelchair access for his wife.
- *How did they arrive at site:* AOL search for “nice restaurants for Anniversary”
- *How to help this person:* Easily readable menu (pop up PDF) with a “font size larger” option. Menu should include ingredients and images. Large pictures of restaurant dining experience. Detailed “about us” section with parking and entrance information.

Person #2:

- *Name/Age:* Rachel, 42
- *Bio:* Restaurant Critic and food blogger interested in a classic menu with a twist and a luxurious dining experience.
- *Computer Skills:* Advanced
- *Goal:* To write about a dining experience that hopefully is not too dark inside so that she can take photos. Also needs to access social media channels to live tweet, post to Facebook, Pinterest, and Instagram and then link the site to her blog. Also needs to find a restaurant ASAP as she is under a deadline.
- *How did they arrive at site:* Going through the Zagat top rated list.
- *How to help this person:* Show a beautiful dining experience, interesting menu with food descriptions, link to all social channels. A “featured on” section would be ideal to link back to her blog. Option to download images would be great so that she can get beautiful shots for her blog. Add online reservations to make it easier because she has a short time frame.

Website #2: Restaurant - Sitemap



Website #2: Restaurant - Wireframe

Homepage:

