

Mexican Restaurant

1. Introduction

A brief introduction to your website idea. State the goals of the project.

I plan to design a website for a fictional mexican restaurant. The site would give the restaurant an online presence that would allow it advertise its menu, display contact information for curbside pickup, and to allow people to reserve tables for large parties.

The values / benefits (tangible and intangible) this application can bring to a company/organization/end user.

Having an online presence will give the restaurant an additional front to reach out and attract customers.

2. Expected List of Features

A brief list of features that you expect your website to support.

This site will provide a front for potential customers to find contact information (address, phone number, social media, etc) along with restaurant hours. It will prominently display a menu, with each dish having a brief description. There will also be a page for customers to reserve a table in advance.

Brief justifications for including these features.

Providing multiple ways to contact the restaurant make it much easier to find and potentially order from. Menus with descriptions allow the customer to decide if this restaurant has the kind of dishes they are looking for. The ability to reserve tables allow the restaurant to better plan staffing and make for a smoother experience for both customer and host.

3. Market Survey

Do a survey of the web to find about five websites similar to yours.

- <https://comocarritos.com/> The site looks crisp and clean at a glance. The spacing at the top between restaurant logo, the order online button, and the menu looks uneven and feels off however. I like that the social media menu follows you as you scroll.
- <https://ltmexicana.com/> The layout of everything comes off as cramped. It appears that the site owner wanted all of the information except the menu immediately available on one page. The color of the text against the background is slightly hard to read. The inline Facebook feed at the bottom is a nice touch, but feels out of place in comparison to the rest of the site.
- <http://www.josejalapenos.com/> The side navigation bar is not something that you see very often in modern web pages. I was surprised to find that the nav bar goes vertical at small size and lower screens. The red and green text at the top is somewhat difficult to read against the background image.
- <https://www.lasmargaritascolumbia.com/> I like the use of a carousel to provide links in addition to the nav bar at the top. I really like that the contact us page integrates google maps to make it that much easier to get directions to its location. Putting the menus on downloadable pdfs, on the other hand, is not very user friendly for those browsing via mobile.
- <https://www.riograndemexicanrestaurant.net/> This site had a very flat look to it that feels like it was designed about 15 years ago. I was surprised to find that it was in fact responsive and was easy enough to browse through multiple screen sizes.

Briefly compare/contrast the features of these websites with your idea.

All five sites listed had a core set of features (contact information, menu, online or curbside ordering) that I'd like to include into my own site. Each site had a distinctly different design and I will likely take bits of inspiration from them all. I particularly liked the use of parallax scrolling in the first site and the integration of googlemaps in the 4th one and plan to learn a way to implement both.