**One’s & Zero’s Restaurant**

MISSION

The mission of our website is to provide current and potential restaurant patrons a clear and helpful experience to inform and assist them in experiencing what we have to offer. Our restaurant serves delicious American style food which we want to showcase on our website. Customers will be able to submit orders online and pick up in store. We will provide a menu accompanied by pictures of our dishes. Visitors will be able to find our restaurant address and contact information such as phone number and email address to assist them in locating and traveling to our location. Guests will also be able to make reservations by providing dates, times, and party size. There will also be a part of the website to list open positions for work and how to apply.

TARGET AUDIENCE

**College Students**

Capitol Hill is home to Seattle University and Seattle Central College as well as several smaller university campuses throughout seattle. The University of Washington is also located a short distance north of Capitol Hill. Part of our mission is to be an attractive destination for the diverse student population that resides not only on Capitol Hill but within all of Seattle and the surrounding suburbs. Being located in close proximity to SU and Seattle Central does mean that students from these schools will be among the majority of students who are aware of our location initially and would have reason to visit our website and restaurant. Providing an energetic and modern establishment that incorporates the diversity, technology, social acceptance and culture of Capitol Hill and Seattle, that we know is important to our local students, is essential to our mission.

**Families / Residents**

Our target audience is young adults and young professionals, but these demographics often associate with both younger and older potential customers. Examples might be students going out to eat with their parents or grandparents and new parents with their young children. Our restaurant will need to be able to cater to these age groups. More importantly our website will need to be navigable by a variety of users, even if it is not directly catered to them. Something that comes to mind is having our location be easily accessible on our website so that our less tech savvy visitors will be able to easily meet our more regular customers.

**City Tourists**

Seattle is a popular tourist destination in the Pacific Northwest and generally a more technology oriented city. Our restaurant would be a good site to showcase a part of Seattle that focuses on technology and computer science while also being host to good American food in a central tourist location. While downtown is a more traditional tourist attraction, Capitol Hill highlights the strong diversity of Seattle and with support of surrounding young adults starting their careers and studying in local colleges, our restaurant will bring an energetic and exciting vibe to visitors.