

# Maple Grove Diner



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## **Purpose of the Site**

The Maple Grove Diner website is designed with potential customers in mind. It will contain the information that a user would want to know prior to going to a diner. The menu tab will provide a list of items to order, their prices, and a brief description of them. The about tab explains the history of the Maple Grove Diner. The locations tab has a map with points of all of the diner locations in the Rochester area, along with listing the official addresses. The contacts tab lists phone numbers, hours of operation, and emails addresses. The join tab offers information on employment, including a link to an application, along with information about membership and special events.

## **Audience of the Site**

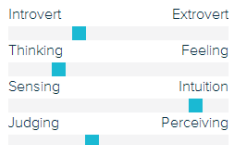
The intended audience of the site is adults, age 18 and older. It is for natives and visitors to the Rochester area. While the pages will have a visual and colorful flair to them, children are not the audience in focus. Once an adult has a look at the site, the restaurant itself is welcome to children but not necessarily the site itself. The site will serve those who are interested in visiting a local restaurant chain, outside of the typical chains and want something new. Most likely they would view the website to get a feel for the type of restaurant it is. The site is intended to evoke the aesthetic of maple trees due to the basis of the restaurant, and hopefully that will entice users to visit. Users may find out about our site via Yelp, Grubhub, or searching for local restaurants on Google. They will come to the site largely to find locations and to see the menu and hours. With a family-friendly goal in mind, we intend to appeal to parents and family groups.



"I want to get a feel for each area I travel to, and dining out is a good way to do so."

**Age:** 28  
**Work:** Teacher  
**Family:** In a relationship  
**Location:** Syracuse, NY  
**Character:** The Learner

## Personality



Traveler Experimental Cultured

## Goals

- Find a local, unique Rochester restaurant online
- Have a nice dinner to end the special date
- Learn about the background and history of the restaurant, and its relevance to Rochester

## Frustrations

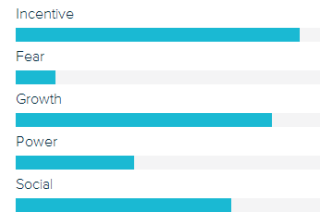
- Websites that fail to list addresses to locations, especially when visiting a new area
- Generic restaurant websites that fail to stick out compared to others

## Bio

For the one year anniversary with his girlfriend, Dave decided to take her on a day trip to Rochester, NY to celebrate. They want to eat at a local business that can't be found other than the Rochester area, especially one with a unique theme.

Prior to their dinner date, Dave searches for restaurants on Google. With so many different options, Dave hopes that the website of one of the restaurants will make him choose to visit.

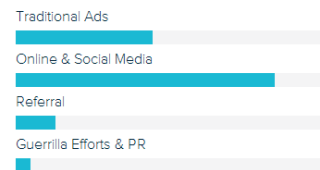
## Motivation



## Brands & Influencers



## Preferred Channels





Caring

Hard-working

Busy

## Goals

- Find a restaurant to have dinner with her family
- Has the option to order online
- Has locations near her home and near her work

## Frustrations

- Menus that do not list allergens in their ingredients
- Websites that have a long checkout process online

## Bio

Megan is a busy woman who has irregular hours as a nurse and spends time taking care of her two children as well. Given this, she is interested in finding a restaurant where her family can sit down, eat, and talk. However her children have some allergies, so she always wants to check the menus before she goes to eat with them.

Additionally after long shifts at work or on her lunch break, Megan would like to order online at a restaurant and then pick it up. She feels that this process is good for a quick bite.

"With my busy schedule, I would love to carve out time to take my kids out eat and to enjoy ourselves."

Age: 36

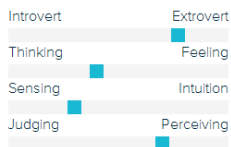
Work: Registered Nurse

Family: Married, two children

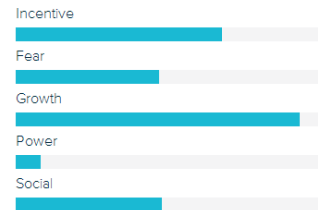
Location: Brighton, NY

Character: Type

## Personality



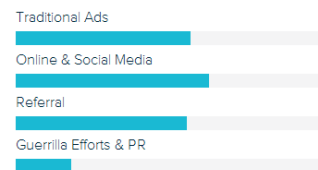
## Motivation



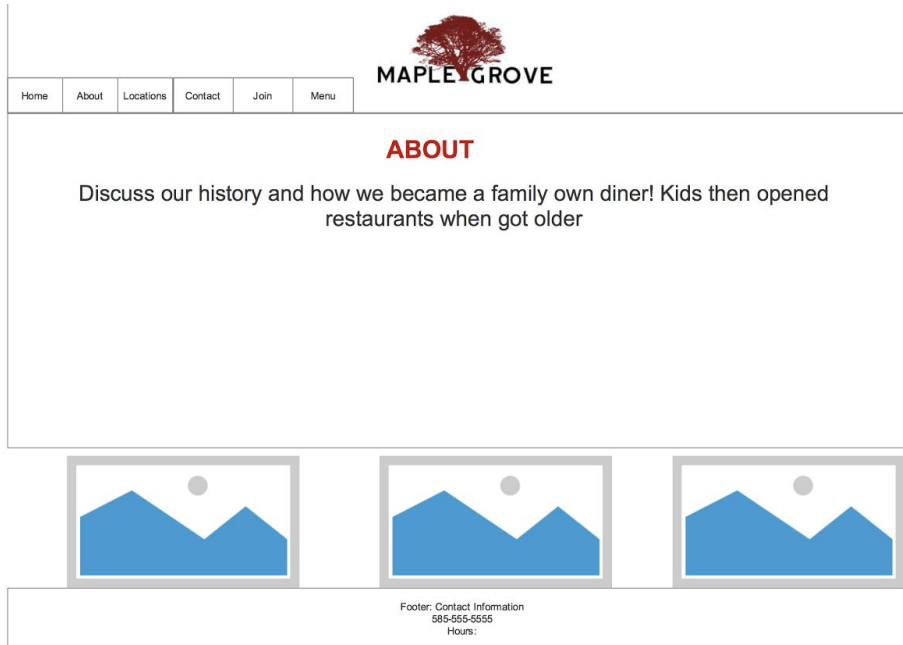
## Brands & Influencers



## Preferred Channels

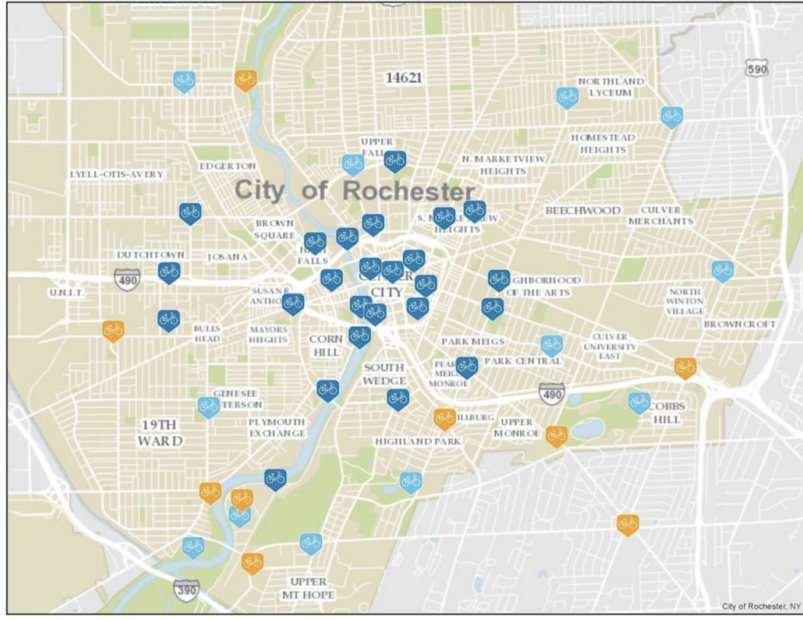


## Preliminary Mockup



## LOCATIONS

Throughout Rochester we have over 10 locations!



Locations:

3690 East Ave Rochester Ny

1240 Local Street Rochester NY



## **Information Architecture**

The Maple Grove Diner website will be a service site. The site will have six pages. When a user is on one page, he will easily be able to access the other five pages of the site via the navigation bar near the top of each page. This is true of all six pages, and the navigation bar remains constant in terms of appearance on all six pages. Sequentially the site is nonlinear and has a web hierarchy. The Maple Grove logo in the top-center of each page will serve as a home link. Each page will have a footer as well, which will include icons that serve as links to the diner's social media pages.

## Usability Testing

### Questions Asked:

1. Can you find the hours?
2. Can you find what day are dedicated to maple?
3. Any mistakes?
4. What year was this company made?
5. could you tell me the price for a cup of coffee?
6. Overall opinion? Any suggestions?

### Answers:

#### **Magy-**

1. Yes it was easy to find
2. Yes i can, I like how there's a lot going on
3. The word coffee is spelled wrong
4. I don't remember the exact year, but it was on the about page
5. \$1.50
6. I liked the colors and the comfort feel. Text is too small on about page for the mobile view. But is really long and big on a computer.

#### **Lana-**

1. Yes, luckily enough I didn't have to go search through to find it
2. Yes, I would just add more color besides yellow font
3. Not that i noticed
4. Ummm I didn't read it
5. \$1.50
6. I would make the logo take you back to the homepage

#### **Adel-**

1. Yeah
2. Yeah
3. No
4. 1953
5. \$1.50
6. Make the font bigger (for the mobile version)

#### **Elise-**

1. Yes: 6:30-10 and I think 7-11:30
2. Yes mondays
3. Yes! I like that it's very filled
4. it was like 1950 something
5. \$1.50
6. The font is really big, but overall I like it a lot, and it's a pretty cheap place wish it was real. include the times on the footer or get rid of the footer it looks awkward

**John-**

1. Yeah, really early in the morning, 6:30 and 7:30 on the weekends
2. Yeah every Monday in December
3. Coupon is tiny on the computer
4. 1953
5. \$1.50
6. I would've made the background to the logo a different color or transparent, it looks weird just being white

## Competitive Audit

### Bill Gray's ([www.billgrays.com](http://www.billgrays.com))

Bill Gray's has 13 different restaurants and four tap room locations in the Rochester and Buffalo areas. Their slogan is "Home of the World's Greatest Cheeseburger." Bill Gray's targets families. On certain nights they have "Flyin' Bryan and Miss Understood" do a show for kids at the restaurants. Bill Gray started his first restaurant in Webster, NY in the 1930s. Since the chain dates back many decades in the Rochester area, the historic and regional aspects remain key components to the brand. For example, the current Bill Gray's restaurant on Hard Road in Webster features historic photos and maps of Webster framed on the walls. The chain sells burgers, chicken, garbage plates, fries, and other typical fried foods.

### Black Bear Diner ([www.blackbeardiner.com](http://www.blackbeardiner.com))

The Black Bear Diner's website has a modern look to it, with large images as the focal point on the home screen. The site gives off a rustic, natural feel, in a way similar to Longhorn Steakhouse. The site works very well visually. The images are crisp and clear, the color choices work well together, and there is ample white space. Diner websites tend to look old-fashioned but the Black Bear Diner site is very sleek and modern. Their "community" page offers some interesting information that makes them stand out. Their diners have bear statues and they have employees that wear black bear mascot outfits. The audience is also families, with people of all ages being featured in the images. They also have an online gift shop. Unlike Bill Gray's, Black Bear Diner serves breakfast.

## **Suggestions**

At this point the team has the fundamental nuts and bolts for the design of the website, now we need to focus our attention on making the final site visually striking and appealing. The highest priority will need to be making the user interface easy to perform functions. Since diners and their websites are open to all, this is integral.

## Appendix

### Person A

This person is elderly and has a decent amount of experience with computers, while not as much compared to most young people. She said that flashy visuals on websites don't matter to her, she wants the site to be easy to navigate through.

### Person B

This person is from Albany but comes to Rochester for college. He is interested in exploring what Rochester has to offer, including local restaurants. He looks up certain types of restaurants online to see what comes up for the Rochester area, and he likes to give local ones a try.

### Person C

This person is in her late 20s and has a boyfriend. On Friday nights they like to go out on dates at restaurants. They love to go somewhere different each time so they will typically search on Google Maps for restaurants closeby, and then view their website to see what they offer.