**XML & HTML Team Project Summary**

IPD 10 Team WAMO

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1. What is the type of the Web site?

A business/marketing site for an existing restaurant -- Cuisine Bangkok

2. What is the purpose of the site?

To promote a family-run restaurant.

3. What are the objectives of the site?

To assist the business in:

* Retaining existing clients
* Attracting new clients
* Strengthening the business's reputation
* Providing information about the business
* Accepting reservations

4. What do you want the Web site to accomplish? What results do you want to see?

The website will:

* allow visitors to quickly find and access information they are looking for.
* Present pertinent and up-to-date information about the business.
* Comply with language law.

We expect:

* Traffic to the site to increase
* Time spent on the site to increase
* The website to become the de facto source of information for this business

5. What information do you need?

* Menu
* Pictures of the venue
* Business hours
* Business address and phone
* Payment methods

6. What opportunity, problem, or issue is your site addressing?

A standalone website provides opportunities not otherwise available when using Facebook exclusively or by simply using restaurant listing sites:

* Have access to all tools to develop brand image, not just Facebook-branded or site-defined templates
* Include content that might otherwise be subject to restrictions in third-party sites (Contests, Wine List / Alcohol listings)
* Present own content without advertising that may detract visitors
* Present own content without links to potentially competing businesses
* Include content, reviews and ratings from a variety of social media sites
* Obtain detailed visitor information and statistics only available from standalone website
* Eliminate reliance on a single point of web presence not under the business's control

7. Who is the intended audience?

* Existing clients
* New potential clients
* Foodies (Food enthusiasts)
* General Public

8. List the working title of each page on your Web site.

1- Home | Accueil

2- About | À propos

3- Reserve | Réserver

4- Menu | Menu

5-Typicaly Thai | Typiquement Thai

9. List where you will obtain the content (facts, text, graphics, sounds, and video) for the

Web pages you listed above.

* Directly from the business owners
* From the existing Facebook page
* From internet searches