Semester Project Milestone 2

Trevor Jacob, The Fork and Arrow

Repo: <https://github.com/Trev004/TrevDGL203CSS-Project>

Website Goal: Create a website for The Fork and Arrow that mainly serves as their menu, online. Meaning that the main purpose is to hold images that list their menu, since you’d have to go to their Facebook or Instagram otherwise.

Target Personas: The target for this website is someone who is in their late teens, or early twenties, as said by one of the co-owners to myself. Kind of a more “trendy” user, meaning someone who is already familiar with social media and cafes/diners. This would mean they’d likely be fine with navigation as long as the navbar works fine.

Competitors/Inspiration:

* Whitespot (Competitor) <https://www.whitespot.ca/locations/campbell-river/>
* Shot in the Dark (Competitor) <https://www.zmenu.com/shot-in-the-dark-cafe-campbell-river-online-menu/>

Advantages of This site over competitors: This wouldn’t need to be as complicated as those sites. Those sites contain all chain locations and offerings (Whitespot) and this would (if this were a “real” site) be run by the owners themselves, meaning that the site would be their branding, not some site that hosts menus (zmenu).

How will I know if it’s a success? Pretty much if a user can navigate to the site, and then find their menu. One way this could be tracked (but not something that I could do) is record whether or not there’s an increase in customers at the restaurant. KPI’s in this case would either be total site visits, customer increases, and/or any revenue increase. In my case, I’d evaluate success based on whether or not the user could navigate to the menu page without needing guidance from others.

Comments from my sister (who designed their menu, so already has an interest in this project):

* “You can’t really find their site/social media online” (To me, this means SEO is important)
* “If I were trying to get to the menu, I wouldn’t care about the about us page” (I still feel this page is worth having, but maybe more attention would be put into the main page and menu page)
* “People need to know where it is too” (Inclusion of their location is important, not *just* the menu)