

COMP 126: Checkpoint 1 - Project Definition Brief
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Project Summary

For our COMP 126 final project, we plan on creating a website for an Asian cuisine. The purpose of the website is to provide useful information about the restaurant to its customers such as contact information, location, menus, and promotions.

Yao Buffet Sushi & Grill, located in Asheville, NC, is one of the largest restaurants in western North Carolina. Yao is a mixed Asian cuisine that encompasses Chinese, Thai, Japanese, Vietnamese, and Mongolian flavors. We chose to create a website for Yao because it is a family-run business operated by one of our group member's parents.

Project Goals

- Create a navigation sidebar containing the following elements: Home, Menu, Gallery, and Event Space. Within the Menu element, create a hoverable drop-down menu that allows users to choose from appetizers, soups, salads, sushi, etc. and display the menu for only that subcategory.
- There are over 50 photos in the gallery. We will need to use flexbox or grid properties to make these images reorganize themselves when the viewport size increases or decreases. In other words, we will aim for a flexible and responsive image gallery.
- Use media queries to make the website accessible from both desktop and mobile devices.
- Lastly, we want to create a website that is sleek and visually aesthetic.

Target Audience Profile/Messages to Convey

This website will be accessed by both local customers and tourists in the Asheville area. We expect that users will primarily use the website for two main reasons:

1. To access the online menu for placing to-go orders
2. To find a phone number or street address

Therefore, we need to make sure that these two things are easily accessible from the homepage.

The demographics of the target audience will most likely be adults, so we want a clean and sleek website. A majority of the customers are blue-collar workers or retired senior citizens. However, regular customers will probably not use the restaurant website often because they already know the menu and location.

The people who use the website will likely be tourists from out of town who are looking for a place to bring their family and friends. Therefore, we should include that Yao is a family-friendly restaurant and has private rooms that can accommodate large groups. Psychographically, these people are tourists who are traveling to the mountains, so we should incorporate a naturalistic or mountainous background graphic to reflect the atmosphere of Asheville. Obviously, since Yao is an Asian cuisine, we should also include oriental-style graphics.

Competition and Comparables

Here is Yao's current website: <http://www.yaobuffet.com/>. While this website looks nice overall, it can be improved with a hoverable drop-down menu like we discussed in our goals. We also like the idea of having a clickable Facebook icon that links to Yao's Facebook page.

We want a dropdown menu on the side instead of positioned horizontally, similar to this website: <http://asianagb.com/>. This restaurant is actually one of Yao's main competitors, and we could make our website stand out by making the menu more interactive. Also, one of the major flaws of this website is when users click on one of the navigation elements, the resulting page has a white background that covers the background image. Another major flaw is the inability to click the social icons because they are merely images without links.