The process behind building a website

1. Define
2. Plan
3. Sketch
4. Design and Build
5. Test and Optimize
6. Launch
7. Maintain and Update

1. Define **WHO** the website is for. Is it for your self? It’s for food lovers the customers mainly are ordered to-go.

Define **WHAT** the website is for. In other words, define business and user goals of your website project.

Business goal: Selling Hainanese chicken rice as their main staple of their menu and others including custom orders.

User goal: Finding reasonable price take out foods in the area for small party and medium party.

Define a **target audience**. Be really specific if possible and if it makes sense for your website.

Target audience: Majority is women, 30 to 60 years old middle class, non-Muslim because these are not halal foods.