Restrobar: Project Brief

Master of Science

Information Communications and Technology

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Introduction: An Overview of the Project

The need for a well-designed restaurant website has become increasingly important in today's competitive market, as it can provide a significant advantage in attracting new customers, increasing revenue, and enhancing customer experience. However, many restaurant websites are lacking in functionality, navigation, and up-to-date information, resulting in missed opportunities. To address this, our project aims to design and develop a user-friendly restaurant website that meets the needs of both the customers and the restaurant, providing easy access to menus, reservations, photos, reviews, and online ordering, ultimately leading to increased customer engagement and revenue.

The Objectives of the Project

Develop a website for a RestroBar restaurant that will showcase the restaurant's menu, location, and opening hours, and provide customers with the ability to make reservations, order food online, and learn more about the restaurant's history, vision, and team. Basically, the Project is to create a website that serves as a digital representation of the restaurant and provides potential customers with all the necessary information they need to make a decision about dining at the restaurant. This website should be designed to meet the needs of both the restaurant and its customers, with the goal of improving the restaurant's online presence and increasing its revenue.

Specific Objectives:

- The website should provide customers with an accurate representation of the restaurant, its cuisine, and its atmosphere. This can be achieved through a combination of high-quality images, engaging descriptions, and user-friendly design.

- The website should provide customers with all the information they need to make an informed decision about dining at the restaurant. This includes the menu, location, hours of operation, and contact information.

- To create a visually appealing, easy-to-use, and mobile-friendly website that accurately reflects the restaurant's ambiance, style, and cuisine through the use of high-quality images, compelling descriptions, and engaging visuals.

Target Audience

The target audience for the restaurant website includes local residents and business professionals looking for a fine dining experience or a casual meal with friends and family. Generally, the primary target audience for a restaurant website is food enthusiasts who are interested in exploring new dining experiences, trying out new cuisines, and discovering new restaurants in their area. Tourists or travelers and Influencers visiting the area may also be interested in checking out the restaurant's website to get a feel for the dining scene in the local area. The website should be designed to appeal to both existing and potential customers and should be easy to use and navigate.

Project Timeline

Week 1 and 2:

- **Define the requirements**: Identify the features, functionalities, and overall objectives of the website. This is done to make to ensure that the website meets everyone's needs. The outcome of this stage is a clear understanding of what is required from the website, which will help guide its design, development, and launch.

- **Choose the appropriate technology stack**: Decide on the programming language(s), frameworks, libraries, and tools used to build the website. Create a functional, stripped-down website version with the essential features and functionalities.

- **Creating a Webpage Basics:** Adding HTML allows you to add text, images, links, and other media to your web pages and provides the foundation for adding styling and interactivity using CSS and JavaScript.

Week 3:

- **Images/Multimedia Elements and Inclusion of CSS Styling:** Adding CSS can enhance the visual appeal and functionality of a web page by incorporating images and multimedia elements.

Week 4:

- **Adding Navigation and Developing Wireframes:** Create a visual representation of the website's structure and layout, including content placement, images, and navigation links, platforms like small screen, big screen.

Week 5:

- **Responsive Design Principles and Developing Prototypes:** Designing a responsive webpage adapts to different screen sizes. Prototyping identifies potential issues before the final version.

Week 6:

- **Using Media Queries to Control Web Page Layout and Peer Review Prototypes:** Media queries are used in web design to control the layout and styling of a webpage based on different screen sizes, resolutions, and device types. Peer review of prototypes is a critical phase in the design process, where other designers or stakeholders provide feedback on the design to ensure it meets the project goals and requirements.

Week 7:

- **JQuery UI and Using APIs:** jQuery UI and using APIs are common techniques used in web development to enhance user experience and provide dynamic and interactive content on websites and applications.

Week 8 to 10

- **Test and Iterate**: Conduct user testing to identify any bugs, usability issues, or areas for improvement, and make updates and improvements based on the feedback.
- **Launch and Maintenance**: Launch the website, monitor performance, and make further updates as needed.

Roles and Expectations for Each Stage of the Project Design and Development

Stage	Roles	Expectations
Requirements gathering and technology stack selection	Project Manager, Web Designer, Developer	Identify the features, functionalities, and objectives of the website. Choose the appropriate technology stack.
Creating webpage basics and adding multimedia elements	Web Designer, Developer	Create the basic structure of the webpage using HTML and add multimedia elements.
Adding navigation and developing wireframes	Web Designer, Developer	Develop a wireframe to visually represent the website's structure and layout, including content placement, images, and navigation links.
Responsive design principles and developing prototypes	Web Designer, Developer	Implement responsive design principles and create prototypes to test usability.
Using media queries and peer-review prototypes	Web Designer, Developer	Uses media queries to control webpage layout and conduct peer reviews of prototypes.

Using JQuery UI and APIs	Web Designer, Developer	Uses JQuery UI and APIs to enhance functionality and interactivity.
Test, iterate, launch, and maintain	Project Manager, Web Designer, Developer	Conduct user testing, make updates and improvements, launch the website, and regularly maintain and update it.

Conclusion

The website should have a modern and attractive design that reflects the restaurant's brand identity and values. A well-designed restaurant website can significantly impact a customer's decision to dine at the restaurant. Therefore, investing time and effort in creating a website that accurately reflects the restaurant's brand, ambiance, and quality of food and service is crucial (Andres, n.d.).

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