

Website Development Project Milestones

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Table of Contents

Design Layout:	1
Colour Scheme:	1
Appendix A: Milestone 1	21
Topic:	21
Reason:	21
Target Audience:	21
Content:	21
Functional Requirements:	22
Work Plan:	22
Success Criteria:	22

Table of Figures

Figure 1: Website Hierarchical Structure	2
Figure 2: Website Main Page.....	3
Figure 3: Menu Tab 1 Web Page	4
Figure 4: Menu Tab 2 Web Page	5
Figure 5: Menu Tab 3 Web Page	6
Figure 6: Menu Tab 4 Web Page	7
Figure 7: Menu Tab 5 Web Page	8
Figure 8: Menu Tab 6 Web Page	9
Figure 9: Menu Tab 7 Web Page	10
Figure 10: Online Ordering Login Web Page	11
Figure 11: Online Ordering Sing Up Web Page.....	12
Figure 12: Online Ordering Menu Web Page.....	13
Figure 13: Online Ordering Confirmation Web Page	14
Figure 14: Online Ordering Summary Web Page	15
Figure 15: Online Ordering Summary Print Layout	16
Figure 16: Contact Us Web Page	17
Figure 17: Customer Feedback Form	18
Figure 18: Careers Web Page.....	19
Figure 19: Site Map Web Page	20

Milestone 2: Site Map and Page Design

Design Layout:

Our group has agreed on and would like to propose the design the website as shown in the attached layouts. We chose to have our layouts using the fluid technique primarily because of our target audience. As per our previous proposal (Appendix A: Milestone 1), we are aiming to target between the ages of sixteen to late fifties. Because this spans over several generations, the layout will have to be flexible enough for all the different age groups. In general, the younger generation will have more activity through mobile devices rather than desktops and as age increases there is a proportional increase towards desktops rather than mobile devices. Therefore, by having a fluid layout it will allow the content to adjust depending on the size of the screen so it will be compatible for all ages.

The reason we chose this particular design is because of our theme of eye-catching simplicity. The Japanese restaurant industry in the lower mainland is highly saturated and there are many alternatives. By making the design as simple as possible yet descriptive, it will provide the restaurant with a tool in capturing new customers and improve the customers' overall experience with the restaurant. As you can see from our website hierarchical structure the map itself is not too deep. The overall design is quite self-intuitive as all related items will be grouped under a common heading and the navigation bar will be available at the top of the page for the customer. The layout of the content was design with the volume in mind. The content will be displayed on the web page between one to three columns, depending on how much information is available for the sections. This will not only aid the older generation in navigating through our website, but it will be fairly simple for the younger generation to quickly retrieve the information they require.

The eye-catching part of our theme was included with the intent to capture the viewer's attention and create curiosity towards the restaurant and its products. We incorporated this into our design by placing images at the key points of the web pages.

Colour Scheme:

Aside from the layouts, the colour scheme of the website was assembled with both the customer and the restaurant in mind. The colours that represent the restaurant are: green, brown, yellow and black. We are planning on having the background in green and text backgrounds as white. The text itself will be black and the pictures will be accentuated with a brown and yellow border.

Restaurant Site Map

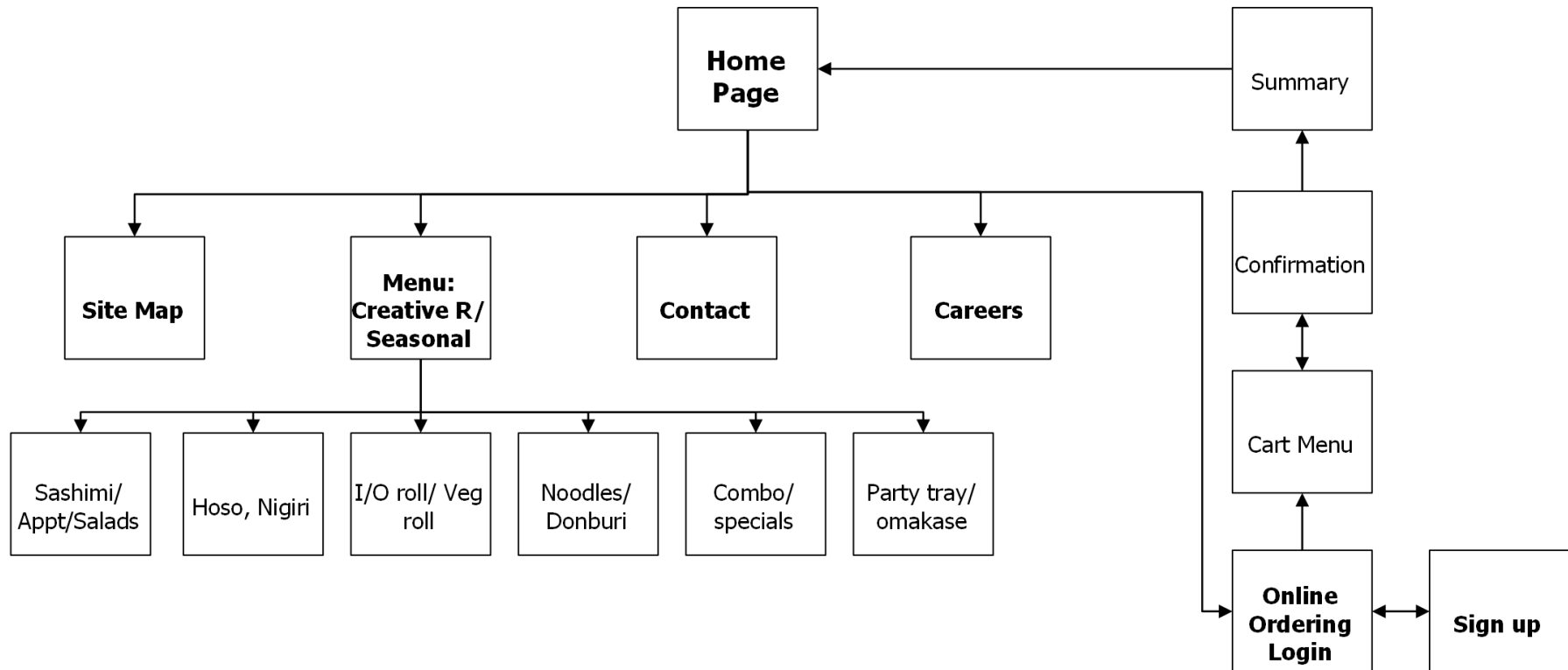


Figure 1: Website Hierarchical Structure

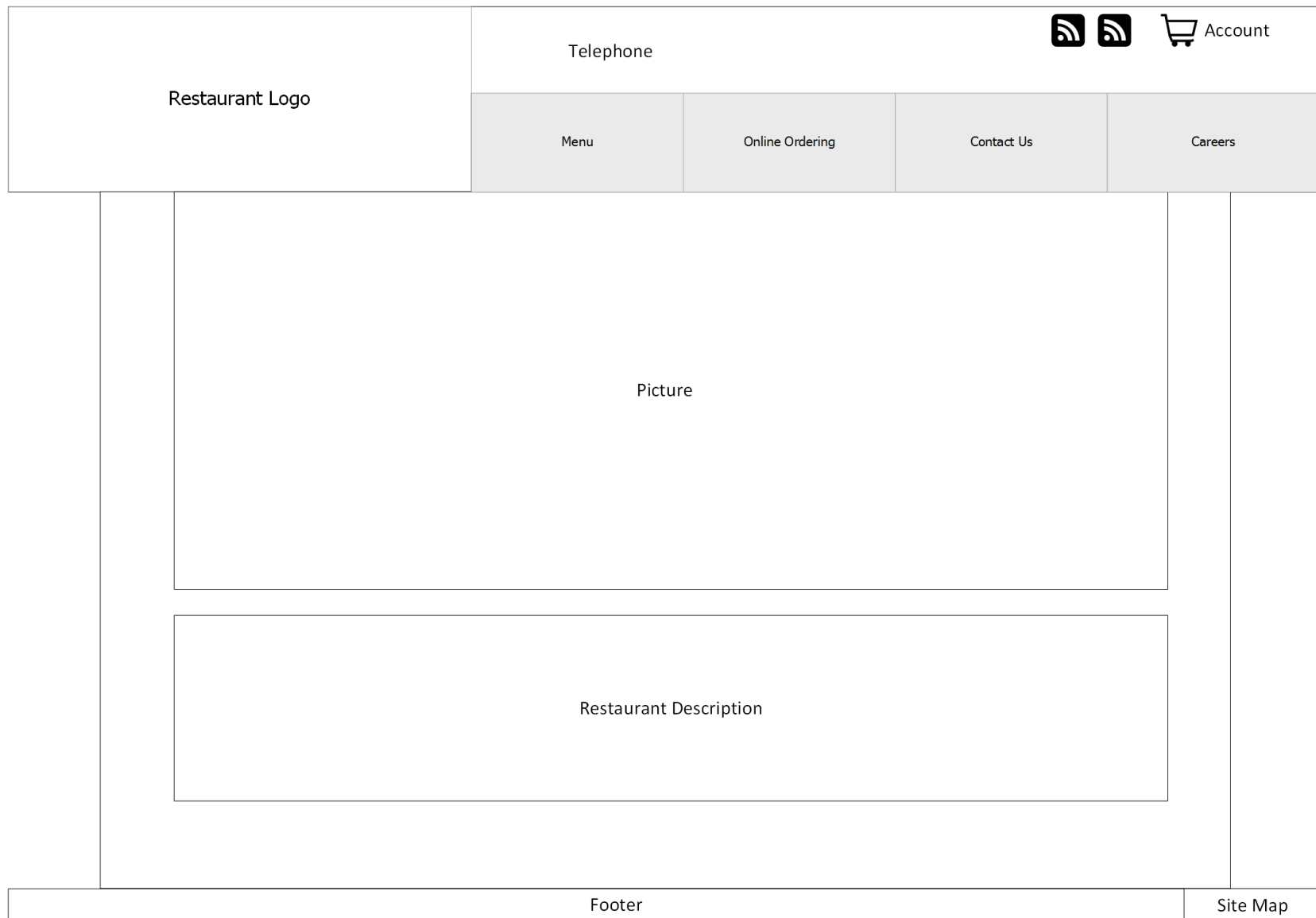


Figure 2: Website Main Page

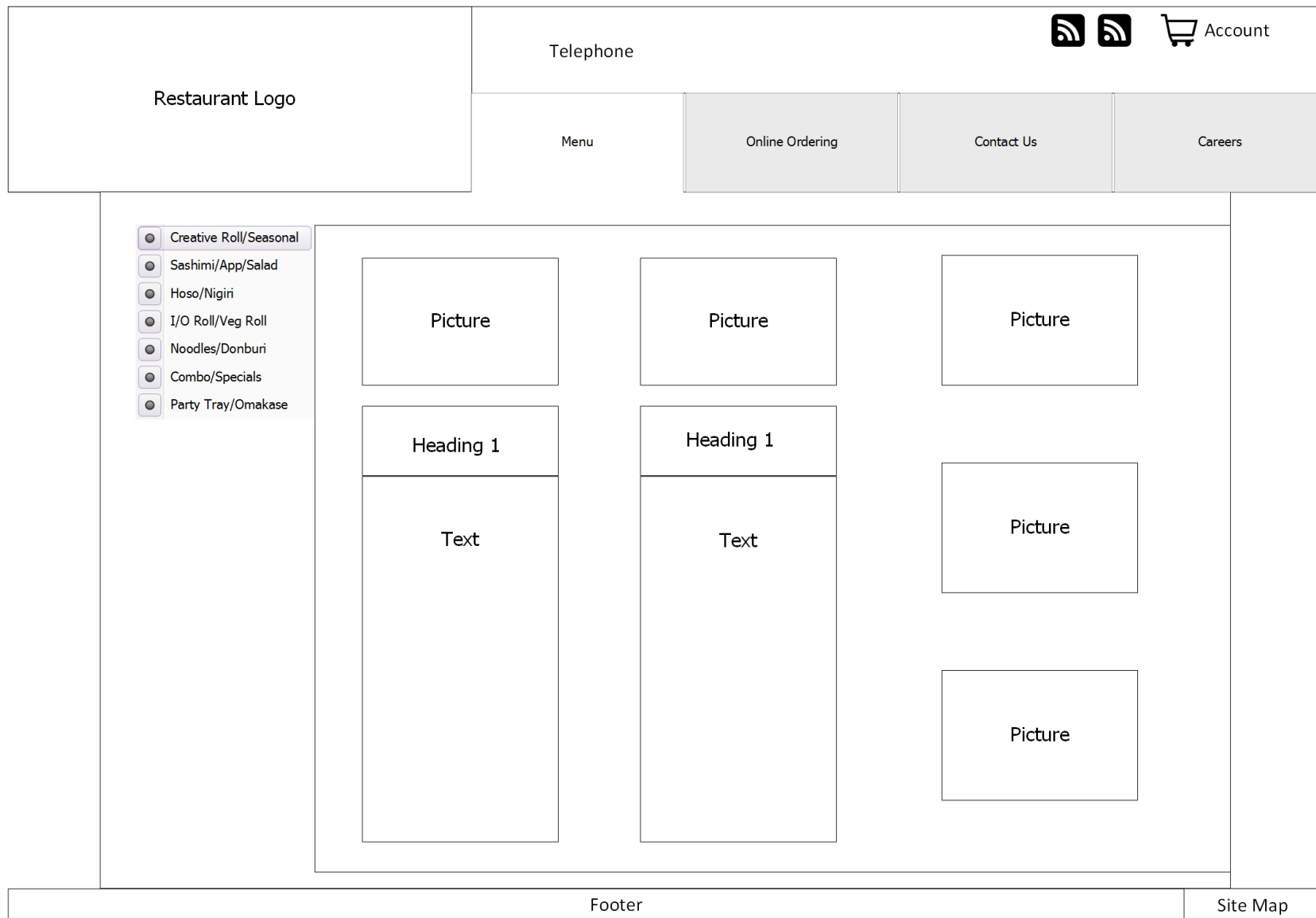


Figure 3: Menu Tab 1 Web Page

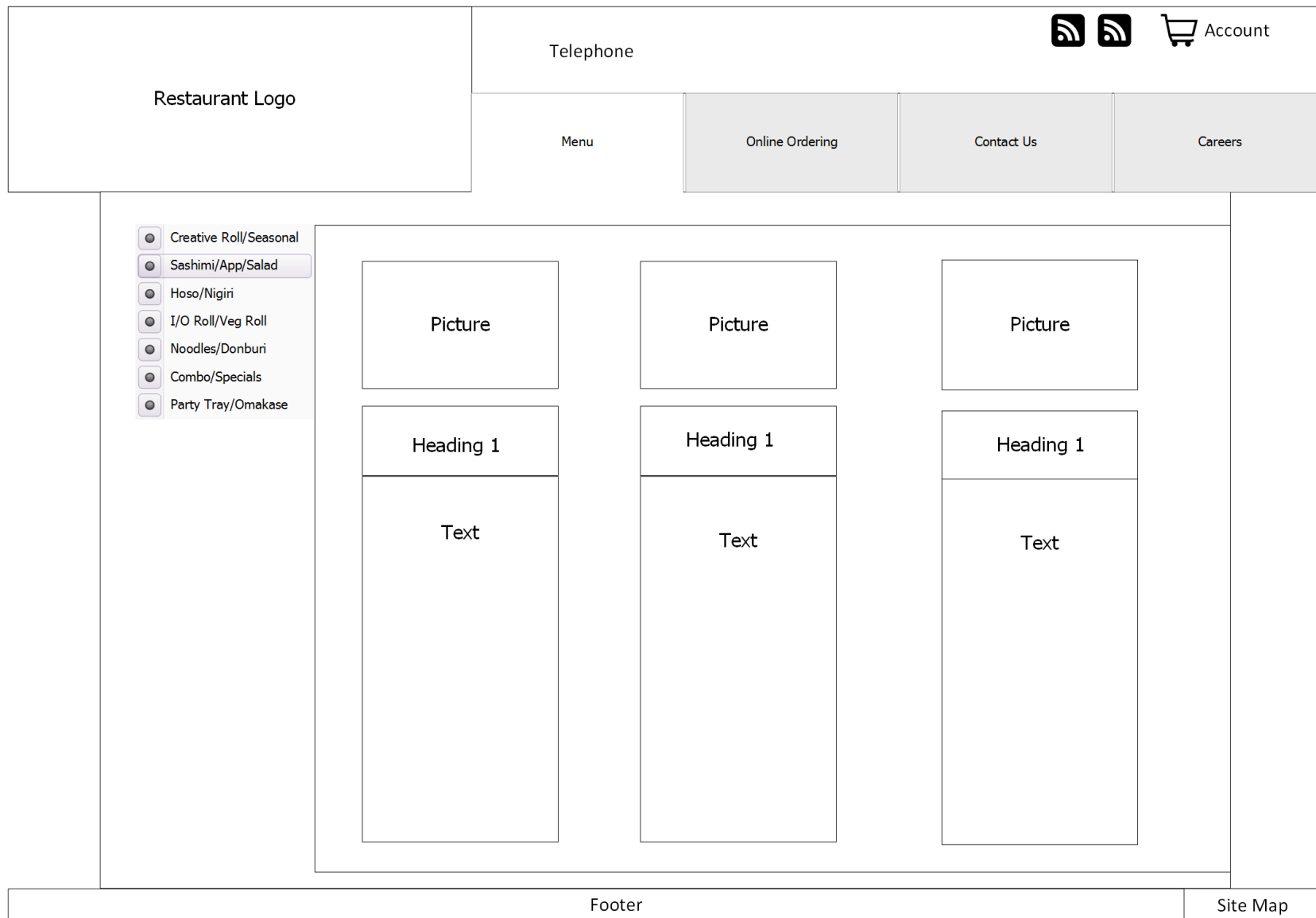


Figure 4: Menu Tab 2 Web Page

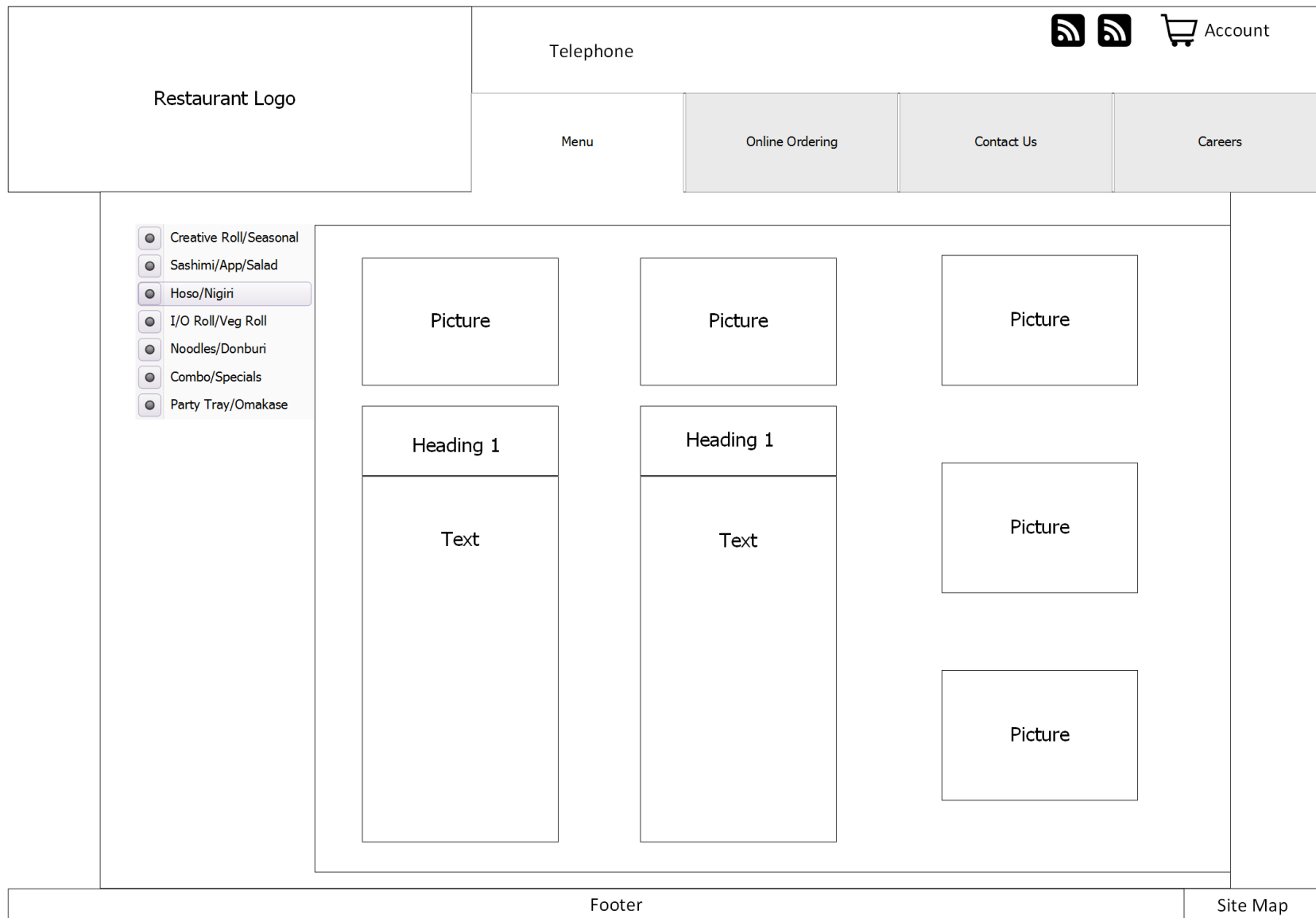


Figure 5: Menu Tab 3 Web Page

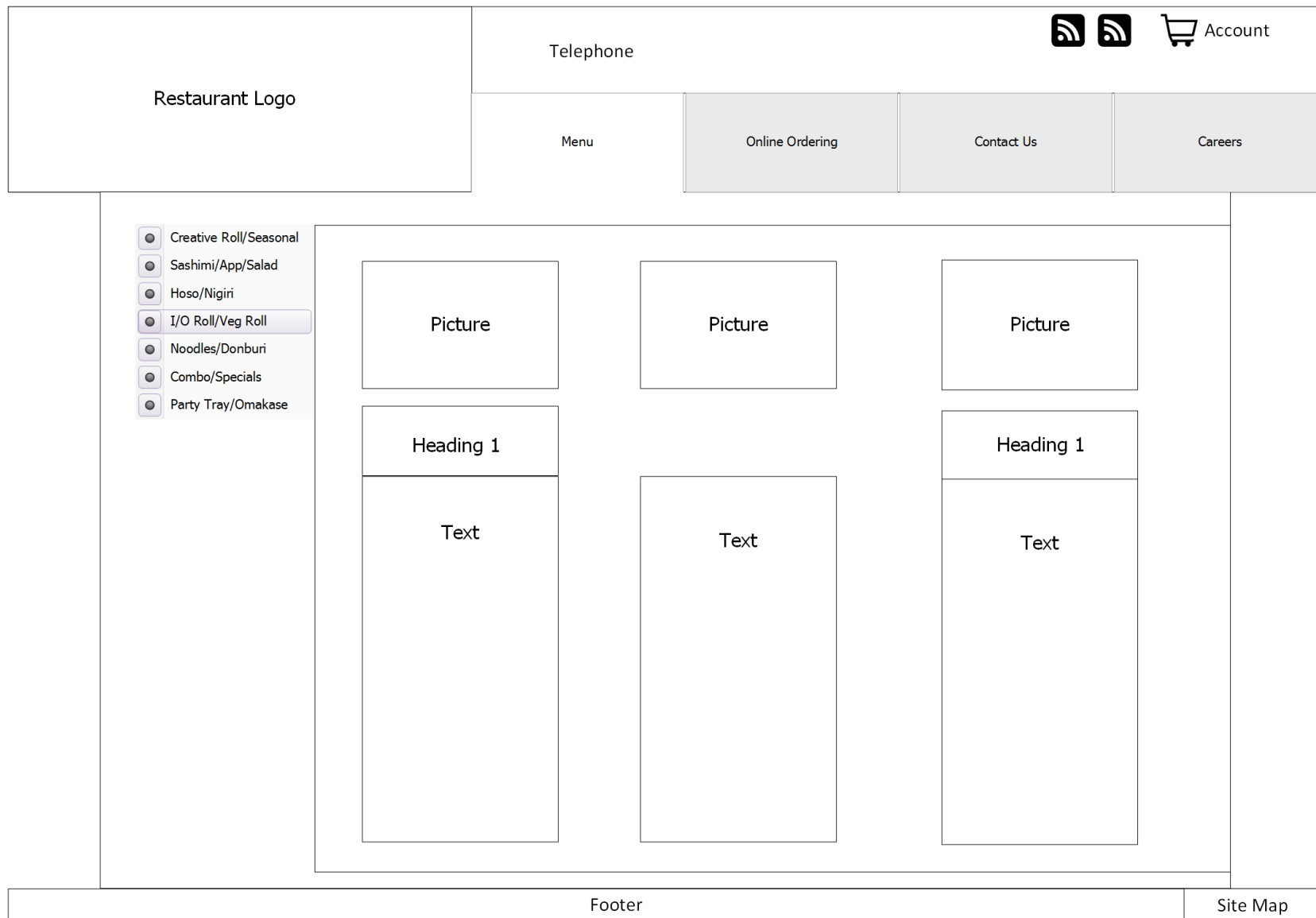


Figure 6: Menu Tab 4 Web Page

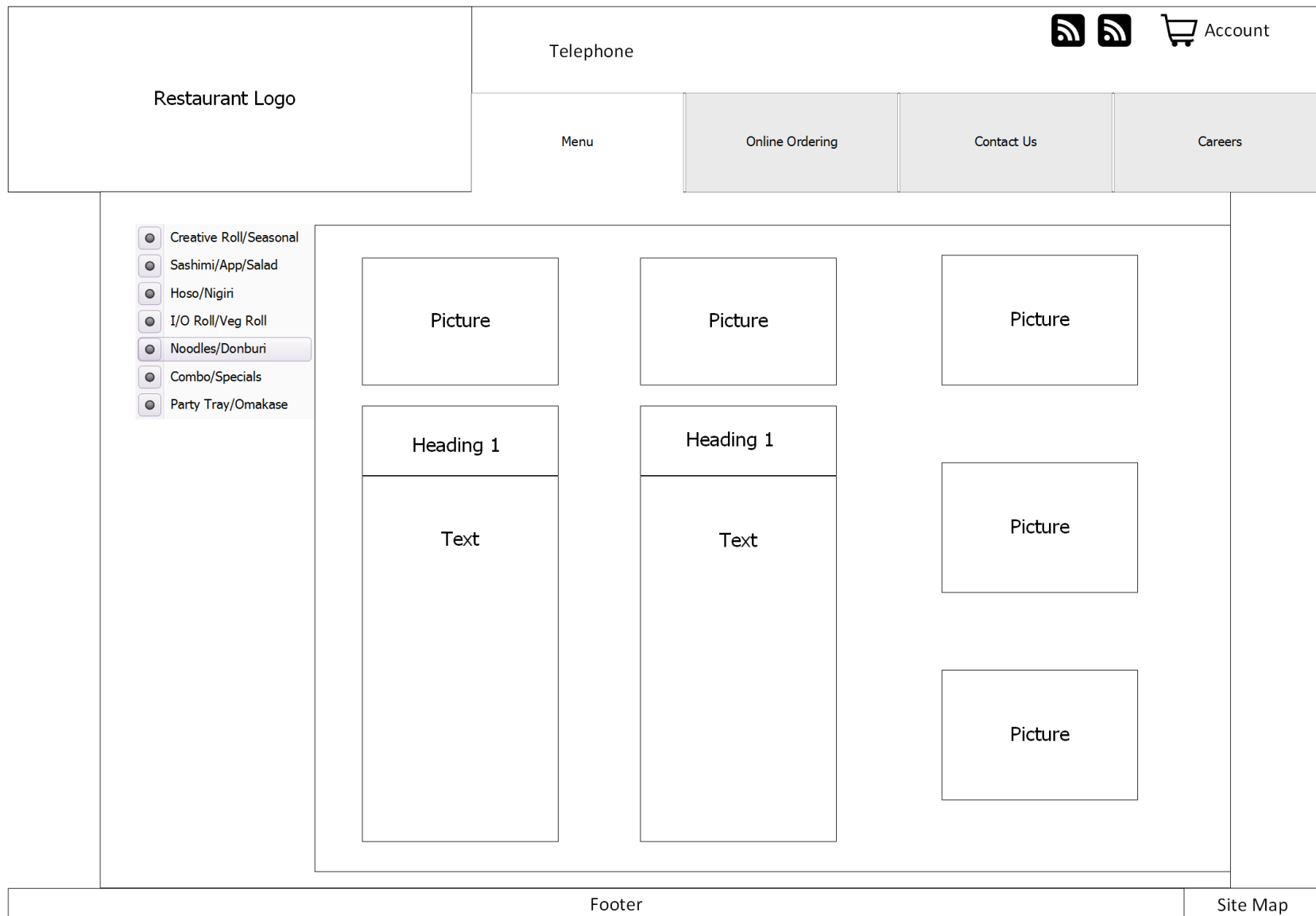


Figure 7: Menu Tab 5 Web Page

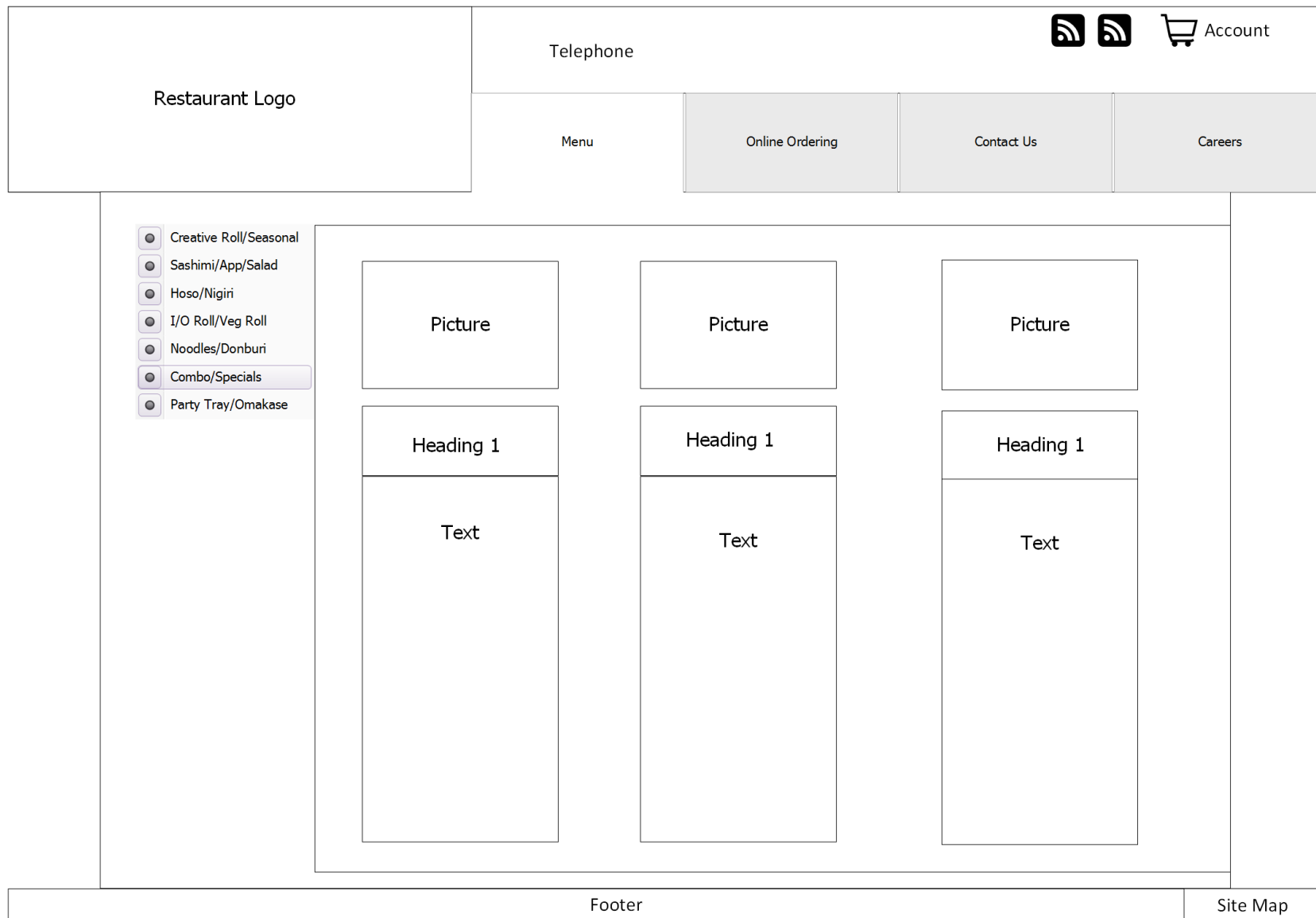


Figure 8: Menu Tab 6 Web Page

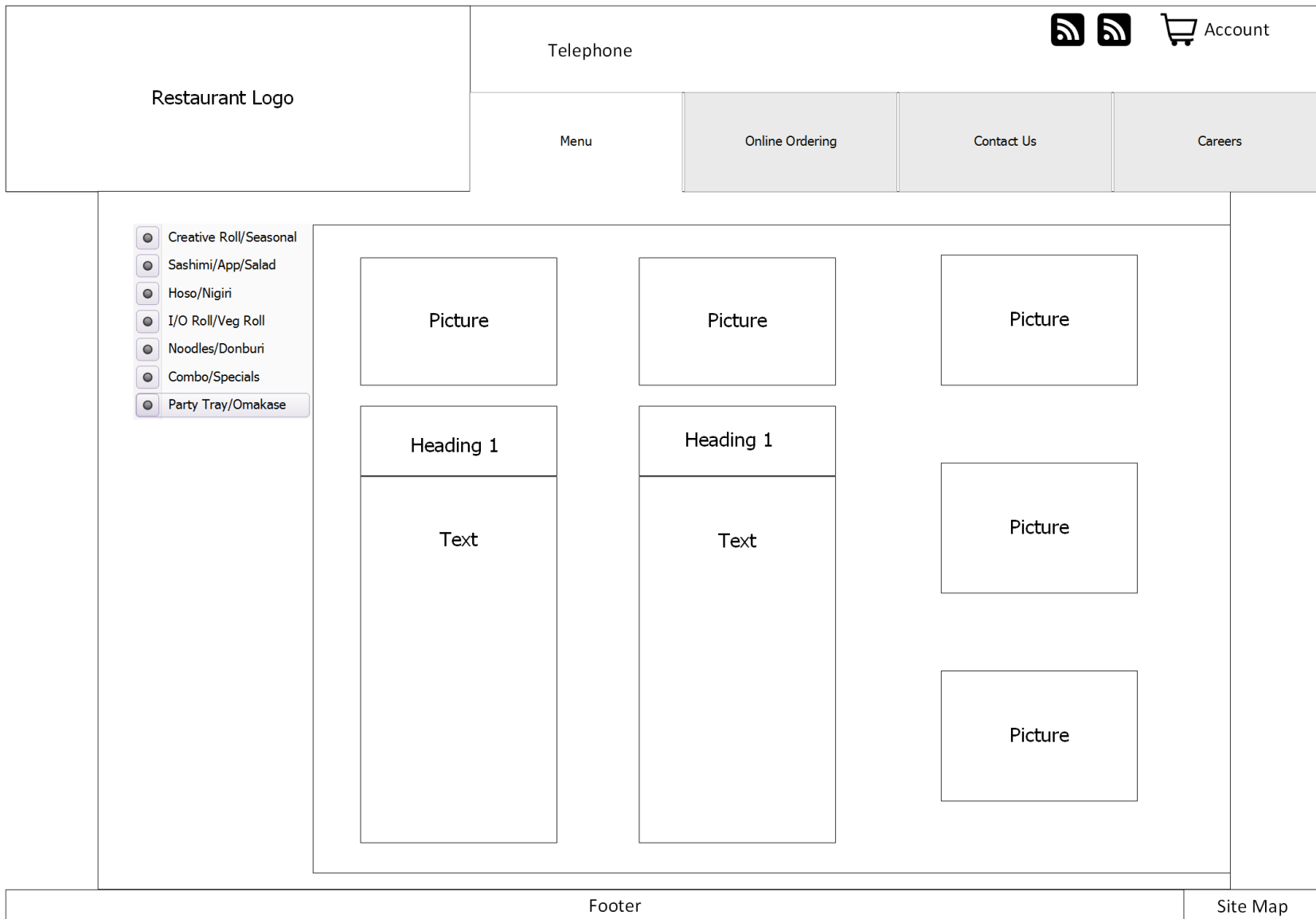





Figure 9: Menu Tab 7 Web Page

Restaurant Logo	Telephone	   Account	
	Menu	Online Ordering	Contact Us

Heading 1




Email Address:

Password:

Sign-up

Footer	Site Map
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Figure 10: Online Ordering Login Web Page

Restaurant Logo	Telephone	   Account	
	Menu	Online Ordering	Contact Us

Heading 1

First Name:

Last Name:

Phone number:

Email Address:

Password:




Verify Password:



Text

Submit

Footer

Figure 11: Online Ordering Sing Up Web Page

Restaurant Logo	Telephone						 Account
	Menu	Online Ordering	Contact Us	Careers			

Heading 1	Heading 1	Heading 1 (Order Summary)
Text	Text	Text
Heading 1	Heading 1	Pick Up Date: <input type="text"/> 
Text	Text	Pick Up Time: <input type="text"/> 
		<input type="button" value="Clear All"/> <input type="button" value="Next"/>

Footer		
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Figure 12: Online Ordering Menu Web Page



Figure 13: Online Ordering Confirmation Web Page

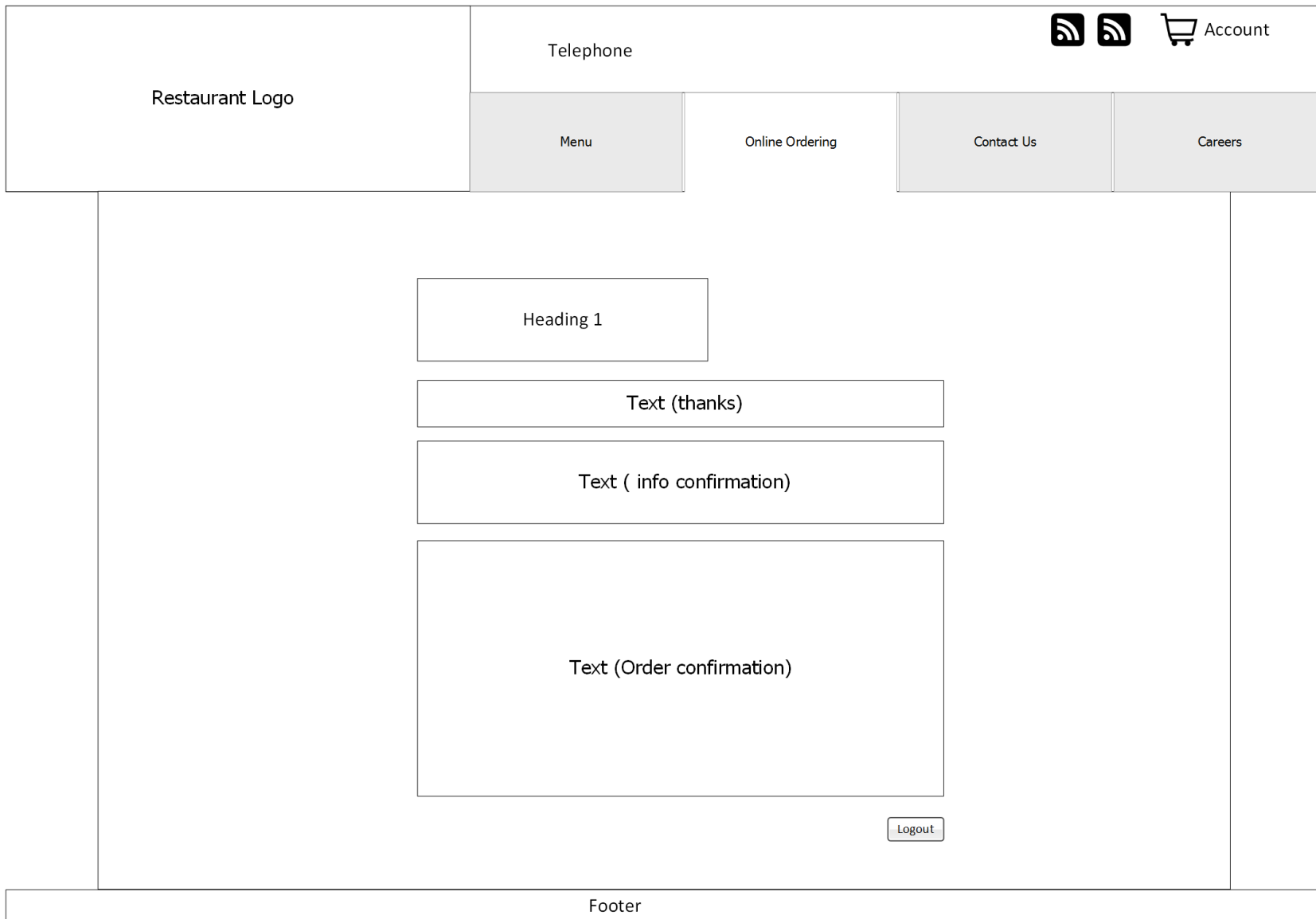


Figure 14: Online Ordering Summary Web Page

Restaurant Logo	Telephone			
	Menu	Online Ordering	Contact Us	Careers

Heading 1

Text (thanks)

Text (info confirmation)

Text (Order confirmation)

Footer

Figure 15: Online Ordering Summary Print Layout

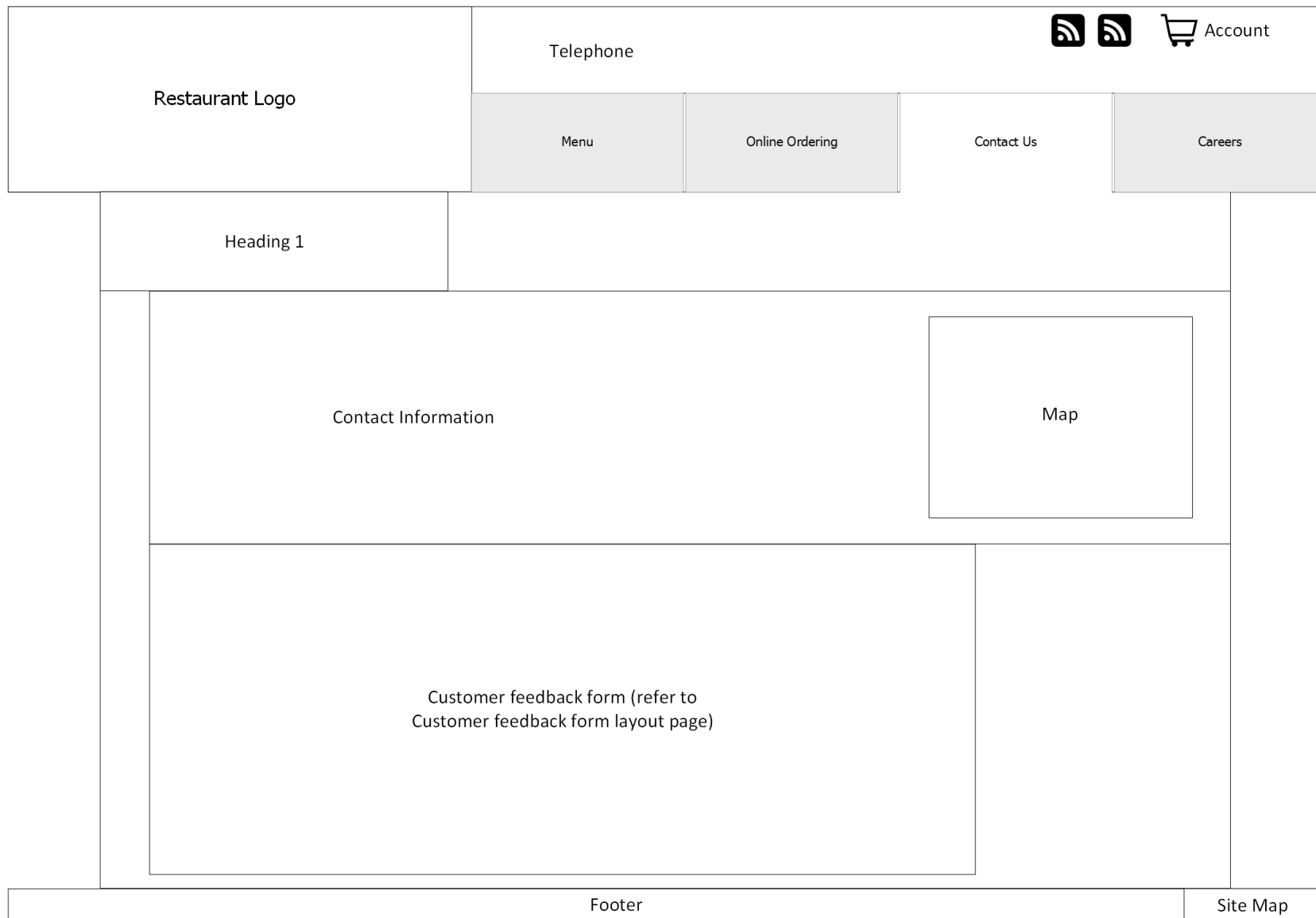


Figure 16: Contact Us Web Page

Customer Feedback/Suggestions

Text

Subject

Comment

Submit

Figure 17: Customer Feedback Form

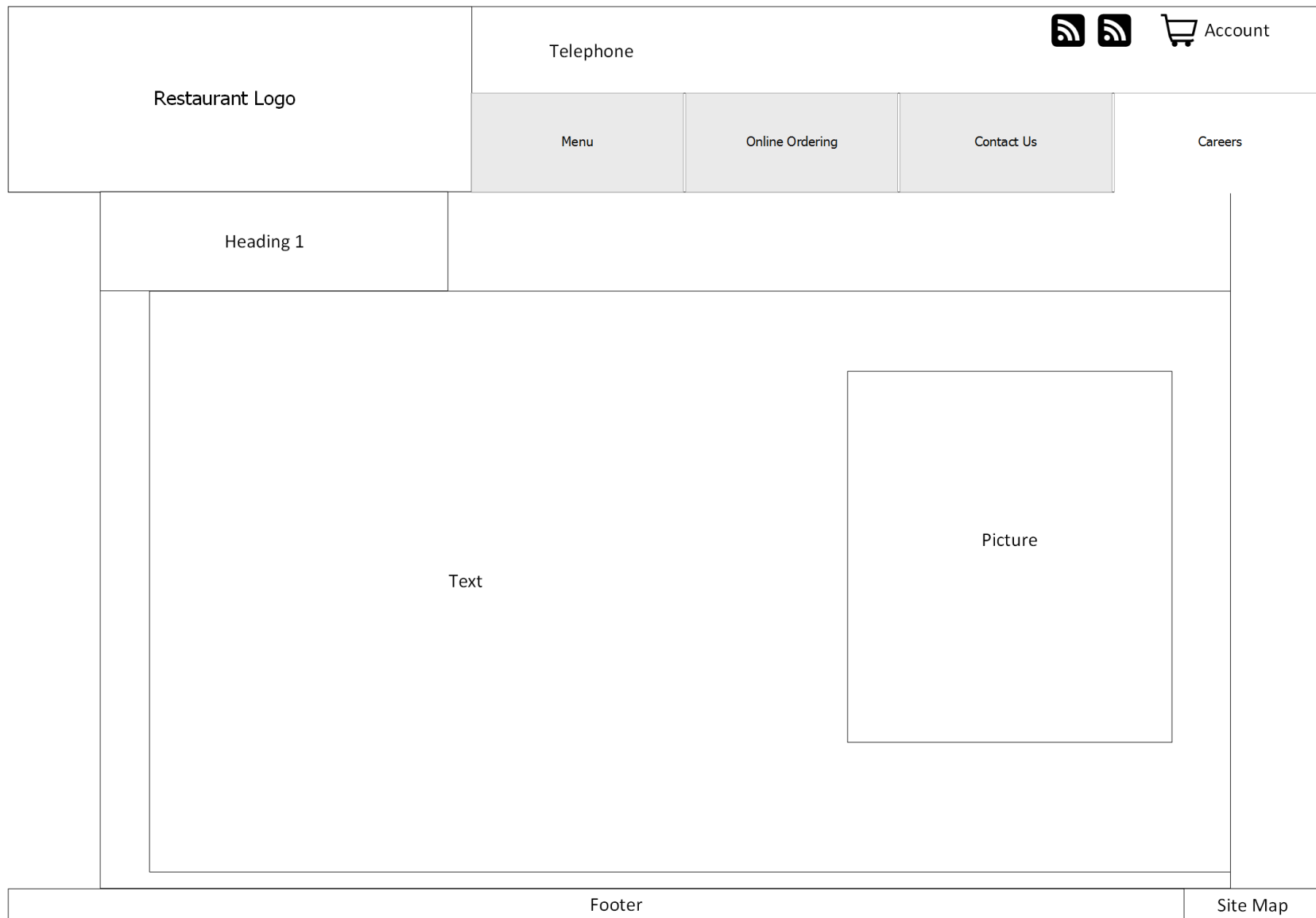


Figure 18: Careers Web Page

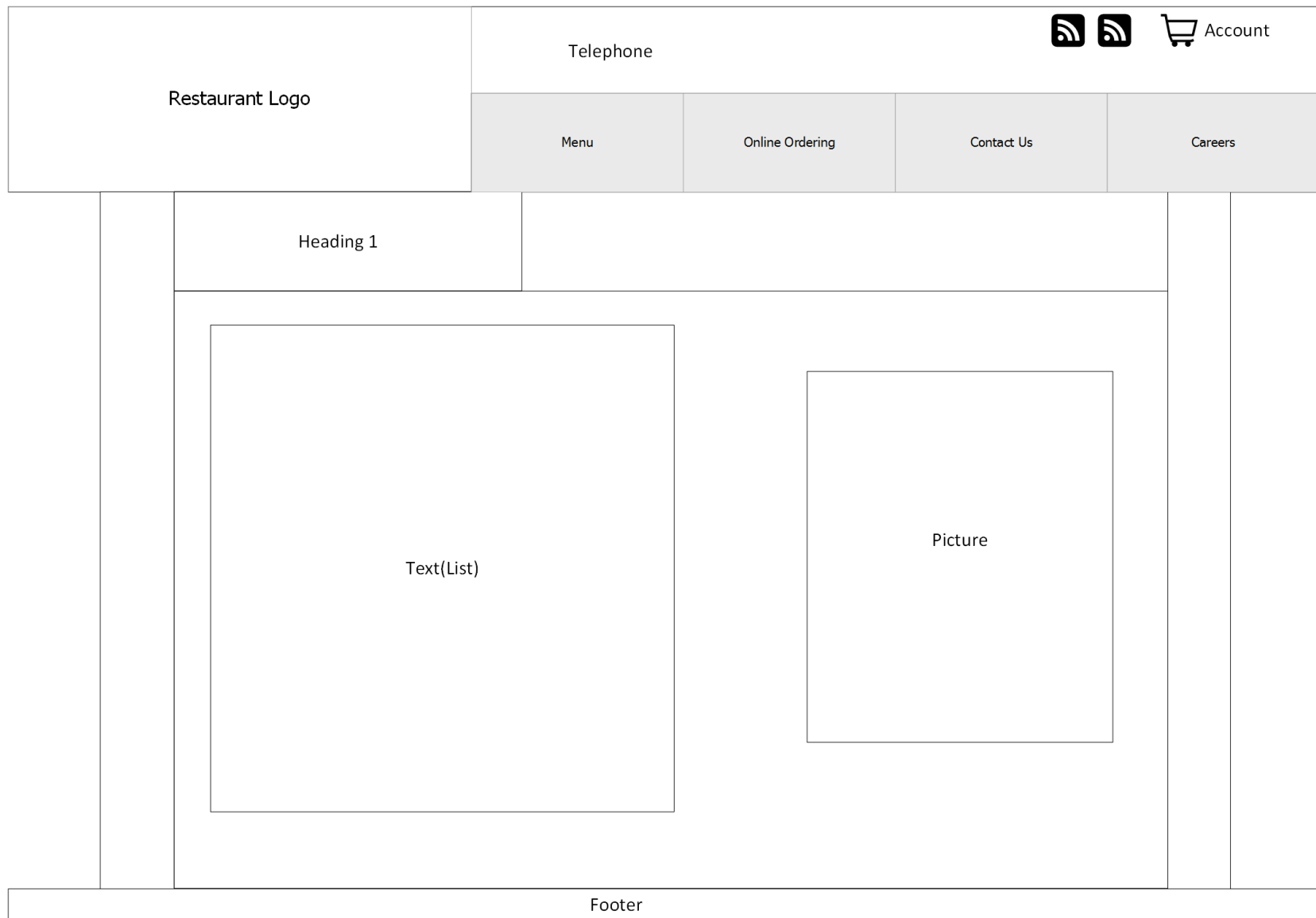


Figure 19: Site Map Web Page

Appendix A: Milestone 1

Milestone 1: Project Proposal

Topic:

Our website will be based off a Japanese restaurant. The purpose of the website is to: increase awareness of the restaurant, allow easy accessibility to the restaurant's information, and provide a means of communication between the restaurant and the customer.

Reason:

We have decided to create this website for the following reasons:

- To increase restaurant awareness. Due to the ease of obtaining technology in our society, having a company website is a basic standard in the restaurant industry. Websites usually are the first point of contact for new customers and if utilized properly it can also provide the customer with a sense of credibility.
- To improve customer relationships. Whether the customers have questions to ask or a suggestion to make, they do not need to call the restaurant nor they have to do it in person. The website will have a question/suggestion form fill-able by the customer without having to provide any personal information; it will be anonymous.
- To provide a user friendly online ordering platform. Providing an ordering alternative to customers so that they will no longer have to wait in line. It will allow the restaurant to be more efficient and be able to serve more customers.

Target Audience:

The target audience of the website will be locals and tourists. We will particularly be aiming to appeal to individuals ranging from ages sixteen to late fifties who enjoy eating quality Japanese food.

Content:

Prior to deciding the content of the website, we took a look at Sushi Oyama's and Just Eat's website. Sushi Oyama's website is a great example of the type of website we are attempting to build. Their menu page is simple yet descriptive enough to show exactly what kind of food is available at the restaurant. However, we believe a ~~more-simple~~simpler approach to the website's design with less pictures would also be able to produce the same amount of impact while allowing the website to load faster. For building the online ordering platform we took a look at Just Eat's website. The website is very basic as it is meant to host many different restaurants. The general idea is there and is very user friendly. There are definitely areas where we can improve on such as: providing the customer an idea of the quantity of each item that they are ordering through pictures, layout, etc.

Our restaurant website will have several web pages to serve the customers' needs:

- "Main/title" page will have highlights of any special menu and/or events of the restaurant so that customers can see them as soon as they enter the website.

- "Menu" page will contain menu pictures and the pricings.
- "Order" page will host the online ordering platform. It will include pictures of food menu item names and pricings.
- "About" page will have information such as: history, opening hours, contact information, and location of the restaurant.
- "Site map" - list of links that direct the user to different parts of the website

Functional Requirements:

There are three requirements that must be included in the website. First, we must include the use of a form in the website content. We will create a form for allowing the customer to add their contact information for our online ordering platform as well as a form for customers to leave feedback or suggestions. Second, we must include a list. We will use a list to display the order summary for the online ordering platform and for the site map web page. Lastly, we will need to display content in a table. The restaurant's menu will be displayed in a table and listed according to its section.

Work Plan:

In order to ensure that deadlines are met, we will be meeting at the beginning of every week on Monday to evaluate the progress that everyone has made over the past week. It will be a time for discussions or assistance for problems that they incurred during their work and to assess the current situation of the group. Once those have been completed, expectations for the level of work that needs to be done by next Monday will be set. If further meetings are necessary we will arrange the next meeting date at the end of the meeting. Aside from the meetings, members of the group are able to contact each other through the Facebook group.

The project itself will be completed as follows:

- Milestone 1, 2, parts of 3, 5, and 6 will be done as a group.
- Milestone 4 and parts of 3 will be done in groups of two.
- During Milestone 3 and 4 Davin will focus on graphic design as he has experience in this area. If he completes his work early he will assist either group that needs more help.

Success Criteria:

In order to gauge the success of the website the success factors would be an increase in new and repeating customers while retaining current customer base. As well as an increase of feedback or traffic either directly through the website or through a social media app like yelp. ~~For In order for~~ the website to be successful it must accomplish the following:

- A fully functional website with the quality content in order to educate and serve customers' needs.
- The design of the website needs to be simple, organized, and user-friendly.
- Provide a place where customers can freely disclose suggestions or comments directly to the restaurant.
- Provide an alternative for customers to order food for pick up.

~~In order to gauge the success of the website the success factors would be an increase in new and repeating customers while retaining current customer base. As well as an increase of feedback or traffic either directly through the website or through a social media app like yelp.~~