White paper Donghee Kim

1. Write a white paper outlining the following concepts and answer the following questions:
   1. what is your business
      * Korean restaurant
   2. what is the business ethos,
      * honest and trustworthy Korean food people love
   3. what do you produce/make/offer/sell,
      * As a Korean restaurant in US, we have authentic Korean food that you might want to try.
   4. who is your target audience
      * For the people who loves Korean food or for the people who never tried Korean cuisine before.
   5. what are the key motivations of why you expect people to visit your website and how you will attract and motivate people there in,
      * people who never tried Korean cuisine can see the pictures of menu that we have. It can be frustrating to enjoy something you’ve never seen before of go to a Korean cuisine restaurant and order something that you do not know. Therefore, we can explain and make you easier for you to come and enjoy the meal by visiting the website.
   6. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?
      * The basic knowledge of Korean cuisine will be explained by the website, and its ingredients for people who does not know about the Korean food. The explanation of the food menu will be also explained with the picture.
   7. are they already familiar with the service or product that you offer, or do they need to be introduced to it?
      * For the people who already know and enjoy Korean cuisine can come and enjoy the meal with people you love. However, if Korean cuisine is not familiar or if you want to know description of the menu, you can see the information page.
   8. are they looking for time sensitive information, such as the latest news or updates on a particular topic?
      * Yes, there will be side dishes changing every week, and you can check out the menu for the side dishes in our webpage.
   9. do they want to discover information about a specific product or service to help them decide whether to buy it or not?
      * Yes, our menu will have ingredients for each menu, so that you can see or ask for substitution for the food that you do not like or if you have allergies.
   10. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details
       * if you need a reservation of a restaurant, please feel free to contact with our restaurant by email, or telephone. Our opening hours is 11am to 9pm.
   11. will visitors be familiar with your subject area / brand or do you need to introduce yourself?
       * For the people who wants to know about the Korean cuisine, there will be some simple explanation of the Korean food and its history.
   12. will they be familiar with the product / service / information you are covering or do they need background information on it?
       * We have pork, beef, and vegetable menu. This will be listed in our menu.
   13. what are the most important features of what you are offering?
       * The most important feature of our restaurant is that you have a good time and have a meal you satisfy.
   14. what is special about what you offer that differentiates you from other sites that offer something similar?
       * We have food that you can enjoy without knowing what to order by limiting the menu for people who does not know about Korean food. The menu we have is well known to people who already know about Korean food that people love.
   15. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area
       * if you want to have specific Korean food menu or ingredients, please contact us.
2. Your white paper should explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design
   * + For visual hierarchy, I included delicious looking images of Korean food menu to the concept of the Udemy courses. The main page of the html file is index.html and I created menu, about and contact folders and made them as child folders. From the Udemy course, I followed the concept of background, expanding effect, rotate & slide, and hidden search widget.
3. Your white paper should take another website (that already exists on the web) and analyze it based on the above, creating a wireframe for it as well.
   * + The contact page was easily found on google where there were many templates and many companies used similar pages.