

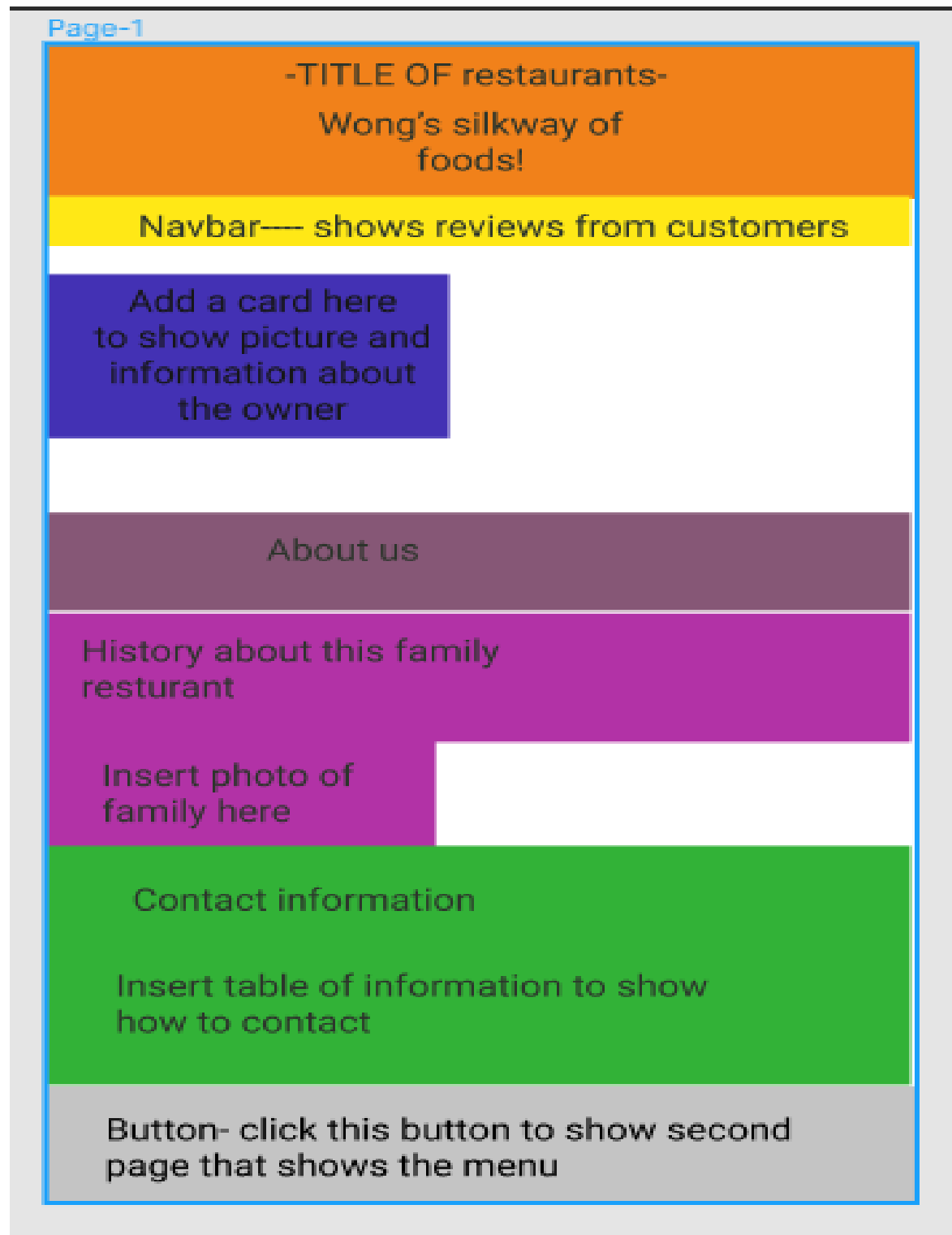
ZHANCHAO (EDMOND) WEN

INFO 1213 (R95)

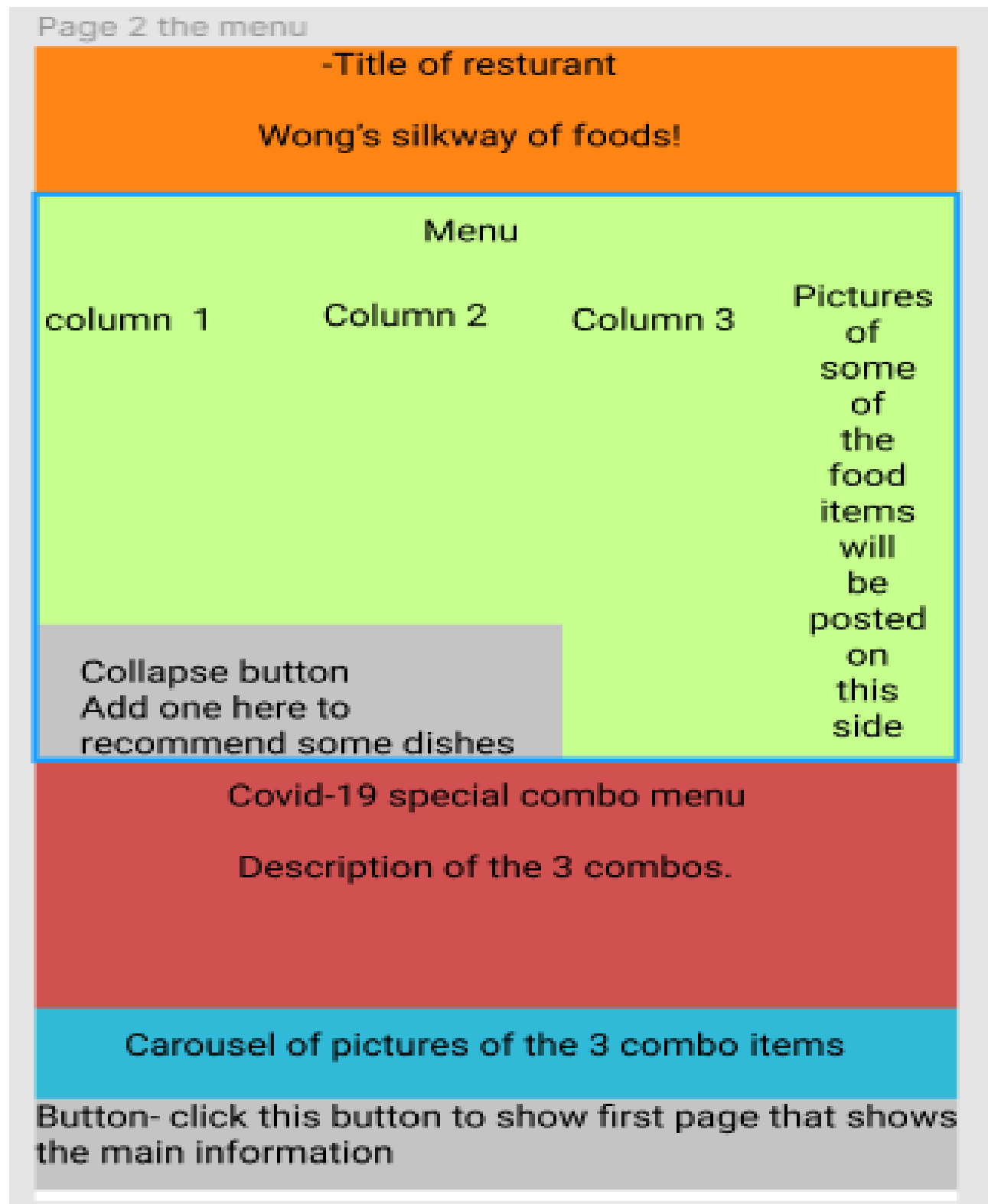
Description of the Business

The business I have decided to do for my project is a restaurant business. It would be providing food to people who want to eat takeout or people that are just lazy in general to cook for themselves. The potential customers would be anyone that is in a rush and has no time to be able to cook food for themselves. Other than that, just foodies which are people that want to try different types of cuisines.

Page 1 of my website



Page 2 of my of my website



Feature/Content Explanations

For the customer's/ business perspective, I set up the website in a way where it is like journey for them to see. The first page will be information about the restaurant and the types of cuisines that the restaurant will host. Also, it would talk about the history about the restaurant as well. It will also include contact information to book take out meals(through the phone) and other types of information.

On the second page of the website it would include the menu and prices of the foods they can order using a phone call. Also, on the second page it will have pictures that shows what the food looks like that would attract customers. As well as huge special combos that has pictures that are being represented with a carousel. Customers likes pictures of food and deals so they would likely spend more.

As for the features of the website. I would add a card to show a picture of the owner of the restaurant and his quotes of why we should eat there. As well as a navbar to show reviews of previous customers that have ate at the restaurants. I would insert tables to make the website cleaner. As well as buttons on BOTH pages to connect customers to switch between the pages however they choose to. Especially since they need to order online and use the contact information and the menu. On the second page I would have 4 columns. Columns 1-3 are all menu items plus the price of the food and the last column will be photo of one of the items on the menu. There will be a carousel and a collapse button to help make customers have more information and such.