**Survey Questionnaire**

Surveyor :: Ishita ferdousi.

Participant:: 10

Objective :: Designing website for Brazilian Steakhouse "Canto Bife".

Instruction :: Answer questions as they relate to you. Check the instruction after every respective question.

**1. Do you like aesthetical cultural expression in branding when a restaurant has certain ethnic cuisine?**

(Select only one.)

|  |  |
| --- | --- |
| **a. YES** | 9 |
| b. NO (why?) | 1 |

**2. What kind of a restaurant you expect when you are going for Brazilian steakhouse?**

(Select only one.)

|  |  |
| --- | --- |
| a. Fine Dining | 4 |
| **b. Family/ Casual style** | 6 |

**3. Which feature/s throws you off entering a restaurant website? (you dont like it)**

(mention one or two.)

|  |  |
| --- | --- |
| a. Less image more words | 8 |
| b. downloadable menu | 3 |
| c. cannot copy address | 1 |
| d. sound | 1 |
| e. reservation system does not work  (key component?) | 1 |

**4. Which feature/s you find informative on a restaurant website?**

(mention one or two.)

|  |  |
| --- | --- |
| a. High resolution real food image | 6 |
| b. Customer review | 3 |
| c. Interior images | 3 |
| d. Address with a link to google map | 2 |
| e. Parking info | 1 |
| f. Vegetarian options available or not | 1 |

**5. Which feature/s you want to be easily accessible?**

(mention one or two.)

|  |  |
| --- | --- |
| 1. Phone number | 7 |
| 2. Opening hour | 5 |
| 3. Address with a link to google map | 3 |

**6. Which format you prefer while exploring menu of a steakhouse?**

(Select only one.)

|  |  |
| --- | --- |
| a. split them out by course type | 6 |
| b. go through multiple pages | 4 |
| c. single page (zoom in and pan around) | 0 |
| d. split them up by time of the day | 0 |

**7. What is your tolerance level for a bad web experience (even though the food might be a good experience)?**

(Select only one.)

|  |  |
| --- | --- |
| a. high tolerance  (I understand the food has nothing to do with the website) | 1 |
| b. medium tolerance  (It leaves a bad impression but I might check out the restaurant if suggested by other medium) | 4 |
| c. low tolerance  (I would not risk wasting my time, as this is a time where front end technology is very advanced) | 5 |