1. What is your business?

We are going to open a teng ongoing restaurant in our business.

2. What is the business ethos?

We will offer different Chinese food for customers to choose and the price of dessert will be cheap. At the same time provide the best after-sales service.

3. What do you produce/make/offer/sell?

We will sell different Food and dessert in different cities in China

4. Who is your target audience?

Young teenagers and worker who want to eat Chinese food.

5. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

When people to visit my website, I hope people can get enough information such as the price of food, the supply of food and different styles of food by visiting our website. We will put some pictures of most recommend food in our website to attract customers. At the same time, we will also offer some promotions. For example, we have buy one get one free system and Membership can be obtained through lucky draws, and then a random member can get a free meal.

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)?

People want to focus on some specific information on some foods.

7. Are they looking for time-sensitive information, such as the latest news or updates on a particular topic?

Yes, they are always looking for special time. For example, on Valentine's Day and other vacation, we will have special orders from couples and children.

8. 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

Yes, they may need to contact us to know whether they can visit in person or not. And we can provide opening hours and map to help them visit our restaurant. We also provide our address and telephone to make customers contact us.

9. Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

Some visitors may be not familiar with our subject area, we need to introduce ourselves.

10. Will they be familiar with the product / service / information you are covering or do they need background information on it?

They will not be familiar with the food, so we need to introduce some background information.

11. What are the most important features of what you are offering?

The most important features are to sell Chinese food

12. What is special about what you offer that differentiates you from other sites that offer something similar?

We accept special customization for some customers who have special requirements.

13. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

Yes, people may ask how do pay for their products and whether the product can be delivered or not.

14. Explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design.

Visual hierarchy is the principle of arranging elements to show their order of importance. In my design, we highlight the important elements. According to grouping, objects that move or appear to move in a common direction have a 'common fate' and people perceive them as a group. I related content together. The principle of similarity simply states that when items share some visual characteristic, they are assumed to be related in some way. In my design, I will share similar content.

5 salient points

3 Hight line: clean page, beautiful background, and negative bar

2 difficult:

1. because end of semester, we have a lot of HW, my all partner wanted to do alone, so I decided to spend 1-2 day finish this project.
2. When I watch Udemy project, I need to look each word in the video. For example, when I pick ‘random choice pick’, if I miss some elements, the website will not be run.