



Deanna Miller

Project Proposal

Prepared for: DeVorre's Hopocan Gardens

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Project 1



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Executive Summary

Objective

They say the first bite is taken with the eye, says Sam Wilson in his article 'Showcase of Appetizing Restaurant Websites'. With this said a website should showcase this attitude. Restaurants with high-res pictures of the food selection, coupled with an easily navigated website do much better in the industry than others. People are now using mobile browsers to help them chose restaurants in their area, to support this, leading competitors are now creating websites that communicate important information quickly, also removing PDF menus, and a weighty amount of links. In Barberton, the chicken capital of the world, there are 4 other chicken restaurants competing for customers, making a more appealing website may help one being chose over the other.

Goals

- To attract customers to the website and restaurant respectively.
- Help the locally owned business compete with corporate franchises, based on the website alone.
- Create a user friendly environment, easy to navigate, with a simple yet attention getting design.

Site Message

Cuts so perfect, and prices so low, there's plenty to share with the whole family.

History of DeVore's

DeVore's Hopocan Gardens sells the famously cut Barberton Chicken. The cut of this chicken was founded during the depression, families needed to find a way to cut the chicken to yield as much meat as possible, without any waste. It was so efficient and able to be sold at a lower price that 50 plus years later that method is still used keeping the customers coming back year after year. This chicken is Ohio-raised lightly breaded and deep fried. This is chicken au naturale there are no heavy seasonings to create the taste here.

Audience

People are attracted to good food, good service, and great prices. Anyone looking for these things will feel right at home with Hopocan Gardens.



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Site Map

