Everyday New Yorker

Authentic & Local NYC Experiences

1. Develop pricing model – put on site?
2. Design logo (describe demographic)
3. Web Page (look like l’altra donna)
   1. Philosophy
   2. Service
   3. Contact/Application
   4. My Story
   5. What People are Saying (Testimonials)
   6. Payment link
4. Web Content and inclusion of form (contact.applicaiton):
   1. Name
   2. Email
   3. Mobile
   4. Country of origin
   5. Hotel location
   6. Some excellent restaurants don’t accept reservations, are you willing to queu?
   7. Some excellent restaurants are outside of Manhattan are you willing to travel by subway or taxi to other boroughs?
      1. Check box of Bronx, Queens & Brooklyn
   8. What meals do you want
      1. Add calendar (check boxes)
      2. 12/1
         1. Breakfast
         2. Brunch
         3. Lunch
         4. Dinner
         5. Drinks
         6. Activity
         7. Club
   9. Get below info for each reservation desired
      1. Number in party
      2. Preferred cuisines (box check?)
      3. Culinary likes/dislikes & dietary restrictions
      4. When I’m in NY I definitely have to X this food
      5. When I’m in NY I definitely need to eat at X restaurant
      6. Ambience/occasion
      7. Budget
   10. Some exclusive restaurants may require advance notice. We will make these reservations on a best effort basis for an additional fee of $50. Please note at least one to two month advance notice is required.
       1. List restaurants that fall into this category?
5. Develop web app? Based on feedback re: what people like
6. Can info entered into website be captured in a Database or fed into standard templates?
   1. Client database
   2. Restaurant database for quick printouts for clients
      1. Track for frequently used places to reach out for kickback agreement
   3. Template for reservation confirmations
      1. PDF doc with reservation confirmation, address, phone number, subway stops, exterior picture, link to venue website, overview, tipping suggestions, provide tips on how to get into places that don’t accept reservations, best dishes, export to iPhone or android calendar