Link to the Project Repository : <https://github.com/joy631pu/restaurantproject>

For my Advanced CSS semester project I will build a site for a fast-food restaurant named “**Delicious Inn**” which is situated at Comox, BC.

**Goals of my project:**

* **Functionality:**My first goal is to ensure the functionality of my project as without proper function, a website is useless.
* **Accessibility:**I will ensure that all of my website pages will be easily accessible by our clients.
* **Responsiveness:**My website will be fully responsive regardless of the screen sizes of different devices.
* **Generate Traffic for Clients:**I will implement a good SEO while developing my project in order to generate a good number of traffic for the restaurant.
* **Increase Sales for Restaurant :** By using this website, I would like to increase the sales and revenue of the restaurant.

**User Personas:**

|  |  |
| --- | --- |
|  |  |

**Competitors:**

Some of our competitors are listed below :

* **Wendy’s :** <https://www.wendys.com/en-ca>
* **Boston Pizza :** <https://bostonpizza.com/en/locations/courtenay.html>
* **Ricky’s Restaurant :** <https://rickysrestaurants.ca/locations/courtenay/>
* **Pizza Hut :** <https://www.pizzahut.ca/>
* **McDonalds :** <https://www.mcdonalds.com/ca/en-ca.html>

**Advantages :**

* **Responsiveness:** The previous site of the restaurant was not responsive so I will develop a responsive website for them.
* **Accessibility Issue:** Their previous site was not easily accessible to the customers and that is the reason why I will concentrate more in making my website easily accessible to the clients.
* **Generating More Traffic:** I will implement a good SEO so that the daily viewers of the restaurant’s website would be more than before.

**The Key Performance Indicator of my website’s success:**

* After publishing my developing site for the restaurant, if their sales will increase then I think that would be my website’s one of the greatest success.
* If a huge number of traffic can be generated through my developing website that means if a large number of audiences visit my developing site regularly then it would be another remarkable success.
* If my developing site would be able to get a good ranking by **Google** **Analytics** then it will be another indicator of my developing websites success.

**Comments from Peers:**

“Instead of using a background color, it would be better if any attractive image of a restaurant can be applied as background of the site”-**Jason.**

“Slider or Carousel should be applied for presenting hero images.”-**Ronel.**