

BLOOM n' SUGAR

Who (is the target user?)

The target users of this site would be foodies craving a sweet treat in San Francisco. There are several waffle places here in the city, but most of them are greasy spoon type places, or chicken and waffle places. The TA would be all ethnicities, and even tourists. Any to all ages that love unique treats that have high-end ingredients for a reasonable get in get out price. Most people looking at the site will have moderate Internet connection just looking for the menu and ambience of the place. The site is also viewable on phone devices.

Who (does the site represent?)

The site represents the restaurant and the food they make. Waffles / deserts dishes. The competitors are other desert places like Tart, but Bloom n Sugar separates itself by mainly serving waffles with desert toppings.

What (is the purpose of the site?)

The site is about showcasing Bloom n sugars ambience and desert menu. The site content is mainly images with a menu and map. The site will also have links to facebook, twitter, and mapquest for directions.

Where (does this site fit in?)

The main filter of the site will be google and yelp. Posters and post cards will also help filter in viewers. Users will go to Bloom n sugars facebook, or mapquest for directions.

When (is the site accessed?)

Content is added when the menu is updated, or an event is held. This site will be a one time site view for people looking for a sweet treat. After they visit the location and try the food, there will be no other reason to continually check the site, unless they are receiving email blasts telling them to check out the updated menu. Users will stay on the site for as long as they need to view the menu and see the images of the food.

Why (does this site exist?)

This site is meant to help bring people to the restaurant and purchase the food. By making the site delicious and share the flavor of the location, people will want to go and visit the location.

How (does the site achieve its goals?)

The site is meant to generate recognition for the company. The site is meant to convey a homey and comfort food type of feel and make people hungry. Information is split up, with images on the home page and the menu on a separate page.