

Project Title: Restaurant Mock-Website

1. Introduction

- A brief introduction to your website idea. State the goals of the project.

My goal is to use my knowledge of the food industry to create a more effective website model for existing restaurants.

- The values / benefits (tangible and intangible) this application can bring to a company/organization/end user.

I often find restaurant websites to be a poor representation of the dining experience offered. There is often confusion regarding reservations, events, menus, available space, etc. that leaves customers confused and potentially loses revenue for the business.

2. Expected List of Features

- A brief list of features that you expect your website to support.

The website will include:

Forms for reservations, take-out orders, events, and special requests.

Media such as images of the food/space, menus, event flyers and other marketing related features.

An easy-to-use navigation system between the different sections.

An open UI that is intuitive and aesthetically pleasing.

- Brief justifications for including these features.

A restaurant needs a website that is easy to use and understand. As well to represent the business in a way that entices people to visit. Ultimately the goal is to attract as many potential customers as possible and maximize and centralize incoming business opportunities.

3. Market Survey

- Do a survey of the web to find about five websites similar to yours.

<https://www.reigntoronto.ca/>

<https://www.meetresident.com/>

<https://www.elevenmadisonpark.com/>

<https://shun-nyc.com/>

<https://www.cacao-barry.com/en-OC>

- Briefly compare/contrast the features of these websites with your idea.

Clean presentation with minimal details. Distinct branding and atmosphere. Images really convey the identity of the business.

4. References

- Give references to any material / websites / books, et cetera, relevant to your website idea.

Relevant social media sites: Instagram

Reservation/review sites: opentable, yelp, etc.

- Give the links to the websites relevant to your idea that you listed in the section above.

<https://www.opentable.com/>

<https://www.yelp.com/>

<https://www.instagram.com/>