

WHERE IS THE PROJECT BASED



LAGUNA BEACH | CALIFORNIA | USA

WHAT IS THE PROJECT NAME

REGISTER YOUR BUSINESS

Restaurant

Artist/Merchant



Restaurants | Artists | Shops

Shop Local Laguna
Restaurant Platform

WHAT IS THE PROJECT ABOUT

The QR Code, which has been around for many, many years, has been thrust into the Tech limelight due to the Coronavirus Pandemic where we have to be extra careful what we touch.

Restaurant menus are a perfect example of a document being handled by one customer after another in an indoor environment where food is being served... therefore a high risk area of transmission!

It therefore makes sense to link a restaurant's online menu to a QR Code and in doing so completely remove the opportunity of virus transmission.

This is our demo QR Code used for The Cliff Restaurant on the seafront at Laguna Beach where you will see how it is placed inside a plastic frame and sits on every table in the restaurant.



As you will be aware a restaurant menu will change depending on the time of day and on average they comprise of a Breakfast, Lunch and Dinner menu. What is unique about the above MENU QR Code is that irrespective of the time of day it will always display the correct menu without the staff having to change the QR Code display... this has real advantages for the restaurant!

This is achieved by the embedded URL pointing to a redirect html file. When the java script is triggered it points to a dedicated URL depending on the time of day.

HOW DOES THE MENU DISPLAY AFTER SCANNING

This is a button that triggers a modal which opens up the Menu (this menu that displays after scanning is dictated by the day/time of day, per the set-up page instructions.)

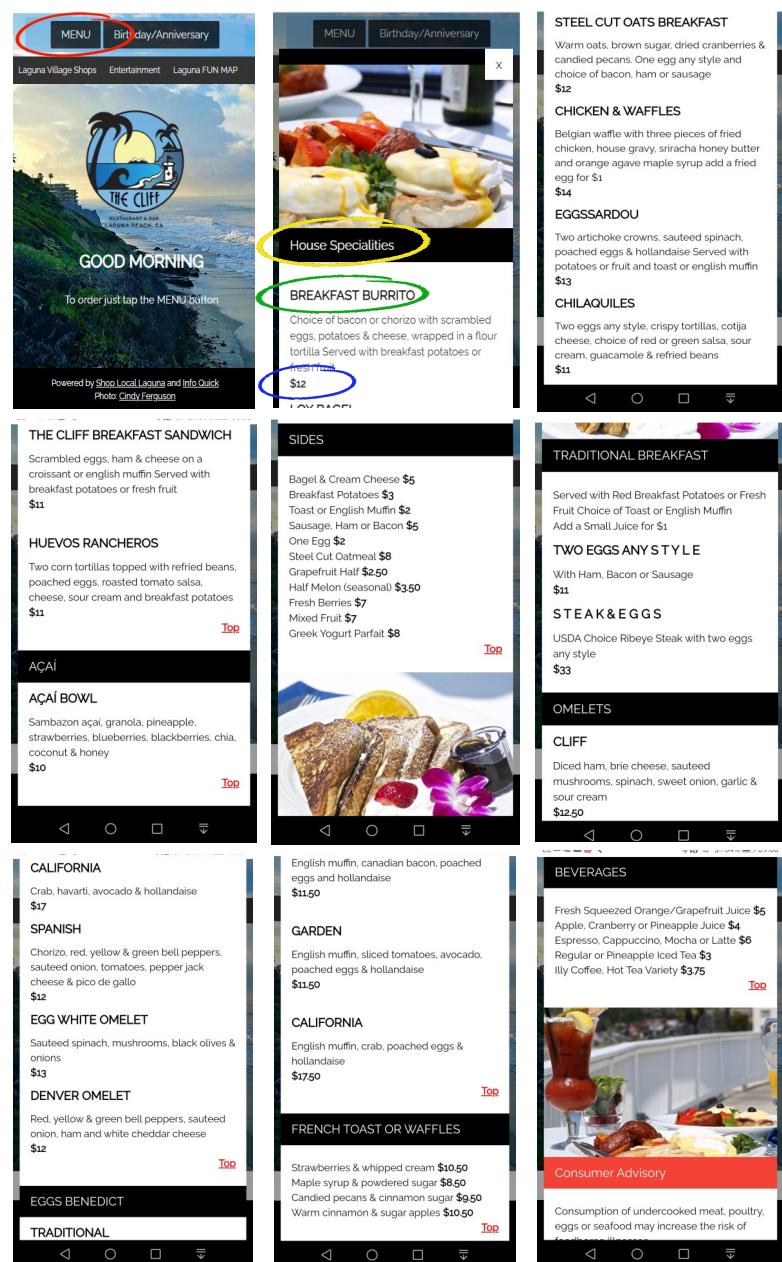
This is referred to in the platform as the "SECTION" and divides the menu into its separate food types to help the customer make their choices

This is referred to in the platform as the "ITEM" and lists the food available in a SECTION to help the customer make their choices

This is the price of each ITEM

On the set-up page, the Restaurant will upload a PDF of their menus, or provide us with a link to where they can be found on their website. All of the menus (as seen above) will "initially" be created by us manually.

The Restaurant will upload a PDF of their menus or provide a link to where they are on their website. Once we have completed the menu, and it is signed off by the Restaurant, then each Restaurant will be able to EDIT any of the Red, Yellow, Green and Blue components as identified above.



Menu Tabs: This is how the menu tabs will display:

Menu	Birthday/Anniversary
Entertainment/Events	Laguna Beach FUN DIRECTORY

Menu and Laguna Beach FUN Directory are static (always on all menu platforms), but editable in our admin area.

When a restaurant sets-up their menu platform, they can select Birthday/Anniversary (Promotions), and Entertainment/Events (Calendar), as options.

Upon selecting either or both of these options, the corresponding tab will display on the menu platform: Birthday/Anniversary and/or Entertainment/Events.

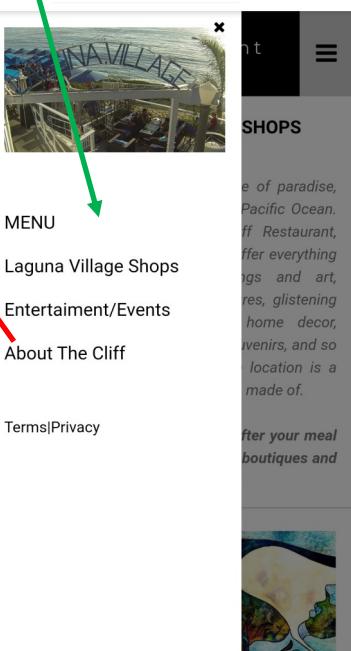
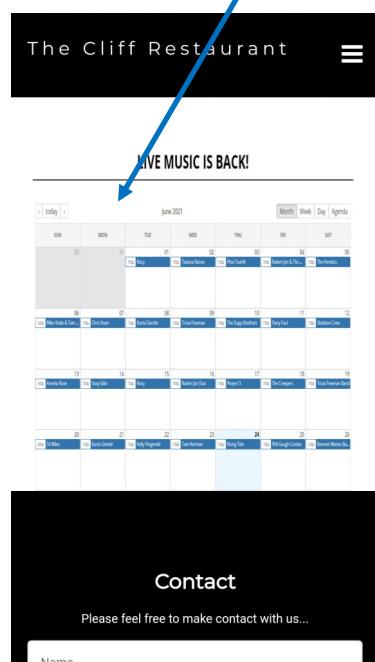
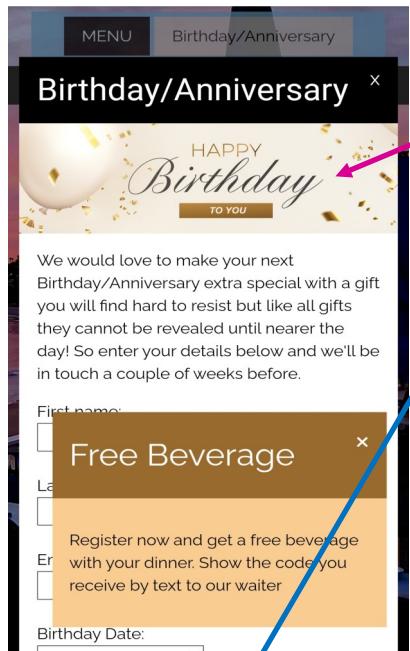
Here is an example with all 4 options:

Menu	Birthday/Anniversary
Entertainment/Events	Laguna Beach FUN DIRECTORY

In our Admin area, we need to be able to add additional tabs. For example, The Cliff Restaurant requires one additional tab/page (see Laguna Village Shops below):

Menu	Birthday/Anniversary	
Laguna Village Shops	Entertainment	Laguna Beach FUN DIRECTORY

WHAT ELSE IS ON THE MENU APP



The three tabs below the top Menu open up a new URL for each of the following

Laguna Beach FUN Directory No Programming Needed. We will do this part.

Birthday/Anniversary

This is where the Calendar will be displayed and will be built to enable all Restaurants to update with their own data but only their data will be displayed on their Calendar (see page 16)

Data submitted on the backend will populate the above pages.

Restaurants will update their Events Calendar and About Us pages. We will create and update the Shops data.

WHAT ABOUT THE QR CODES



The QR Codes are obviously at the heart of this project and so for that reason we need to make them attractive as they will be on permanent display.

There are two QR Codes we will use in all Restaurants;

1. One that goes to the MENU as shown previously
2. One that goes to their Shop Local Laguna Business Page where most of their business data is on view.

www.thedynamicqr.com (SITE UNDER CONSTRUCTION)

REGISTER YOUR BUSINESS



Restaurant
Artist
Merchant

The menu platform is housed on Shop Local Laguna, initially.

www.ShopLocalLaguna.com

The Shop Local Laguna website will have the REGISTER and SIGN IN access.

We intend to add the ARTISTS / MERCHANTS Register page soon but at the moment it will be just a Restaurant who will register

THE PLATFORM

REGISTER YOUR BUSINESS

Restaurant

Please complete and submit to register your restaurant.

Restaurant Name
Contact Name
Telephone
Email
Address
Website

SEND MESSAGE

Restaurants | Artists | Shops

We will collect the basic contact information which will be saved in the DB and move on to the next stage

THE PLATFORM / PLACE ORDER / PAY

This navigation Menu changes the further they go along the process of setting up their account

This is where the Restaurant selects the functions they want as part of their order. On SUBMIT that data is saved in the Database.

SLI Platform



- Register**
- Order**
- Payment**

Powered by
Shop Local Laguna &
The Dynamic QR

Restaurant - PLACE YOUR ORDER

Menu Platform - \$
Includes a custom designed Menu QR Code + Birthday/Anniversary QR Code sign (one-two printouts per table included - you can order tabletop or wall sign acrylic holders below), a Contact Information QR Code sign for your front counter, a 24/7 editable Menu, a 24/7 editable Event/Entertainment Calendar and a 6" x 10" Window Cling with your Contact Information QR Code / Map QR Code for your front window/glass front door.

Birthday/Anniversary - FREE
Your diners (while awaiting their meal) can tap the Birthday/Anniversary tab, read the details and then fill out the form (agreeing to the Privacy Policy and T&Cs for using their data). click Submit, and FOUR things happen...

1. They receive an automatic 'Thank You' email from You as shown below...

Thank you for participating in our Birthday/Anniversary program. Two weeks prior to your birthday/anniversary date, we will email a reminder to you that we have a GIFT for you when you dine with us on your special day.

This Thank You email also includes your Menu platform link that includes your entertainment calendar, all contact information, menu, local shopping, etc., and a request to 'add us to your CONTACTS LIST', placing your information on the user's phone for easy access.

2. They are redirected to your Menu Platform where they can access your Entertainment Calendar and About Us information, local shopping, and the Laguna Beach FUN Directory!
3. The data that is collected falls into your Restaurant Platform's back-office where you can download it to your computer, or to a third party email service for marketing (you can also hire us to assist you with your email marketing).
4. Two weeks prior to their birthday/anniversary date they will receive the promised emailed message (Your birthday/anniversary is coming up! Dine with us on your special day to receive your surprise GIFT. Just show the waiter this email upon arrival to receive your gift.)

Entertainment / Event Calendar - FREE
Check the box to include it onto your platform.

Acrylic Two-Sided Tabletop or Wall Sign Holder
Includes your printed Menu + Birthday/Anniversary QR Code signage, placed on both sides of the tabletop holder, or a single printed Menu + Birthday/Anniversary QR Code sign for the wall mounted holder.
Please add the number of sign holders that you would like:

- 5" x 7" Tabletop Sign Holder - \$ per holder
- 5" x 7" Wall Mount Sign Holder - \$ per holder
- 8" x 11" Wall Mount Sign Holder - \$ per holder

Self-adhering 6" x 10" Window Cling
Includes your custom Contact Information QR Code and the Laguna Beach FUN Directory QR Code. One is included in your Menu Platform package, order here for additional pieces.

- 6" x 10" Window Clings - \$ per piece

SUBMIT ORDER
Please check your order, then submit for payment on the following screen.

SUBMIT **Clear**

Please refer to this page: <https://mifrends.com/platform/register.html>

I have just copied this from Google but the important thing is that we would want the Check Out process to automatically display what they've ordered and the appropriate charges for each item

On hitting PAY that process will start and the Restaurant will approve the payment.

THE PLATFORM - SETUP PAGE

Once payment has been approved they will be automatically taken to this set-up page.

This is where they'll upload all their data, images, etc for the menu application and the fields shown.

Please refer to this page: <https://mifrends.com/platform/menu-setup.php>



Restaurant Setup

 Menu Setup Menu Data

Powered by

Shop Local Laguna
&
The Dynamic QR

Restaurant - MENU Platform Data

 ABOUT US

Please add a short bio of your restaurant: cuisine type, days/hours, safety, etc.

Write Bio here (max 150 words):

 NOTICES

This is where you provide details of any notices that need to be displayed on your menus. They could be regulatory notices required by law, food allergy comments, disclaimers or comments which relate to specific localized circumstances.

Using the drop down selectors choose a Menu and Position of the Notice. You then select the Header Title and the color of the Font followed by the Description. You must then SAVE this before entering another Notice.

Menu Position

Header Title:

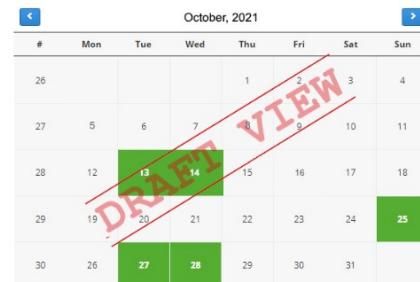
Select your font color: Enter Code: Select your background color: Enter Code:

Notice Content:

 ENTERTAINMENT/EVENT CALENDAR

You can select the month, then add/delete the date/time/description content as needed, 24/7. Content is automatically deleted after each published event/entertainment date.

You will be able to edit this Calendar after we set-up your initial menu. This is just a view-only example.



The final options are ABOUT US and the CALENDAR but we also need to know if they require any official Notices displayed on the Menus such as Government warnings about food or notices that relate to more specific localized issues. It can also be used for promotional purposes to flag up events such as Valentine's Day. They are able to select where these notices are displayed, which menus they appear on and the colour of the Headers.

The system will then apply (populate) all of this data to create the Restaurant's application/Menu Platform (as shown on first two pages of this document). The Admin Dashboard will also contain the data from each new registration. The Menu will "initially" be created by us manually using the information from the uploaded data (either through the PDF or via the link they provide to us to the menu on their website.) Future updates to the menu will be completed by the Restaurant through their Menu Platform access, or by us/admin.

Please refer to this page: <https://mifrends.com/platform/menu-setup-2.php?>

THE PLATFORM

The next page after submitting the data, images, etc. will be the Thank You page which also explains what the next steps are before their menu goes live.



Restaurant Setup

 Menu Setup Menu Data

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Fozzy Sites

Restaurant - completed Order

THANK YOU!

We are happy to have you as a part of the Shop Local Laguna family!

We've received your order, including all photos and data (or link to your website for us to collect), and will now commence with the development of your Digital Menu.

If for any reason there are any problems then we will contact you by email.

What's Next?

Before your Digital Menu can go live you must check that all of the menu content is correct, and meets with your overall approval. You should do this by scanning the QR Code contained in the completion email we send you, this way you will experience (the same way that your customers will) viewing and navigating your new menu platform on your mobile.

If everything is in order then you will Approve the Menu.

However if there are any errors or omissions you will identify those issues in the form and they would be corrected by our technical support team and once completed you will receive the confirmation email again. Any future amendments to the Menu will be handled by you or your authorized staff, from within your platform's back-office.

Once you've provided us with your final approval, your Menu will go LIVE. You will receive an email which includes a link to your sign-in page, where your Username will be your registered email address. We will provide a temporary password which expires 2 hours after first logging in, so the first thing you must do is to create your new password.

Please refer to this page: <https://mifrends.com/platform/thanks-order.php?>

Congratulations

We are pleased to confirm that we have completed the building of your Digital Menu!

There is now just one final step before it can go live... you must approve the Menu.

To do this please scan the QR Code below which will take you to the Menu. Go through the entire Menu and when you've finished click on the button below to confirm your approval or reject it if there are any errors.



Approve Menu

Yours sincerely
Cindy Ferguson
Shop Local Laguna



The above is a demo of the email that's sent to the Restaurant when their menu has been completed. The QR Code is pulled from the database for that restaurant.

The green button takes them to the approval form specific to the restaurant as shown below. Ideally we would like the form to prepopulate with the name of the Restaurant and Person to avoid any mistakes.

It is important for this approval to be recorded in the database.

SLL Platform

 Restaurant Setup 

Powered by 

Restaurant - Menu Approval

You have viewed your Digital Menu by scanning the QR Code contained in our confirmation email!

If all of the menu content is correct and meets with your overall approval, then please signify this by completing the Approval Form.

However if there are any errors or omissions then please identify those issues in the form and they will be corrected immediately by our technical support team.

When those issues have been completed you'll receive the confirmation email again.

Once you've provided us with your final approval, your Menu will go LIVE.

Digital Restaurant Menu

Restaurant Name:

Name of person:

Please signify your approval or request an update of the Menu:

I have reviewed my MENU platform, and I APPROVE

I have checked my MENU Platform, and would like to request an update.

Which Menu/s require an update?

Breakfast Lunch Dinner Brunch Specials

Please describe what requires updating for each Menu.

Submit

Please refer to this page: <https://mifrends.com/platform/confirm.php>

WELCOME

Here is your new MENU Platform, and all relevant details and instructions:

-LOG IN CREDENTIALS:

Username: Please use your email that you provided during Registration.

Password: This temporary password will be good for your FIRST log in, then you will be redirected to CHANGE YOUR PASSWORD.

YOU WILL ALSO FIND (ON THE LEFT MENU):

- How to EDIT your MENU.
- How to add content to your ENTERTAINMENT / EVENT CALENDAR.
- How to build/track your BIRTHDAY / ANNIVERSARY Promotion.
- Where to view and export your Birthday/Anniversary CUSTOMER ENTRY DATA.
- FAQs
- How to order our ADDITIONAL PRODUCTS and reorder MENU SIGNAGE.

You will also be visited in-person by a representative from Shop Local Laguna who will hand deliver your tabletop or wall signage for ALL TABLES (custom designed framed QR Code signs, that scan to your MENU platform, Birthday/Anniversary promotions, Entertainment/Event Calendar, all Contact Information, and to the Laguna Beach FUN Directory).

Your delivery will also include your Front Counter CONTACT INFORMATION QR Code sign, and your Front Window CONTACT INFORMATION QR Code (a scan of both saves your contact information and your entire MENU platform to the user's Contacts on their phone - no more Business Cards.)

Yours sincerely
Cindy Ferguson
Shop Local Laguna

LOGIN



The screenshot shows a dark-themed login interface. At the top is a circular logo with the text "Shop Local Laguna Beach" and a sun/palm graphic. Below the logo are two input fields: "User Name*" and "Password*". A red arrow points to the "Password*" field. To the right of the fields is a "Forgot Password?" link. A large green "LOG IN" button is centered below the inputs. At the bottom right, it says "Powered by Info Quick".

When the Restaurant submits their final Approval they will receive an auto-reply email (example above) with a button that links to their Login page such as the above example. They will use their registered email address and the temporary password provided by us.

We would then look to have a page which asks them to set their new password.

Upon submitting their new password, they will be redirected to log-in using their new password.

They will receive an email that their password has changed.

They will then be able to login using the email and new password.

This page is where all the amendments are made on the Menu

Each one of the Tabs covers a different area of the Menu.

Restaurant Menu

You can check any amendments by using the menu button below to view that menu. Always refresh the page before checking and clearing your cache memory if you need to.

BREAKFAST	LUNCH	DINNER	BRUNCH
VIEW	VIEW	VIEW	VIEW

Select appropriate TAB to amend your SLL Menu Application.

Description / Price (highlighted with a yellow circle) **Photographs** **Day / Times** **Logo** **About Us**

1 Menu: Select One **2** Section: Select One **3** Item: Select One

Description: Scrambled eggs, ham & cheese on a croissant or english muffin
Served with breakfast potatoes or

Description - update:

Please check that the information above is correct before you press SUBMIT as the change will take effect immediately

DESCRIPTION / PRICE

Using the three drop down selectors you would first select which Menu you want to amend, then which section of the Menu and finally the item in that Section. The Description box shows the current description which can then be amended along with the price then that data submitted (saved)

You will note that the Logo at the top is now the logo uploaded by the Restaurant and SLL moves to the bottom

Please refer to this page: https://mifrends.com/platform/restaurant_portal/rest-menu.php

11

MENU Birthday/Anniversary

Laguna Village Shops Entertainment Laguna Beach FUN Directory

SLL PLATFORM

restaurant Menu

can check any amendments by using the menu button below to view that menu. Always refresh the page before checking and clearing your cache memory if you need to.

GOOD EVENING
To order just tap the MENU button

Breakfast Lunch Dinner Brunch Specials

Description / Price Photographs Day / Times Logo About Us

Section Item

Select One Select One Select One

Description Description - update Price \$

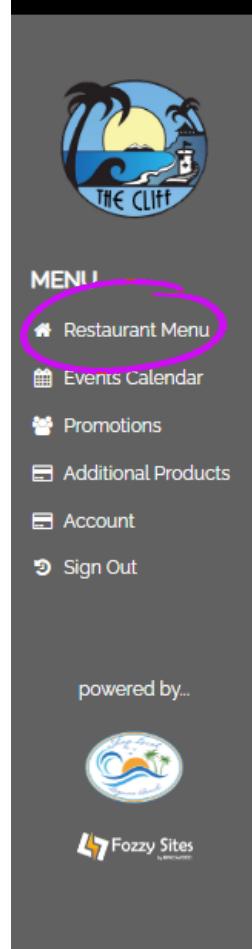
Scrambled eggs, ham & cheese on a croissant or english muffin
Served with breakfast potatoes or...

Please check that the information above is correct before you press SUBMIT as the change will take effect immediately

SUBMIT **Clear**

EACH MENU CAN BE VIEWED BY CLICKING THE APPROPRIATE BUTTON. IT IS IMPORTANT TO FORCE THE PAGE TO OPEN IN THE WAY SHOWN ie. TO REPLICATE A MOBILE VIEW AS 99.9% OF THE USERS WILL BE LOOKING AT THE MENU ON THEIR MOBILE SO WHEN MAKING CHANGES IT'S IMPORTANT THE RESTAURANT VISUALS IN THAT FORMAT.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/rest-menu.php



Restaurant Menu

You can check any amendments by using the menu button below to view that menu. Always refresh the page before checking and clearing your cache memory if you need to.

BREAKFAST

[VIEW](#)

LUNCH

[VIEW](#)

DINNER

[VIEW](#)

BRUNCH

[VIEW](#)

SPECIALS

Select appropriate TAB to amend your SLL Menu Application.

Description / Price

Photographs

Day / Times

Logo

About Us

Menu

Select One

Upload image file :

 No file chosen

Section

Select One

Upload image file :

 No file chosen

powered by...

Fozzy Sites
by Webfactory

Please refer to this page: https://mifrends.com/platform/restaurant_portal/rest-menu.php

This is where a restaurant can change any of their images that are shown in each section of their menu.

They would select which Menu from the first drop down and then which image they're changing ie. Image 1, 2 or 3, etc.

Selecting and uploading the replacement image would automatically overwrite the current image and can be checked by the Restaurant by clicking on the appropriate VIEW button.

We would need to give instructions on the type and size of image but to protect against someone taking no notice of that then the upload would force the image to the size we want.

The screenshot shows the 'Restaurant Menu' section of the SLL Platform. On the left, there's a sidebar with a logo for 'THE CLIFF' featuring a beach scene and the text 'THE CLIFF'. Below the logo is a 'MENU' section with several options: 'Restaurant Menu' (circled in pink), 'Events Calendar', 'Promotions', 'Additional Products', 'Account', and 'Sign Out'. Below these is a 'powered by...' section with the 'Fozzy Sites' logo.

The main content area has a header 'Restaurant Menu' with a house icon. Below it, a message says: 'You can check any amendments by using the menu button below to view that menu. Always refresh the page before checking and clearing your cache memory if you need to.' There are five buttons for 'BREAKFAST', 'LUNCH', 'DINNER', 'BRUNCH', and 'SPECIALS', each with a 'VIEW' link.

Below these buttons is a row of tabs: 'Description / Price', 'Photographs', 'Day / Times' (circled in yellow), 'Logo', and 'About Us'. Underneath these tabs are two dropdown menus: 'Menu' (set to 'Select One') and 'Day' (set to 'Select One').

Further down, there are fields for 'Start Time:' and 'End Time:' with empty input boxes. A note below says: 'Please check that the details are correct before you SUBMIT as the change will take effect immediately.' At the bottom are two buttons: a blue 'SUBMIT' button and a red 'Clear' button.

The Menu start and end times will have been provided in the setup process by the restaurants (see Day/Time tab:
https://mifrends.com/platform/restaurant_portal/rest-menu.php)

These can be amended at anytime by using the dropdowns, making the correct selections and then entering the new data and submitting.

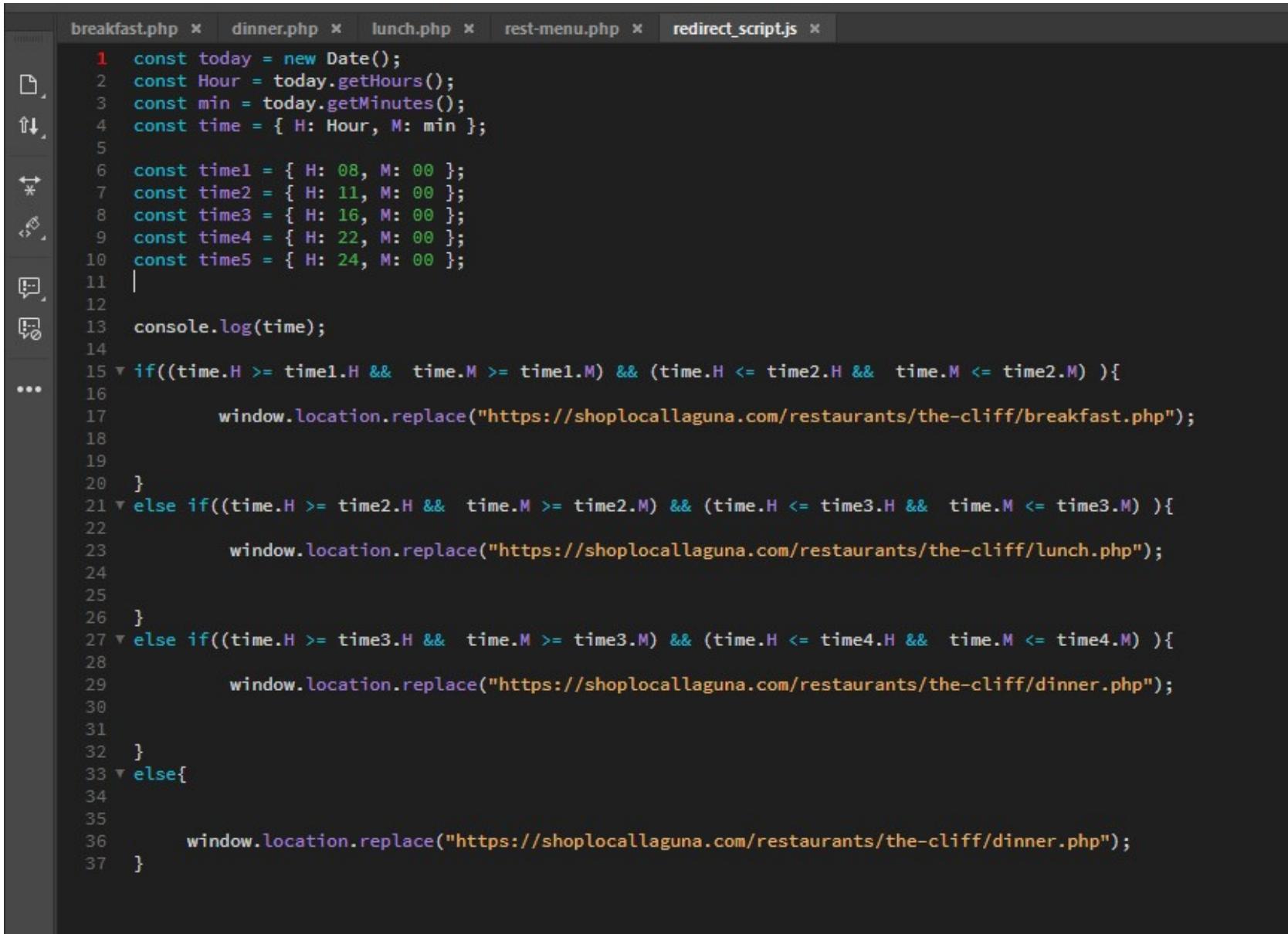
This change MUST be reflected automatically in the "redirect.html" file or if this is programmed in a different way then the change must be implemented seamlessly as this is **the** most important aspect of this project and is why most restaurants will want to take on the system.

The next two pages provide you with a copy of both the redirect.html and dependent JS file that trigger the above.

```
breakfast.php x dinner.php x lunch.php x rest-menu.php x redirect_script.js x redirect.html x
Source Code redirect_script.js

1  <!DOCTYPE html>
2  <html>
3  <head>
4      <title>Menu Offers</title>
5      <meta charset="UTF-8" />
6      <meta name="viewport" content="width=device-width, initial-scale=1" />
7  </head>
8  <body>
9      <script src="js/redirect_script.js"></script>
10 </body>
11 </html>
12
```

The redirect.html file



```
breakfast.php x dinner.php x lunch.php x rest-menu.php x redirect_script.js x
1 const today = new Date();
2 const Hour = today.getHours();
3 const min = today.getMinutes();
4 const time = { H: Hour, M: min };
5
6 const time1 = { H: 08, M: 00 };
7 const time2 = { H: 11, M: 00 };
8 const time3 = { H: 16, M: 00 };
9 const time4 = { H: 22, M: 00 };
10 const time5 = { H: 24, M: 00 };
11
12
13 console.log(time);
14
15 if((time.H >= time1.H && time.M >= time1.M) && (time.H <= time2.H && time.M <= time2.M)){
16
17     window.location.replace("https://shoplocallaguna.com/restaurants/the-cliff/breakfast.php");
18
19 }
20
21 else if((time.H >= time2.H && time.M >= time2.M) && (time.H <= time3.H && time.M <= time3.M)){
22
23     window.location.replace("https://shoplocallaguna.com/restaurants/the-cliff/lunch.php");
24
25 }
26
27 else if((time.H >= time3.H && time.M >= time3.M) && (time.H <= time4.H && time.M <= time4.M)){
28
29     window.location.replace("https://shoplocallaguna.com/restaurants/the-cliff/dinner.php");
30
31 }
32
33 else{
34
35     window.location.replace("https://shoplocallaguna.com/restaurants/the-cliff/dinner.php");
36 }
37 }
```

The js file



MENU

-  Restaurant Menu
-  Events Calendar
-  Promotions
-  Additional Products
-  Account
-  Sign Out

powered by...



Fozzy Sites

Restaurant Menu

You can check any amendments by using the menu button below to view that menu. Always refresh the page before checking and clearing your cache memory if you need to.

BREAKFAST

[VIEW](#)

LUNCH

[VIEW](#)

DINNER

[VIEW](#)

BRUNCH

[VIEW](#)

SPECIALS

[VIEW](#)

Select appropriate TAB to amend your SLL Menu Application.

Description / Price

Photographs

Day / Times

 Logo

About Us

Upload your replacement logo which needs to be in JPG or PNG format:

Select files: Choose Files No file chosen

Please check that the logo image is correct before you SUBMIT as the change will take effect immediately.

[SUBMIT](#)

[Clear](#)

Straightforward replacing of the Restaurant logo as and when relevant and which appears on the landing page center positioned.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/rest-menu.php

The screenshot shows the 'Restaurant Menu' section of the SLL Platform. On the left, there's a sidebar with a logo for 'THE CLIFF' featuring a lighthouse and palm trees, and a menu with options like 'Restaurant Menu' (circled in pink), 'Events Calendar', 'Promotions', 'Additional Products', 'Account', and 'Sign Out'. Below that is a 'powered by...' section with the 'Fozzy Sites' logo.

The main content area has a header 'Restaurant Menu' with a house icon. It includes a note about checking amendments and viewing menu sections: BREAKFAST (VIEW), LUNCH (VIEW), DINNER (VIEW), BRUNCH (VIEW), and SPECIALS (VIEW).

Below this is a row of tabs: 'Description / Price' (white), 'Photographs' (light gray), 'Day / Times' (light gray), 'Logo' (light gray), and 'About Us' (black, circled in yellow). A note says 'Select appropriate TAB to amend your SLL Menu Application.'

The 'About Us' tab is active, showing the current bio: 'The Cliff Restaurant offers a world class menu with an unsurpassed dining experience. Enjoy the 180 degree whitewater views from the multi-level patio while enjoying a relaxing breakfast or lunch, or catch a romantic sunset over dinner with a special friend.' It also lists operating hours: 'Monday - Friday 8:30AM - 10:00PM' and 'Saturday - Sunday 8:00AM - 10:00PM'.

Below the bio is a 'Bio Amendment' text area with a placeholder 'Type your amendment here...'. A note at the bottom says 'Please check that the amended text is no longer than 150 words before you SUBMIT as the change will take effect immediately.'

At the bottom are two buttons: a blue 'SUBMIT' button and a red 'Clear' button.

Straightforward updating of the About Us section on the Menu

Please refer to this page: https://mifrends.com/platform/restaurant_portal/rest-menu.php

THE SPECIALS MENU

The screenshot shows the SLL Platform's Restaurant Menu interface. On the left, a sidebar includes a logo for 'THE CLIFF', a 'MENU' button (circled in pink), and links for 'Restaurant Menu', 'Events Calendar', 'Promotions', 'Additional Products', 'Account', and 'Sign Out'. Below the sidebar is a 'powered by...' section with the 'Fozzy Sites' logo. The main content area has tabs for 'BREAKFAST', 'LUNCH', 'DINNER', 'BRUNCH', and 'SPECIALS' (circled in blue). Below these tabs is a 'VIEW' button for each. A sub-menu for 'Description / Price' is open, showing tabs for 'Photographs', 'Day / Times', 'Logo', and 'About Us'. To the right, a detailed view of the 'SPECIALS' menu is shown, featuring a list of items like 'Easter Brunch Special', 'Fava Bean and Asparagus Salad', etc., with a price of '\$35.00'.

Please note: There is no live page link as the above image is just a mocked up picture to show the removed fields

These are menus that a restaurant offers outside the menus they set in place for Breakfast, Lunch, Dinner and Brunch.

For special occasions (Easter, Mother's Day, Father's Day, Thanksgiving, etc.), restaurants will want to offer a SPECIALS menu. Some restaurants may like to offer a Friday SPECIALS menu, or a Taco Tuesday SPECIALS menu, for example. There are no "set" days/times for these SPECIALS menus. So, the restaurant will need to be able to create their SPECIALS menu, when they need one.

On our Restaurant Menu page (where a restaurant can edit their Breakfast, Lunch, Dinner and Brunch menus), they will create their new SPECIALS menu.

This SPECIALS menu feature will be on the restaurant platform for ALL restaurants.

The tabs that display now, will remain: Description/Price Photographs Days/Times Logo About Us

When Description/Price is clicked:

The 6 fields below will be modified. We will only offer 3 fields - Menu, Description (current) and Description (update) AS SHOWN ABOVE:

Menu ---- they will select SPECIALS

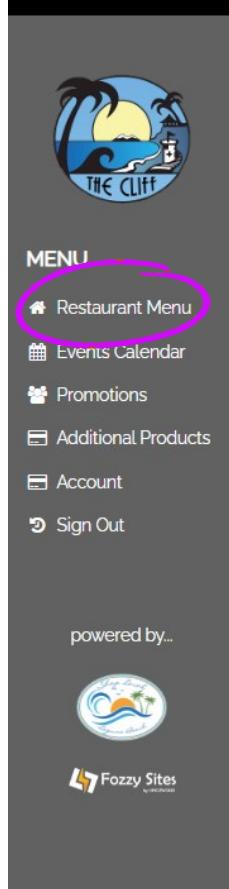
Section ---- This field will be **removed** (only when creating a SPECIALS menu.)

Item ---- This field will be **removed** (only when creating a SPECIALS menu.)

Description (current) ---- This field (read only) will have the text shown here in it, as an example (they will type their own menu in the following DESCRIPTION UPDATE field, **with upper/lower case, script/Arial options** and the ability to center the text if they would like):

Description (update) ---- This is where they will create and update their SPECIALS menu. This menu will SAVE in the Description (current) field, so they can edit it when needing another SPECIALS menu. Please add this into the Description (update) field: Add your SPECIALS menu items and price(s) here.

Price ---- This field will be removed (only when creating a SPECIALS menu.)



Restaurant Menu

You can check any amendments by using the menu button below to view that menu. Always refresh the page before checking and clearing your cache memory if you need to.

BREAKFAST

LUNCH

DINNER

BRUNCH

SPECIALS

[VIEW](#)[VIEW](#)[VIEW](#)[VIEW](#)

Select appropriate TAB to amend your SLL Menu Application.

Description / Price

Photographs

Day / Times

Logo

About Us

Menu

Specials

STOCK IMAGES | © These are images our designers have created and can be used for your Menu Promotion. They are copyright protected for

On finding an image that you want to use just enter the image code here:

Please check that the image you're about to upload is correct before you press SUBMIT as the change will take effect immediately.

[SUBMIT](#)[Clear](#)

Please note: There is no live page link as the above image is just a mocked up picture

Photographs

As with the previous page, when SPECIALS is chosen from the drop down selector the options change and a restaurant is unable to upload their own images. We/admin will provide a selection of appropriate images, such as Christmas, Easter, Valentine's Day, Thanksgiving, etc., and a coordinating pop-up image, which they will make their selection from. The chosen "top" image will be placed at the very top of the menu as shown above, and at the top of the pop-up (if they selected their SPECIALS menu to display "in addition" to their normally scheduled menu.)

Please refer to this page (click the SPECIALS tab): <https://mifrends.com/platform/menu-setup.php>

THE SPECIALS MENU

MENU SPECIALS Birthday/Anniversary

CHRISTMAS MENU

EASTER BRUNCH SPECIAL

Fava Bean and Asparagus Salad
or
Shaved Asparagus and Citrus Salad

Spiced Pomegranate and Orange Glazed Ham
or
Cedar Plank Salmon

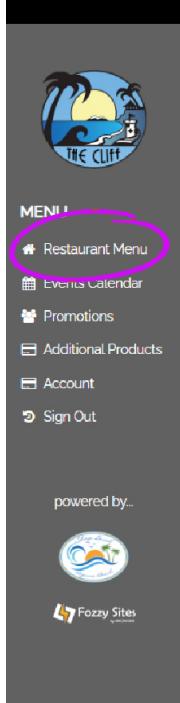
Golden Potato Casserole
or
Scalloped Potatoes

Salted Caramel-Chocolate Tart
or
Orange-Chamomile Cake

Rose Spritzer or Mimosa

\$35.00

THE SPECIALS MENU



Restaurant Menu

You can check any amendments by using the menu button below to amend your SLL Menu Application.

BREAKFAST	LUNCH
VIEW	VIEW

Select appropriate TAB to amend your SLL Menu Application.

Description / Price	Photographs	Day / Times
---------------------	-------------	--------------------

You have "TWO OPTIONS" for how your SPECIALS menu will be displayed:

EXCLUSIVELY: Your SPECIALS menu will display "by itself" on your selected day/time (replacing your normally scheduled menus.)

IN ADDITION: Your SPECIALS Menu will be displayed "with" your normally scheduled menu, on your selected day/time.

Additionally, a SPECIALS TAB will appear on the navigation bar to alert your customers that a Specials menu is available.

NOTE: If you would like to schedule "more than one" SPECIALS menu at a time, please complete one (and submit), then start another. Always do one at a time.

EXCLUSIVELY

If you would like your SPECIALS menu to display EXCLUSIVELY (your "normally scheduled" menus will not display, and will be REPLACED with your SPECIALS menu), please select the display days/times:

EVERY WEEK

DAYS: Select the day(s) to display your SPECIALS menu.

[] Every Day [] Monday [] Tuesday [] Wednesday [] Thursday [] Friday [] Saturday [] Sunday

TIME: Select your normally scheduled menu to replace.

[] Breakfast [] Lunch [] Dinner [] Brunch

SPECIFIC DATE:

Select the specific date that you would like your SPECIALS menu to display.

Date for Specials Menu:

TIME: Select the normally scheduled menu to replace.

[] Breakfast [] Lunch [] Dinner [] Brunch

IN ADDITION

If you would like your SPECIALS menu to display IN ADDITION to your normally scheduled menus (your SPECIALS menu will be displayed WITH your Specials menu), please select the display days/times:

EVERY WEEK

DAYS: Select the day(s) to display your SPECIALS menu.

[] Every Day [] Monday [] Tuesday [] Wednesday [] Thursday [] Friday [] Saturday [] Sunday

TIME: Select your normally scheduled menu to replace.

[] Breakfast [] Lunch [] Dinner [] Brunch

SPECIFIC DATE:

Select the specific date that you would like your SPECIALS menu to display.

Date for Specials Menu:

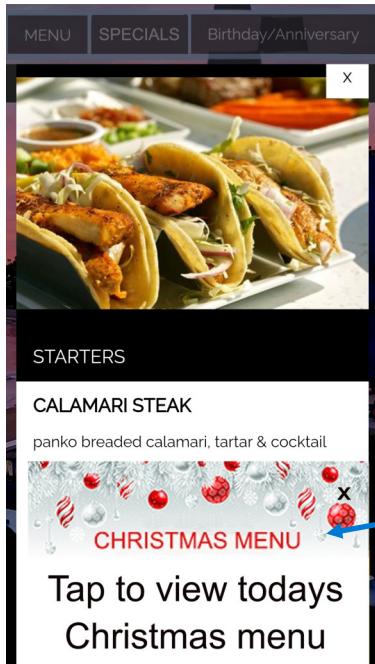
TIME: Select the normally scheduled menu to replace.

[] Breakfast [] Lunch [] Dinner [] Brunch

Please refer to the next/following page, and to this page for details
(click the SPECIALS tab):

<https://mifrends.com/platform/menu-setup.php>

THE SPECIALS MENU



This SPECIALS menu will display from a TAB at the top: Specials

This TAB will only be displayed during the days/times when the SPECIALS menu is enabled (see mock up on the left.)

They will have the option to have their SPECIALS menu display EXCLUSIVELY (not with their normal menu) or IN ADDITION to their normal menu:

Would you like to have your SPECIALS menu display exclusively (by itself, not "in addition" to your other menu)?

Would you like to have your SPECIALS menu display "in addition" to your other menu (both menus will be offered)?

If the restaurant selects "exclusively", then when the customer clicks MENU, the SPECIALS menu displays on the selected day/times.

If the restaurant would like their SPECIALS menu to display "In addition" to their normally scheduled menu, when the customer clicks MENU, the restaurant's normally scheduled menu will display, along with a small POP UP (see mock up on the left), indicating that a SPECIALS menu is available, click here (when they "click here" the SPECIALS menu will display, AND the SPECIALS TAB will display at the top). To go back to the normally scheduled menu, they select MENU again. Please only allow the pop up to display "one time" per customer/the FIRST time they click MENU. It will not be displayed if they go back to the MENU tab, as they now know there is a SPECIALS tab.)

Just to be clear: Irrespective of whether the POPUP or the SPECIALS tab is clicked by the customer it will display the Specials Menu in the same way it would any other menu.

The POP UP design/language will be "automatically" selected (the restaurant will not have the option to select a POP UP. We will design a POP UP for each of the menu images that they select from in the Image Gallery.) For example, if they select the Merry Christmas image (per the mock up on the left), the POP UP will match that image.

Please refer to the next page, and to this page for details (click the SPECIALS tab):

<https://mifrends.com/platform/menu-setup.php>

The screenshot shows the SLL Platform's Events Calendar for "THE CLIFF". The calendar displays the month of October 2021. Specific dates are highlighted in green: October 13, 14, 27, and 28. To the right of the calendar is a "New Event Entry" form. The form includes fields for "Event Name", "Date", "Time", "Headliner", "Tickets URL", and "Description (brief details about event)". At the bottom of the form are two buttons: "SAVE TO CALENDAR" and "Clear".

Please refer to this page:

https://mifrends.com/platform/restaurant_portal/events.php

This Calendar is offered as an "option" on the Registration page. Selecting this option will add the Entertainment tab to be added to the platform, and an editable Calendar to the page. If they do not select this option when they register, they can always go back and select this option at any time in the future (from the ADDITIONAL PRODUCTS page.) There is no fee for this feature. This calendar will be built to enable each Restaurant to update their own calendar with their own content. We will need the registered User/Restaurant to be able to:

Select a Month (12 months to select from.)

Add event content to any day(s), of any month(s).

Entries will automatically delete, the day after the event date.

We need the Admin to be able to modify the TITLE (text at the top where "LIVE MUSIC IS BACK" is currently, above the Month) with text or a banner.

We need to be able to add an optional banner along the bottom of the calendar also.

Calendar #2

We also need to be able to use the "same" calendar, but allowing anyone/everyone to add content to another calendar. These people will not be logging in anywhere, just accessing the Calendar from our Shop Local Laguna site, and adding content.

Their Entertainment/Event entry is placed on the appropriate day, and is limited to short fields:

Event Name:

Time:

URL:

If a specific day has multiple entries, the day field will expand to accommodate all entries. Admin will be able to review the entries BEFORE they go live on the calendar (to avoid spamming.)

Birthday/Anniversary

We would like to know about your Birthday/Anniversary so we can send you special offers. We will never sell or give away your personal information to any third parties.

First name:

Last name:

Email:

Birthday Date:

Anniversary Date:

PRIVACY

We require your mobile number and email in order to send you details of your Birthday/Anniversary Offer. We will only send you information relating to your Birthday/Anniversary and will NOT sell or even give away your personal details to any third parties.

I authorize you to use my mobile/email for Birthday/Anniversary Offers only

Mobile:

ADD MY DATES

This Birthday/Anniversary promotion is offered as an "option" on the Registration page. Selecting this option will add the Birthday/Anniversary tab to be added to the platform, and includes the ability to edit: https://mifrends.com/platform/restaurant_portal/promotions.php

If they do not select this option when they register, they can always go back and select this option at any time in the future (from the ADDITIONAL PRODUCTS page.) There is no fee for this feature.

This promotion offers a free beverage, dessert, appetizer, etc., for the customer to register their birthday/anniversary on the platform (and answer a few more questions.)

The Restaurant can modify the questions on the promotion, that fall into the database.

Once a customer fills out the form and clicks "submit", they receive an auto responder Thank You email.

The language in the Thank You email needs to be editable by the restaurant (we/admin will provide a default message.)

Once the email is received by the customer, they show the Thank You email to the waitress for their free beverage, dessert, appetizer, etc.

Then, two weeks prior to the birthday/anniversary date that the customer entered on our form, our platform will automatically send them an email inviting them to "Join US on your special day" (if the customer gave two dates, birthday and anniversary, then two emails will be sent to them.) And again, this email is shown to the waitress to receive their special gift on the customer's visit to the restaurant.

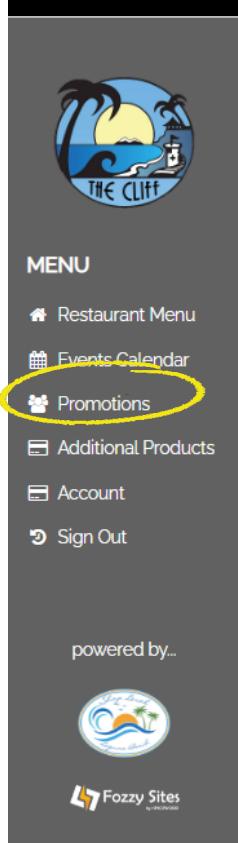
All of the form/questions information falls into a database that is accessed by the Restaurant, and by our Admin.

The data in the restaurant's database needs to be automatically removed from our site/server each month, emailed via an excel spread sheet (or another method of easily moving the data.)

Or, the customer can access their database at any time, select one, or all of the records, and move them.

Please refer to this page:

https://mifrends.com/platform/restaurant_portal/promotions.php



Promotions

To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

Introduction Message confirmation Email Image Popup Offer Questions Status Mailing Email Customer Database

Introduction (current) Introduction (update)

We would love to make your next Birthday/Anniversary extra special with a gift you will find hard to resist but like all gifts they cannot be revealed until nearer the day! So enter your details below and we'll be in touch a couple of weeks before.

Please check that your update is correct before you press SUBMIT as the change will take effect immediately

SUBMIT Clear

Once submitted you can see your updated menu by using the VIEW button at the top of the page

The Restaurant can make changes to their promotion introduction.
The box on the left is the current live message and is 'read only'
The box on the right is where they enter the replacement message

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php

MENU Birthday/Anniversary

Laguna Village Shops Entertainment Laguna Beach FUN Directory

Imported Imported From IE

Other favourites

SLL PLATFORM

GOOD EVENING

To order just tap the MENU button

Powered by [Shop Local Laguna](#) and [Info Quick](#)
Photo: Cindy Ferguson

Introduction (current)

I would love to make your next Birthday/Anniversary extra special with a gift you will find hard to resist but like all gifts they cannot be ordered until nearer the day! So enter your details and we'll be in touch a couple of weeks

Introduction (update)

Please check that your update is correct before you press SUBMIT as the change will take effect immediately

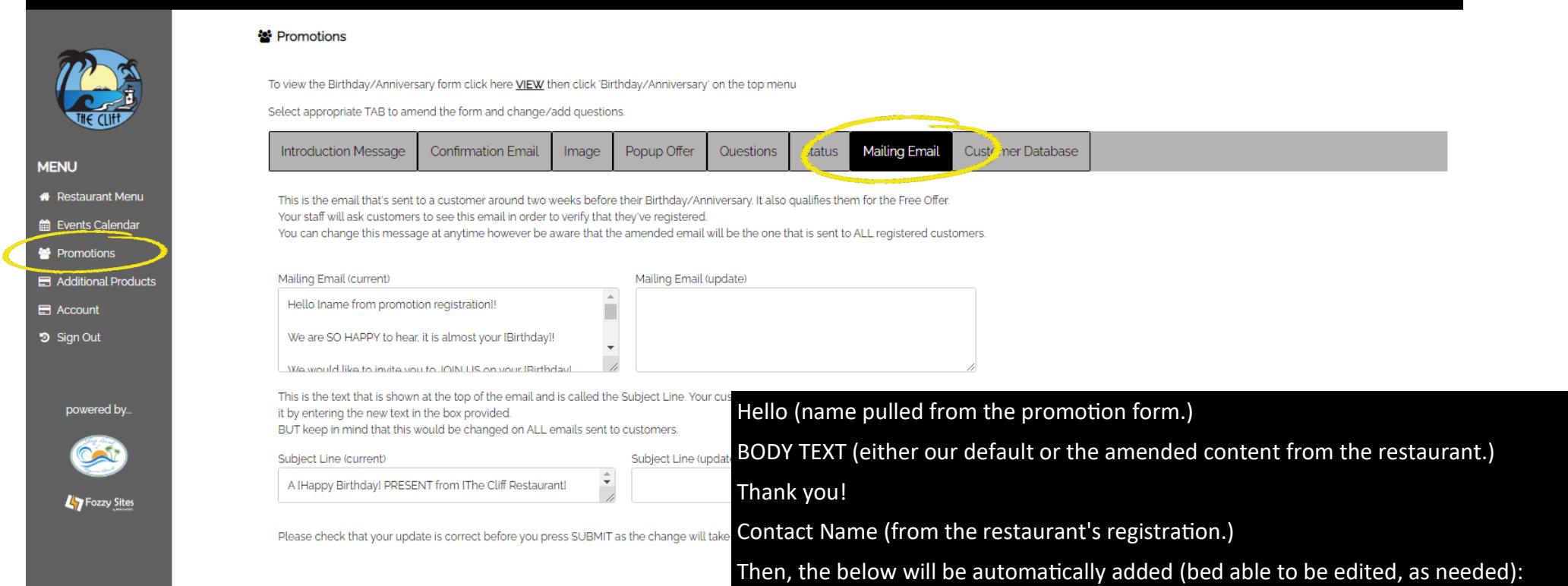
SUBMIT **Clear**

powered by...

 Fozzy Sites

The Restaurant can view any changes they make to their promotion by using the VIEW button.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php



To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

This is the email that's sent to a customer around two weeks before their Birthday/Anniversary. It also qualifies them for the Free Offer. Your staff will ask customers to see this email in order to verify that they've registered. You can change this message at anytime however be aware that the amended email will be the one that is sent to ALL registered customers.

Mailing Email (current)

Hello Iname from promotion registration!!

We are SO HAPPY to hear it is almost your IBirthday!!

We would like to invite you to JOIN US on your IBirthday!

Mailing Email (update)

This is the text that is shown at the top of the email and is called the Subject Line. Your customer will see this when they receive the email. You can edit it by entering the new text in the box provided. BUT keep in mind that this would be changed on ALL emails sent to customers.

Subject Line (current)

A IHappy Birthday! PRESENT from IThe Cliff Restaurant

Subject Line (update)

Please check that your update is correct before you press SUBMIT as the change will take effect immediately.

Body Text

Hello (name pulled from the promotion form.)

Body Text (either our default or the amended content from the restaurant.)

BODY TEXT (either our default or the amended content from the restaurant.)

Thank you!

Contact Name

Contact Name (from the restaurant's registration.)

Then, the below will be automatically added (bed able to be edited, as needed):

Restaurant Name

Restaurant Address

Restaurant Phone

Restaurant's LANDING PAGE url

SAVE THIS CONTACT INFORMATION TO YOUR PHONE'S CONTACT LIST!

The "Save this information to your phone's contact list" will have the restaurant's vCard URL, saved in the database, as it's hyperlink.

This is the email that is automatically sent to the customer who signs up to the promotion.

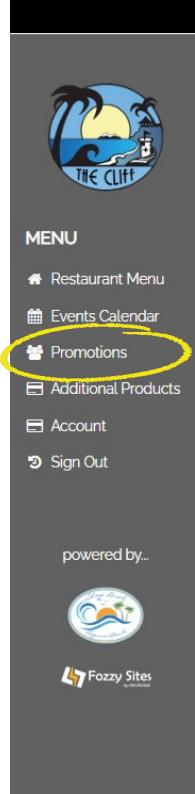
The box on the left shows the email body message and is set to 'Read only'.

The box to the right is where the user will provide the NEW confirmation email.

If no NEW content is provided (in the box on the right), the current content (box on the left) will be used.

It will have a Salutation at the top, drawing the customer's name from the database, then the message body (as shown above) and finally in the footer have the manager's signatory, and restaurant's contact details.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php



Promotions

To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

Introduction Message Confirmation Email **Image** Pop Up Offer Questions Status Mailing Email Customer Database

Use the VIEW button above to see the image placed at the top of the promotion.

This is where you can select the image you want to display on your promotion by choosing from our range of options on the gallery below.

STOCK IMAGES | © These are images our designers have created and can be used for your Menu Promotion. They are copyright protected for other use.



On finding an image that you want to use just enter the image code here:

SUBMIT **Clear**

BIRTHDAY/ANNIVERSARY

Birthday/Anniversary

HAPPY BIRTHDAY

We would love to make your next Birthday/Anniversary extra special with a gift you will find hard to resist but like all gifts they cannot be revealed until nearer the day! So enter your details below and we'll be in touch a couple of weeks before.

First name:

Last name:

Email:

Register now to get a FREE beverage with your meal. To redeem simply show the Thank You email to your waiter

This is for the replacement of the image at the top of the promotion, such as "Happy Birthday" or "Happy Anniversary". It will be set-up like the "gallery" that we are providing for the SPECIALS MENU, previously, in that they select images that we/admin have added to the PROMOTION GALLERY. Additionally, when they select an image, their color-coordinated pop-up will be pre-selected. Ideally we would want them to "click and select" but it is currently shown as each having a code which is entered and submitted by the restaurant. They can add their own language to the promotion and pop-up, or choose to use the default language (as you see on the following page.)

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php

The screenshot shows the 'Promotions' section of the SLL Platform. On the left, there's a sidebar with a logo for 'THE CLIFF' featuring palm trees and a lighthouse, and a menu with links like 'Restaurant Menu', 'Events Calendar', 'Promotions' (which is circled in yellow), 'Additional Products', 'Account', and 'Sign Out'. Below the sidebar is a 'powered by...' section with the Fozzy Sites logo.

The main content area has a title 'Promotions' with a small icon. It includes instructions to view the Birthday/Anniversary form and a note to select the appropriate TAB to amend the form and change/add questions. A yellow circle highlights the 'Popup Offer' tab, which is currently selected and highlighted in black. Below this, a message says you can change your promotion at anytime by amending the details of your offer below.

Two input fields are shown: 'Free Offer Title (current)' containing 'FREE BEVERAGE' and 'Free Offer Title (update)' which is empty. Below these are two text areas: 'Free Offer Body Text (current)' containing the text 'Register now and get a free beverage with your meal. Show the code you receive by text to our waiter.' and 'Free Offer Body Text (update)' which is also empty.

A note at the bottom asks to check the details before submitting. At the bottom right are 'SUBMIT' and 'Clear' buttons.

This allows the restaurant to amend what is said on the automatic Popup and is currently set to a FREE BEVERAGE.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php



MENU

- Restaurant Menu
- Events Calendar
- Promotions
- Additional Products
- Account
- Sign Out

powered by...

-

Promotions

To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

Introduction Message	Confirmation Email	Image	Popup Offer	Questions	Status	Mailing Email	Customer Database
----------------------	--------------------	-------	-------------	-----------	--------	---------------	-------------------

The default questions of First Name, Last Name, Email, Birthday Date, Anniversary Date and Mobile cannot be changed!

You can add up to three further questions, placed underneath the default questions. They will be optional for the User to complete unlike the default questions.

Additional Question 1 (current)

What hobbies/interests do you have?

Update

Additional Question 2 (current)

What is your favorit sport?

Update

Additional Question 3 (current)

Where is your favorit vacation destination?

Update

Please check that the questions are correct as the change will take effect immediately.

SUBMIT

Clear

This allows the restaurant to add additional questions to the form the customer completes.

The default questions are first name, last name, email, birthday date, anniversary date and mobile number.

Whilst these are default questions the only 'required' answers are first name, last name, email. We don't want to make Mobile "required" as it may deter people from proceeding any further!

However if the customer does not enter either of the dates requested it will reject it and ask that they select at least one of the dates. This is because we don't want to insist on them providing both and of course Anniversary's will not be relevant for many people.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php



MENU

- Restaurant Menu
- Events Calendar
- Promotions (highlighted)
- Additional Products

Account

Sign Out

powered by...



Fozzy Sites

Promotions

To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

Introduction Message	Confirmation Email	Image	Popup Offer	Questions	Status	Mailing Email	Customer Database
----------------------	--------------------	-------	-------------	-----------	--------	---------------	-------------------

By default the promotion is run EVERY time the Menu QR Code is scanned. But you may not want it to run every day or every menu.

However, we have provided you with complete flexibility to switch the promotion on and off depending on your requirements.

Just select 'ENABLE' or 'DISABLE' from the options shown below...

Menu	Section	Status	SUBMIT	Clear
Select One	Select One	Select One		

To view the current status of the promotion on any given day or menu use the selectors below...

Menu	Section	Current Status
Select One	Select One	Enabled

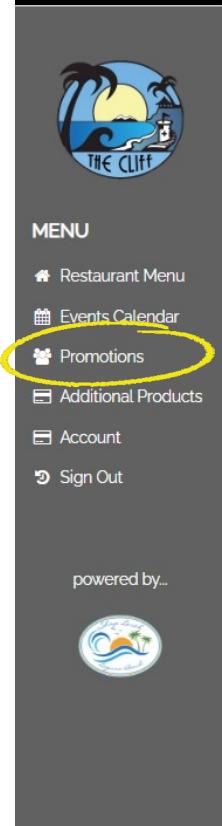
It may well be possible that a restaurant only wants to run promotions on certain days each week or perhaps only in an evening when serving the Dinner menu.

We therefore need to allow the restaurant the ability to switch the promotion on and off.

The above method will require choice of menu, the Day and finally set it to ENABLE or DISABLE

The section at the bottom is to check the current status and of course after updating to make sure it has changed.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php



Promotions

To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

Introduction Message Confirmation Email Image Popup Offer Questions Status Mailing Email Customer Data

This is the email that's sent to a customer around two weeks before their Birthday/Anniversary. It also qualifies them for the Free Offer. Your staff will ask customers to see this email in order to verify that they've registered. You can change this message at anytime however be aware that the amended email will be the one that is sent to ALL registered customers.

Mailing Email (current)	Mailing Email (update)
Hello [name from promotion registration]!	
We are SO HAPPY to hear, it is almost your [Birthday]!	
We would like to invite you to JOIN US on your [Birthday] and	

This is the text that is shown at the top of the email and is called the Subject Line. Your customer will recognize immediately what the message is about default text but you can change it by entering the new text in the box provided. BUT keep in mind that this would be changed on ALL emails sent to customers.

Subject Line (current)	Subject Line (update)
A [Happy Birthday] PRESENT from [The Cliff Restaurant]	

Please check that your update is correct before you press SUBMIT as the change will take effect immediately

SUBMIT

Clear

This shows the DEFAULT body content of the email that is automatically sent two weeks before the Birthday/Anniversary date of a Registered customer (found in their database.) The admin **and** restaurant can edit the wording of this message at anytime by entering the new data in the right hand box.

The text shown inside [] would be called from the database for each customer.

The word (Birthday) and (Anniversary) need to be reflected correctly on the email, and would be called from the birthday or anniversary database for each customer.

However how can this email be amended by admin or the restaurant, as they would not be expected to enter this as code ie. place [] to allow for the data being pulled from their database?

We also need to ensure a program is written to auto run the sending of the promotional emails two weeks before the Birthday and/or Anniversary dates against each registered customer in the database for each Restaurant, and that that date is saved in the database

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php

Mailing Email (current)

Hello [name from promotion registration]!

We are SO HAPPY to hear, it is almost your [Birthday]!

We would like to invite you to JOIN US on your [Birthday], and receive a SPECIAL SURPRISE!

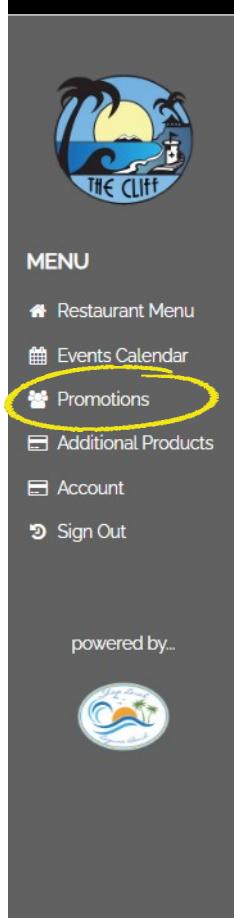
Simply make a reservation, then show the waiter/waitress this email when you are first seated.

See you soon!
[Restaurant's Contact Name]

[Name of Restaurant]
[Address]
[Phone]
[Email]
[URL to MENU LANDING PAGE]
<https://www.shoplocallaguna.com/restaurants/the-cliff/LandingPage.php>

SAVE THIS INFORMATION TO YOUR PHONE'S CONTACT LIST!

The "Save this information to your phone's contact list" will have the restaurant's vCard URL, saved in the database, as it's hyperlink.



Promotions

To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

Introduction Message	Confirmation Email	Image	Popup Offer	Questions	Status	Mailing Email	Customer Database
----------------------	--------------------	-------	-------------	-----------	--------	----------------------	-------------------

This is the email that's sent to a customer around two weeks before their Birthday/Anniversary. It also qualifies them for the Free Offer. Your staff will ask customers to see this email in order to verify that they've registered. You can change this message at anytime however be aware that the amended email will be the one that is sent to ALL registered customers.

Mailing Email (current)

```
Hello [name from promotion registration]!  
  
We are SO HAPPY to hear, it is almost your [Birthday]!  
  
We would like to invite you to JOIN US on your [Birthday] and
```

Mailing Email (update)

This is the text that is shown at the top of the email and is called the Subject Line. Your customer will recognize immediately what the message is about. We would recommend leaving this set to the default text but you can change it by entering the new text in the box provided.

BUT keep in mind that this would be changed on ALL emails sent to customers.

Subject Line (current)

```
A [Happy Birthday] PRESENT from [The Cliff Restaurant]
```

Subject Line (update)

Please check that your update is correct before you press SUBMIT as the change will take effect immediately

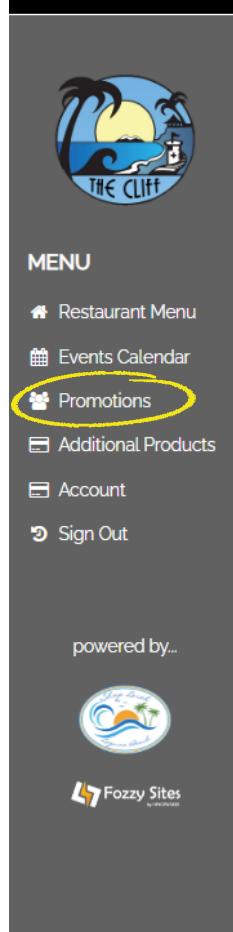
SUBMIT

Clear

The Subject Line of the email must be generated from the database in respect to the type of celebration and Restaurant it is, such as the following where the red text represents the data being called from the database...

A **Happy Birthday** PRESENT from **The Cliff** restaurant

If a restaurant wants to change the Subject Line they can, but it would override the default version. As in the previous page we would need to know how best to achieve this without the use of code which the restaurants are unlikely to know.



Promotions

To view the Birthday/Anniversary form click here [VIEW](#) then click 'Birthday/Anniversary' on the top menu

Select appropriate TAB to amend the form and change/add questions.

Introduction Message	Confirmation Email	Image	Popup Offer	Questions	Status	Mailing Email	Customer Database
----------------------	--------------------	-------	-------------	-----------	--------	---------------	--------------------------

Client Database

This is the list of every person who has registered for your promotion during the last 30 days. This data will be automatically exported to the email address we hold on our records after the 30 days have expired. This is to comply with CCPA regulations as the Data Processor and which is set out in our Terms and Privacy Agreement.

You can manually export any of these records prior to the 30 days by highlighting the record and clicking EXPORT. This file will be sent as a CSV file which you can download to your own system.

You can locate a record by entering any of the criteria shown below and pressing SEARCH

First Name:	<input type="text" value="First Name"/>	Last Name:	<input type="text" value="Last name"/>	Mobile:	<input type="text" value="Mobile"/>	Email:	<input type="text" value="Email"/>	SEARCH
-------------	---	------------	--	---------	-------------------------------------	--------	------------------------------------	---------------

Copy	Excel	PDF	Print	User	Date	First Name	Second Name	DOB	AnnD	Mobile	Email	Manage
	Fozz66	08-12-2021										EXPORT
	Fozz66	08-12-2021										DELETE

Showing 1 to 2 of 107 entries

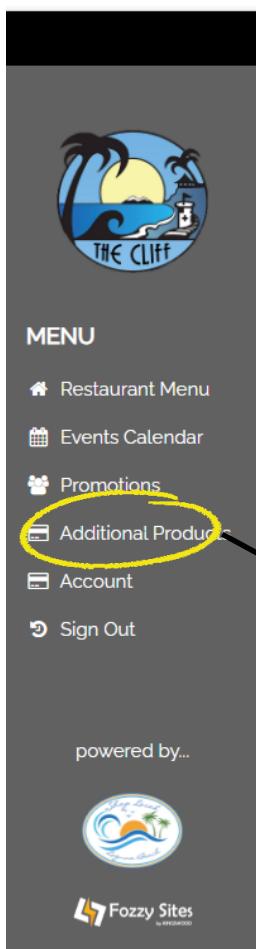
Previous **1** **2** **3** Next

All of the form/questions information falls into a database that is accessed by the Restaurant, and by our Admin.

The data in the restaurant's database needs to be automatically removed from our site/server each month, emailed via an excel spread sheet (or another method of easily moving the data.)

Or, the customer can access their database at any time, select one, or all of the records, and export them.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/promotions.php



SLL Platform



Register

- [Back](#)
- [Order](#)
- [Payment](#)

Powered by
Fozzy Sites

Additional Products - Order

Optional Email Marketing Program
Please check box to receive more information and pricing options.

Printed Menu Signage Refills
[Text input field] \$ per piece

PAY HERE QR Code
Add your Bank's Payment PAY HERE QR Code to your platform, giving easy access for customers to pay their bill.
This is set-up by you, on your own merchant platform. All we will need from you is your Payment QR Code and we will create your signage (see set-up details below)

Upload your QR Code
[Text input field] Choose File | No file chosen

Ebrochure
Add a link to your Ebrochure from your Contact Information QR Code.

Standard Option \$

Premium Option \$

Printed Menu + Birthday/Anniversary QR Code Refills
[Text input field] \$ per piece

Entertainment / Event Calendar - FREE
Check the box to include it onto your platform.

Acrylic Two-Sided Tabletop or Wall Sign Holder
[Text input field] 5" x 7" Tabletop Sign Holder - \$ per holder
[Text input field] 5" x 7" Wall Mount Sign Holder - \$ per holder
[Text input field] 8.5" x 11" Wall Mount Sign Holder - \$ per holder

Self-adhering 6" x 10" Window Cling
Includes your custom Contact Information QR Code and the Laguna Beach FUN MAP QR Code. One is included in your Menu Platform package, order here for additional pieces.
[Text input field] 6" x 10" Window Clings - \$ per piece

Email Marketing Management (transferring data from your platform, to a third party email service + creative design.)
\$

Custom QR Code Design Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$

Laguna FUN DIRECTORY Advertising Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$

Shop Local Laguna will design your creative. \$
 You will supply the creative. \$
Upload your logo which needs to be in JPG or PNG format:
[Text input field] Choose File | No file chosen

Laguna Beach ENTERTAINMENT/EVENTS Calendar Advertising Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$

Shop Local Laguna will design your creative. \$
 You will supply the creative. \$

Upload your logo which needs to be in JPG or PNG format:
[Text input field] Choose File | No file chosen

Shop Local Laguna Site Advertising Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$

Shop Local Laguna will design your creative. \$
 You will supply the creative. \$
Upload your logo which needs to be in JPG or PNG format:
[Text input field] Choose File | No file chosen

Custom Window Cling Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$

SPONSOR Opportunities Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$

Add the Birthday/Anniversary Promotion
 Add the Entertainment/Event Calendar SUBMIT ORDER
Please check your order, then submit for payment on the following screen.

SUBMIT **Clear**

SLL PLATFORM

if you need to.

The ADDITIONAL PRODUCTS tab takes the user to a new page

Please refer to this page: <https://mifrends.com/platform/add-products.php>



Register

Back

Order

Payment

Powered by



Additional Products - Order

 Optional Email Marketing Program

Please check box to receive more information and pricing options.

 Printed Menu Signage Refills \$ per piece PAY HERE QR Code

Add your Bank's Payment PAY HERE QR Code to your platform, giving easy access for customers to pay their bill.

This is set-up by you, on your own merchant platform. All we will need from you is your Payment QR Code and we will create your signage (see set-up details below)

Upload your QR Code

 Choose File | No file chosen Ebrochure

Add a link to your Ebrochure from your Contact Information QR Code.

 Standard Option \$ Premium Option \$ Printed Menu + Birthday/Anniversary QR Code Refills \$ per piece Entertainment / Event Calendar - FREE

Check the box to include it onto your platform.

 Acrylic Two-Sided Tabletop or Wall Sign Holder 5' x 7' Tabletop Sign Holder - \$ per holder 5' x 7' Wall Mount Sign Holder - \$ per holder 8.5' x 11' Wall Mount Sign Holder - \$ per holder Self-adhering 6' x 10' Window Cling

Includes your custom Contact Information QR Code and the Laguna Beach FUN MAP QR Code. One is included in your Menu Platform package, order here for additional pieces.

 6' x 10' Window Clings - \$ per piece Email Marketing Management (transferring data from your platform, to a third party email service + creative design)

\$

 Custom QR Code Design Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$ Laguna FUN DIRECTORY Advertising Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$ Shop Local Laguna will design your creative. \$
 You will supply the creative. \$
Upload your logo which needs to be in JPG or PNG format:
 Choose File | No file chosen Laguna Beach ENTERTAINMENT/EVENTS Calendar Advertising Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$ Shop Local Laguna will design your creative. \$
 You will supply the creative. \$Upload your logo which needs to be in JPG or PNG format:
 Choose File | No file chosen Shop Local Laguna Site Advertising Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$ Shop Local Laguna will design your creative. \$
 You will supply the creative. \$
Upload your logo which needs to be in JPG or PNG format:
 Choose File | No file chosen Custom Window Cling Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$ SPONSOR Opportunities Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
\$ Add the Birthday/Anniversary Promotion Add the Entertainment/Event Calendar SUBMIT ORDER

Please check your order, then submit for payment on the following screen.

 SUBMIT Clear

This page would be accessible by all three of our Target Business Sectors, with the ability to enable/disable the products on the page, per target group;

RESTAURANTS | ARTISTS | MERCHANTS

Please refer to this page: <https://mifrends.com/platform/add-products.php>

Through our marketing literature, online and offline, plus conversations/meetings with restaurants, artists and merchants, they will be made aware of the additional products and services we can provide. This is the page they will come to and place orders. AFTER a customer Registers/Pays/Logs Back-in, this page will be made available to them to purchase additional products. Fees would be automatically calculated on the page and through to the Merchant account.

Per paid "individual customer", or "to an entire group of customers" (Restaurants, Merchants, Artists), we may want to make some of the items unavailable. So we would need to be able to enable/disable each product, and also add new products. I would suggest that we set up each product/service that we have, allowing us to enable/disable per Restaurant/Artist/Merchant group (or individually.) Also as admin we would be able to change that at anytime. Admin also need to be notified when an order is placed (maybe it not only falls into our Admin area, but also notifies us by email.)

**Register**

- [Back](#)
- [Order](#)
- [Payment](#)

Powered by

**Order Payment**

Once payment has been authorized you will be taken back to your Platform

Billing Address**Full Name**

John M. Doe

Email

john@example.com

Address

542 W. 15th Street

City

New York

State

NY

Zip

10001

Payment**Accepted Cards****Name on Card**

John More Doe

Credit card number

1111-2222-3333-4444

Exp Month

September

Exp Year

2018

CVV

352

Cart

6

[Menu](#)

\$0

[Calendar](#)

\$0

[Sign](#)

\$0

[Window Cling](#)

\$0

[Printed Menu](#)

\$0

[Ebrochure](#)

\$0

Total

\$0

PAY

This is our payment gateway ie. the same as that used when registering new Restaurants

Please refer to this page: https://mifrends.com/platform/restaurant_portal/rest-menu.php



MENU

- [Restaurant Menu](#)
- [Events Calendar](#)
- [Promotions](#)
- [Additional Products](#)
- [Account](#)
- [Sign Out](#)

powered by...

Fozzy Sites
by FIZZYSITES

Restaurant Menu

You can check any amendments by using the menu button below to view that menu. Always refresh the page before checking and clearing your cache memory if you need to.

BREAKFAST

[VIEW](#)

LUNCH

[VIEW](#)

DINNER

[VIEW](#)

BRUNCH

[VIEW](#)

SPECIALS

[VIEW](#)

Select appropriate TAB to amend your SLL Menu Application.

Description / Price

Photographs

Day / Times

Logo

About Us

Menu

Select One

Section

Select One

Item

Select One

Description

Scrambled eggs, ham & cheese on a croissant or english muffin
Served with breakfast potatoes or

Description - update

Price \$

Please check that the information above is correct before you press SUBMIT as the change will take effect immediately

SUBMIT**Clear**

On a successful payment they are taken back to their platform home page

The screenshot shows the 'Account' section of the SLL Platform. On the left, a sidebar for 'The Cliff' restaurant includes links for 'Restaurant Menu', 'Events Calendar', 'Promotions', 'Additional Products', 'Account' (which is circled in yellow), and 'Sign Out'. Below these are logos for 'powered by...' (The Cliff Restaurant) and 'Fozzy Sites'. The main content area has a header 'Account' with tabs 'Data' (selected) and 'Usage'. The 'Data' tab displays restaurant details in a table:

RESTAURANT NAME	CONTACT NAME	ADDRESS	PHONE	EMAIL
The Cliff Restaurant	Joe	Laguna Beach 92651 CA	(949) 123 4567	info@thecliffrestaurant.com

Below this, another row of data is shown:

WEBSITE	MAP (url)	SLL (url)	Ebrochure (url)
https://www.thecliffrestaurant.com/	https://www.mapurl.com	https://www.sllurl.com	https://www.ebrochureurl.com

This is where the core Restaurant details are displayed reflecting the entries from their initial registration form, so only the fields that were made available when registering will display here. They will also be able to view their subscription payment history from the USAGE tab.

Please refer to this page: https://mifrends.com/platform/restaurant_portal/rest-account.php

HOW AND WHERE THE DOMAINS AND FILES ARE HOSTED AT PRESENT...

The demo Restaurant applications are hosted on <https://www.shoplocallaguna.com/restaurants/>

On both demos the QR Code will point to the “redirect.html” file which, depending on the time of day will then drive the user to the relevant menu ie. breakfast.php, lunch.php or dinner.php

The screenshot shows two separate file explorer windows. The left window displays the contents of the 'nirvana-grille' directory, which includes several subfolders like 'css', 'images', 'js', and 'Services', along with PHP files such as 'breakfast.php', 'dinner.php', 'lunch.php', and 'navbar.html'. The right window displays the contents of the 'the-cliff' directory, showing similar structure and files. A large black arrow points from the 'nirvana-grille' window towards the 'the-cliff' window.

Filename	Filesize	Filetype	Last modified	Permissions	Owner/Gro...
..					
css		File folder	18/07/2021 23:39:57	0755	7973955 79...
images		File folder	18/07/2021 23:40:43	0755	7973955 79...
js		File folder	18/07/2021 23:40:46	0755	7973955 79...
laguna-shops-galleries		File folder	18/07/2021 23:42:06	0755	7973955 79...
Services		File folder	18/07/2021 23:43:45	0755	7973955 79...
breakfast.php	16,250	PHP File	18/07/2021 23:39:39	0644	7973955 79...
dinner.php	46,820	PHP File	08/08/2021 23:30:18	0644	7973955 79...
lunch.php	20,984	PHP File	18/07/2021 23:39:39	0644	7973955 79...
navbar.html	254	Chrome H...	18/07/2021 23:39:39	0644	7973955 79...
nirv-vcard.vcf	284,383	vCard File	18/07/2021 23:39:41	0644	7973955 79...
redirect.html	253	Chrome H...	18/07/2021 23:39:40	0644	7973955 79...
restaurants.php	31,523	PHP File	18/07/2021 23:39:41	0644	7973955 79...
rewards.php	14,316	PHP File	18/07/2021 23:39:42	0644	7973955 79...
shops.html	4,289	Chrome H...	18/07/2021 23:39:42	0644	7973955 79...
shops.php	32,110	PHP File	18/07/2021 23:39:42	0644	7973955 79...
test-sms-uk.php	19,058	PHP File	18/07/2021 23:39:43	0644	7973955 79...
test-sms.php	19,055	PHP File	18/07/2021 23:39:43	0644	7973955 79...

Filename	Filesize	Filetype	Last modified	Permissions	Owner/Gro...
..					
css		File folder	18/07/2021 23:40:55	0755	7973955 79...
images		File folder	18/07/2021 23:41:53	0755	7973955 79...
js		File folder	18/07/2021 23:41:56	0755	7973955 79...
Services		File folder	18/07/2021 23:44:01	0755	7973955 79...
the-cliff		File folder	04/08/2021 23:03:31	0755	7973955 79...
vcard		File folder	18/07/2021 23:42:05	0755	7973955 79...
breakfast.php	16,605	PHP File	04/08/2021 22:34:29	0644	7973955 79...
dinner.php	22,157	PHP File	05/08/2021 23:15:24	0644	7973955 79...
lunch.php	21,340	PHP File	05/08/2021 23:15:23	0644	7973955 79...
navbar.html	237	Chrome H...	04/08/2021 23:07:57	0644	7973955 79...
redirect.html	253	Chrome H...	18/07/2021 23:39:46	0644	7973955 79...
restaurants.php	31,523	PHP File	18/07/2021 23:39:47	0644	7973955 79...
rewards.php	14,316	PHP File	18/07/2021 23:39:47	0644	7973955 79...
shops.html	4,289	Chrome H...	18/07/2021 23:39:47	0644	7973955 79...
shops.php	32,110	PHP File	18/07/2021 23:39:48	0644	7973955 79...
test-sms-uk.php	19,058	PHP File	18/07/2021 23:39:48	0644	7973955 79...
test-sms.php	19,055	PHP File	18/07/2021 23:39:49	0644	7973955 79...

The demo platform is currently hosted on <https://www.mifrends.com/platform/>

The “restaurant_portal” is where the files for the restaurant platform, the one described in the workflow, are being hosted.

The Artist and Merchant portals will be more or less identical to the Restaurant but are currently empty folders.

I have not set up a database nor a secure login system as this will be something handled by you guys.

The whole application is intended to be hosted on www.shoplocallaguna.com which is a GoDaddy shared server through my partner in this project.

The screenshot shows a file explorer window displaying the contents of the 'platform' directory. Inside 'platform', there are several subfolders: 'administration', 'artist_portal' (highlighted in yellow), 'css', 'images', 'js', 'merchant_portal' (highlighted in orange), 'restaurant_portal' (highlighted in green), 'Services', and 'upload files'. An arrow points from the 'merchant_portal' folder towards the 'restaurant_portal' folder. To the right of the file explorer is another table showing the detailed file listing for the 'platform' directory.

Filename	Filesize	Filetype	Last modified	Permissions	Owner/Gro...
..					
css		File folder	29/06/2021 20:34:20	flcdmpe (0...	admin-mif...
images		File folder	06/08/2021 20:19:52	flcdmpe (0...	admin-mif...
img		File folder	29/06/2021 20:34:28	flcdmpe (0...	admin-mif...
js		File folder	29/06/2021 20:34:31	flcdmpe (0...	admin-mif...
.htaccess	68	HTACCESS ...	29/06/2021 20:34:02	adfrw (0644)	admin-mif...
appointment.php	6,303	PHP File	29/06/2021 20:34:02	adfrw (0644)	admin-mif...
config.php	1,614	PHP File	29/06/2021 20:34:02	adfrw (0644)	admin-mif...
database.sql	666	SQL File	29/06/2021 20:34:02	adfrw (0644)	admin-mif...
events.php	6,623	PHP File	06/08/2021 20:35:14	adfrw (0644)	admin-mif...
index.php	2,381	PHP File	05/07/2021 18:56:16	adfrw (0644)	admin-mif...
license.txt	35,150	Text Docu...	29/06/2021 20:34:03	adfrw (0644)	admin-mif...
messages.php	6,538	PHP File	29/06/2021 20:34:03	adfrw (0644)	admin-mif...
navigation-account.html	2,979	Chrome H...	10/08/2021 19:58:48	adfrw (0644)	admin-mif...
profile.php	5,724	PHP File	29/06/2021 20:34:03	adfrw (0644)	admin-mif...
promotions.php	18,866	PHP File	10/08/2021 16:33:13	adfrw (0644)	admin-mif...
property-search.php	7,362	PHP File	29/06/2021 20:34:03	adfrw (0644)	admin-mif...
qrc-creator.php	4,930	PHP File	04/08/2021 19:25:58	adfrw (0644)	admin-mif...
qrc.php	5,364	PHP File	06/08/2021 20:35:15	adfrw (0644)	admin-mif...
renew.php	6,326	PHP File	29/06/2021 20:34:03	adfrw (0644)	admin-mif...
rest-account.php	10,664	PHP File	06/08/2021 19:55:21	adfrw (0644)	admin-mif...
rest-menu.php	17,427	PHP File	11/08/2021 07:53:03	adfrw (0644)	admin-mif...
vcard-check.php	6,111	PHP File	13/07/2021 23:15:05	adfrw (0644)	admin-mif...