Short Elevator Pitch:

  The goal of this project is to create a website that gives information to customer's about the Restaurant Hippo's and to do so in a fashion that is modern and aesthetically pleasing.

Long Elevator Pitch:

  The customer, Hippo's wants to have a new modernistic website to cater to a new generation. They would like to have their website HMTL 5 certified and to showcase their entire catalog of food for sale. The color scheme the customer is going for is a yellow white mix that symbolizes their company. They want a scrolling menu that allows a user to scroll through various foods in their menu.

Peronas:

- Target Audience: People in the Troy area who visit the internet to find good restaurants and the menus for said restaraunts.

- Secondary Audience: People who need Catering

- Known Users: Longtime customer's that have used their catering

- Caterer: A person who wants the catering menu and prices but does not want to come into the restaurant every time.

- New Customers: Customer's that are thinking about going into the restarant but aren't sure about prices or the look of the food.

Comparables:

- Chilis: http://www.chilis.com/EN/Pages/home.aspx – They believe the chili's website is close to what they want since it highlights the mentality that Chilis wants to showcase to their customers.
- Taco Bell: http://www.tacobell.com/ - On the front of the Taco bell website they have a little scroll menu like the customer's wish to have on their website, except for menu items.