UNIT 5: Build Your Own Website-Part 1

**Who will visit your site? Potential employers? New clients or customers?**

I’m building a new website for a restaurant, Rasa Sayang, in my neighborhood that I go to often. The target audience is new customers researching the restaurant online.

**What can make you and/or your product stand out against your competitors?**

The food is great and they do an AMAZING job on the presentation for a casual restaurant. I definitely want to use images of some of their more unique dishes as part of the site design.

**How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?**

In-person Rasa Sayang’s personality is very warm and inviting. The staff, many of who are from Malaysia and Indonesia are energetic and engaging.

**What colors represent you or your product?**

Red, purple, yellow and some light pink. Red is definitely the strongest color in the dining room of the restaurant and on the current logo. It’s also a color most American’s seem to associate with Asian culture and cuisine. Some green would be a nice addition.

**What images illustrate your message?**

The hibiscus flower is in their current logo and is a well known symbol for Malaysia. Additional symbols that could be introduced include the petronis

**Step 2: Identify Content**

**Create a sitemap in outline format of your website in the same document. Use the following questions as a guide:**

**What are the three-to-five pages titled?**

**What will be the purpose for each?**

1. Rasasayangusa.com home page – quick link to reservations, contact and address, specials (they do gift cards for the holidays),
2. Menus – lunch, dinner, beverages. Link downloadable pdf of the menu
3. Restaurant info – location, hours, contact, reservations
4. About us – About the restaurant and owner, photos, reviews

**What should each page contain? Will there be textual content? Or just images**

**\*Helpful Hints:**

**You can use your sketches from Unit 2 or build upon the restaurant site in Unit 3 for inspiration, so that you don’t feel like you’re recreating the wheel!**

**Use this document as a reference for setting up your content.**