

## Group 2 Summit Street Family Restaurant

On the day the project is assigned, meet with the “client” and determine project goals, design aesthetic using the following questions:

What are your top goals as a business this year?

- Increase catering orders
- Connect with our customers on social media and our mailing list
- Increase dine-in sales
- Encourage customers to dine at our restaurant rather than large chain restaurants

What would you like the website to be able to do for your users?

- Allow users to see our menu and daily specials before coming to the restaurant, especially from their phones
- Allow users to easily get directions and find our restaurant locations
- Allow users to get information about and place party catering orders online
- Allow users to view photos of our restaurant, showing its friendly and inviting environment
- Reward loyal customers who subscribe to our mailing list and social media with coupons
- Less important - display a brief history of our restaurant and owners

Who are some of your top competitors?

- Market Street Family Restaurant: <http://www.marketstreetfamilyrestaurant.com>
- Village Family Restaurant: <http://villagefamilyrestaurant.com>
- Perry Family Restaurant:
- Applebees': <http://www.applebees.com> - although not a direct competitor, many potential customers go to the nearby Applebee's

If you could use a few adjectives to describe your company and desired website, what would they be?

- Friendly
- Home-Cooked
- Togetherness
- Eat Local
- Delicious
- Family-Owned

After your client meeting, visit 3 websites that are similar to your client's website and take some notes on things like:

- Common Navigation

We used Applebees, Village Family Restaurant, and Market Street Family Restaurant. All have their menu listed in the navigation bar on the top of the page, along with a personal "about us" section. All include locations and address in menu bar or on front page of website.

- Content Voice and Tone

All websites have not only images of food but people as well, and the two websites with "family" in the name have an "about us" section in the menu bar. The websites feel very friendly, welcoming, and warm through imagery and word choices.

- Design Aesthetic

All have menu bar the top with two out of three including logo on the top left. Each website includes an image carousel at the top with images that include food, community, and people. Front page content is limited and not crowded or overwhelming.

- Layout

All include image carousel at the top and then breaks down into a three column grid with further information (order online, menus, daily lunch specials, hours, gallery, etc.) All websites handle menus differently: Village Family Restaurant has a .pdf, Market Street Family Restaurant simply lists their courses, and Applebee's lets you select a category and then has images of each item on the menu.

Website Goals:

- Increase catering orders
- Encourage users to connect through social media
- Educate users on why this restaurant is more unique than its competitors and should be chosen over a chain.
- Include friendly imagery
- Create a very simple and easy to use website so it is an all-age friendly website that everyone can navigate

Content for website:

- Menu
- Images
- Locations
- About Us
- Specials
- Contact Information

Templates:

- Home page with friendly imagery

- Menu page similar to applebees with images of each course
- Contact Page
- About Us page
- Specials Page

Common Themes:

- Menu is always listed in the navigation bar
- Navigation bar is always listed at the top
- Each competitor website we viewed has an image carousel on home page at the top
- All images include food and people
- Each website has three column grid