

All American Diner

1. Introduction

The All American Diner is a local favorite in my town, but their web presence is lacking. The restaurant utilizes Facebook as their webpage. The goal of the project is to create a static and responsive web page that could be deployed to a personal domain. Later the website could be made more reactive by adding menus, weekly specials, online ordering capabilities, and even frequent customer numbers to allow for customer incentives.

The value for the restaurant would be in the personal web presence and the increased reach to customers that do not have Facebook. It would also allow the restaurant to utilize services such as Google Analytics for marketing campaigns, SEO, Google Ads, and more. This project will also serve as a template for a web dev shop to serve other potential customers in the same situation.

2. Expected Features

At the end of this course, the website will be static and responsive. It will be developed with a modern aesthetic that is still true to the feel of the restaurant. As stated above, this site will eventually be developed to feature reactive functions like menus, weekly specials, online ordering capabilities, mailing list, and frequent customer club. This will involve not only the website becoming more of a web application, but a mobile app as well.

3. Market Survey

In my market there are several small businesses that are set up similarly to the All American Diner, some do not even utilize Google Maps listings. There are also several restaurants and businesses that have very intricate, almost overly engineered, web applications. There is nothing in between these two set-ups. The difference seems to be the ownership. Younger owners with newer businesses have the intricate web apps and the loner tenured owners are content with the Facebook pages. The importance of a solid web presence seems to be lost on the latter, which is what this project aims to address.

4. References

- All American Diner - <https://www.facebook.com/AllAmericanDinerMWC/>
- Opus Prime Steakhouse (Example of some functionality I would like to add) - <https://opusprimesteakhouse.com/>
- Example of more intricate local restaurant web app - <https://mahoganyprimesteakhouse.com/>