

Target Group:	Potential consumers of pizza restaurant (Couples, Families)			
	Competitors/Comparitors			Most Important findings:
	OpenTable	Simplybook.me	BookingNinja	
Strengths	Very intuitive design for finding the available tables at a restaurant. The user is able to choose party size, date, and time for when they want to reserve a table. If there isnt a table available at that time, the system proposes availability within 2.5 hours of the time initially selected.	Only need an email to reserve booking and can be connected with either facebook or google for express checkout.	Provides the business with its own branded application that the user can download and use to book their services.	<p>Social media connectivity</p> <p>Intuitive for the customer - make it party size, date, then times available.</p> <p>Appointment reminders sent to the user via email or SMS</p> <p>Timer set on the booking to encourage the user to book quickly or else they will miss out.</p> <p>Restaurant information.</p>
	Once the user has found the slot they want, the system reserves the spot for the user for up to 5 minutes. This allows the user to take their time when entering their details and lets them decide if they want that specific time before someone else has the opportunity to swipe their slot.	Specific discounts can be applied depending on the time they want to book the table. This could be great for restaurants that have a lull of customers at certain times of the day and can encourage them to book a table during these times.	Connectivity with social platforms making booking a lot easier.	
	The user has the opportunity to either book the table as a guest or to sign up an account to make the booking. Creating an account incorporates a loyalty system which allows the user to collect points for future discounts.	Another clean layout only uses 3 colors similar to OpenTable: green, white, and black. Other colors are used sparingly to make certain bits of information stand out - such as how the safety precautions are in blue.	The website is completely personalised for the business rather than being a plugin. This means that the website can be a seamless booking experience for the user.	
	Very clean layout which is easily readable. The color scheme is a very basic red, white and black so all text stands out easily. The web application is very responsive to all different screen-sizes.		Reminders are scheduled for the user to alert them when their booking is. Can be sent via email or SMS. This will decrease the chance of people missing their booking slot.	
	Lots of additional information in regards to the booking. It provides the user with safety precaution information, a detailed description of the venue, reviews, location via maps and provides them everything they need to know in regards to the place they will be eating at.			
Weaknesses		Doesn't allow the user to choose how many people the booking is for	Booking not as intuitive as OpenTable. The user first chooses date, then time then the party size and it doesn't seem like the user will know if the table is available until the end of the process which could cause annoyance.	<p>Keep irrelevant information away from the user.</p> <p>Do not present the user with so many options at one time, try minimize this.</p> <p>Don't lock full sections under a paywall.</p> <p>Don't add features that may annoy the user which in turn would put them off using the app.</p>