

Vintage Restaurant

1.INTRODUCTION

Building a website for Vintage Restaurant using WordPress.

1.1 Overview:

A website for a restaurant named Vintage Restaurant is built using WordPress. WordPress is an open source Content Management System (CMS), which allows the users to build dynamic websites and blogs. WordPress is the most popular blogging system on the web and allows updating, customizing and managing the website from its back-end CMS and components.

This website was developed using only the free services that WordPress provides. Various plugins like Elementor, Yoast SEO, UpdraftPlus - Backup/Restore, etc were used. Astra Theme and many other in-built templates are applied to the website.

Bistro Vintage Restaurant has a header, footer, home page, menu page, chef's special items page and finally a visit us page. This website is compatible for mobile phones, tablets, ipads and personal computers.

1.2 Purpose:

A site or website is a central location of web pages that are related and accessed by visiting the home page of the website using a browser. A website is one or several pages on the Internet. Websites come in a nearly endless variety, restaurant sites, including educational sites, news sites, forums, social media sites, e-commerce sites, etc. So, this website is used to increase the publicity and reach for the Biryani Bistro Restaurant. The pages of one website are integrated under a domain name, have a common theme and website design.

Websites are created for different purposes:

- finding new customers and partners;
- building the corporate image;
- finding new employees;
- building convenient and efficient communication with customers and partners;
- Publicity for restaurant;

- to provide effective communication with customers;
- to inform customers about the company's activities and the range of services provided;
- to attract new customers using online advertising.

2.LITERATURE SURVEY:

The purpose of the literature survey is to explain the existing problems related to the Vintage Restaurant website and also provide some possible solutions in order to enhance the website in the future for better reach and response from customers. The main aim of this collection of problems and solutions is to prebook the orders and provide a guideline and brief information for further development and improvement of the website.

2.1 Existing problem:

Maintaining a successful restaurant website can sometimes be challenging because people always look for good and healthy food within their budget and the website you develop must outstand the already existing ones. The three things that usually determine the success of a restaurant are the food, the service, and the ambience. Some of the existing problems in this website are:

- Too few items in the menu.
- Developed website overview is not that attractive as pc's in mobile phones.
- Since some of the widgets like forms which can be used to allow customers to reserve tables are a part of wordpress pro version, they couldn't be included.

2.2 Proposed solution:

One of the possible solutions to overcome the form widget problem is to Install the plugin "weForms" and work with the plugin to create forms. Editing the website in such a way so that it can be compatible and attractive even for mobile phones is also a proposed solution for the existing problems.

3.THEORETICAL ANALYSIS:

Vintage Restaurant website has header and footer, 4 web-pages with 1 sub page.

- Home: This page is the landing page and it allows you to reserve tables.
- About us: This page gives history of the restaurant
- Menu: This page contains the menu items that the restaurant provides.
- Contact us: This page is a contact the Restaurant

3.1 Block Diagram / Flow chart

3.1 Hardware/ Software designing

Themes and plugins used to develop the website are:

- Astra Theme: Astra is fast, fully customizable & beautiful WordPress theme suitable for blog, personal portfolio, business website and WooCommerce storefront. It is very lightweight and offers unparalleled speed. It offers special features and templates so it works perfectly with all page builders like Elementor, Beaver Builder, Visual Composer, etc.
- Elementor Plugin: The Elementor Website Builder has it all: drag and drop page builder, pixel perfect design, mobile responsive editing, and more.
- Ocean Extra: Add extra features like widgets, metaboxes, import/export and a panel to activate the premium extensions.
- UpdraftPlus - Backup/Restore: Backup and restore: take backups locally, or backup to Amazon S3, Dropbox, Google Drive, Rackspace, (S)FTP, WebDAV & email, on automatic schedules.
- Yoast SEO: The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.

4. EXPERIMENTAL INVESTIGATIONS

WordPress combines simplicity for users and publishers with under-the-hood complexity for developers. This makes it flexible while still being easy-to-use.

- Simplicity: Simplicity makes it possible for you to get online and get publishing, quickly. Nothing should get in the way of you getting your website up and your content out there.
- Flexibility: With WordPress, you can create any type of website you want: a personal blog or website, a photoblog, a business website, etc.
- Extend with Plugins: Add complex galleries, social networking, forums, social media widgets, spam protection, calendars, fine-tune controls for search engine optimization, and forms.
- User Management: Not everyone requires the same access to your website. Administrators manage the site, editors work with content, authors and contributors write that content, and subscribers have a profile that they can manage.

5. RESULT:

Website URL:

https://drive.google.com/file/d/1SzIUs0_nHxkSshejIG0ctF0tRili7_L/view?usp=sharing

The above website url directs you to the Vintage Restaurant Website.

This website is the single source of “accurate” online information about the restaurant.

When people search the business name or the food, the restaurant website shows up on search results. Once visitors land on the restaurant website, they would be able to explore all the options and services and get valuable information from the website.

This is an effective restaurant website that blends both the visual aspects and usefulness into one design. It’s not easy to do and most restaurants are severely lacking in proper execution of their web presence.

6.ADVANTAGES:

Increases Awareness of Your Business

When people are looking for information the first place they will look is on the web. It is important that if someone is looking for your business they can find the information that they need quickly so they are less likely to become disgruntled and consider your competitor(s).

You Can Build a Solid Brand Image

This website will help businesses to build a professional image. It is a great method for helping customers. With the correct marketing it may even convince customers to seek you out and try for themselves. High quality images will help entice customers to visit.

Book Online Features

You can easily add an online booking link or app to your website giving your customers a quick way to make reservations on the go.

You Can Give Key Information On Your Location, Menu, Opening Times and Special Offers

A website gives you a platform to provide the basic information your customers may need to know about your restaurant including hours of operation, directions, payment methods and more. By answering these basic questions, you can decrease the amount of time your managers and staff need to spend answering phone calls.

7.DISADVANTAGES:

Reliability

The information on this website might be unreliable if not updated on a regular

basis. You need to ensure that changes are made when necessary and have a disclaimer with regards to the reliability of the information contained within.

Website is not attractive enough for mobile phones

Though this website is attractive enough for laptops, ipads and tabs, it's not that attractive for mobiles. But a good website should be responsive and attractive on all devices. Improving the design and editing it properly can help overcome this disadvantage.

8.APPLICATIONS:

- The basics like contact info, hours, location, etc are provided in the website which provides publicity and also increases the awareness about the restaurant among the people.
- An up to date menu is provided in the website. As we know, the menu plays a very important role while designing a website. Good amount of photos were included in the website in order to attract more people.
- Online ordering option is also provided on this website, which allows people to order food online and get a doorstep delivery.
- A way to make reservations beforehand in order to avoid waiting in the future is also made available on this website in the restaurant's home page itself.
- The restaurant's social media accounts like instagram, whatsapp, facebook etc, details are provided in the footer of the website. People can follow these social media accounts in order to get more details.

9.CONCLUSION:

Websites are playing an important part in improvement of business.70% of the population is using dynamic and interactive websites because of their eye capturing visual effects. Static websites also have their own place for the platform where there is specific information required. Static websites require less investment as compared to dynamic websites.

Vintage Restaurant Website is developed as a part of GoDaddy Hackathon using WordPress which is the most popular open source CMS on the web.

Through this hands-on project I was able to understand the material presented, and my critical thinking as I developed the restaurant site. I was able to show my creative side, through the layout and design of my project. I was able to use my problem-solving skills to troubleshoot errors.

10.FUTURE SCOPE:

This restaurant website was purely built as a hands-on project for GoDaddy Hackathon. So, in the future I want to make it available for the real world as a real website and develop it fully.

Adding more features like forms,updated menus, real information about a real restaurant, making the restaurant responsive for all devices, taking online orders, working with the back end of the website etc are some of the many things I want to update in this website in the coming future.

Going pro in wordpress and availing all the options and developing more websites using the same is also one of the future scope.

Video Links:

https://drive.google.com/file/d/1SzIUso_nHxkSshejIG0ctF0tRilli7_L/view?usp=sharing

Website link:

<https://84c.d5c.myftpupload.com/>