



Circus Restaurant

Website functionality documentation

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December 2020

Stockholm

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Concept

Our customer wishes to opening a new restaurant in the middle of Stockholm city. He has a new concept in mind...He wants people to eat and watch a circus show every Friday or Saturday. The restaurant owner is going to get a famous circus person to the restaurant in every show every Friday and Saturday.

Our team has been asked to design a website, a booking system and a menu choosing app for this restaurant. In order to understand the users and customers' needs, we performed a survey and shared it with regular consumers. The results of this survey have guided us in choosing and designing the product described in this report.

Survey:

A survey has been created and shared with consumers. The survey questions included opinions on food to eat, potential events, customer age, and general preferences for using the app. Ten replies were received and gave us a good understanding of the customer segmentation.

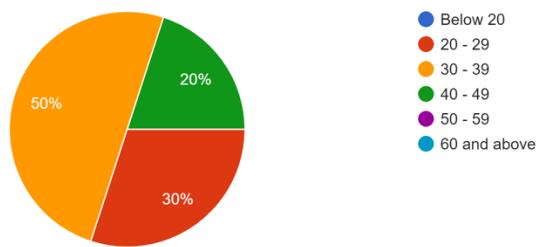
Age group and customer segments:

At least 50% of the majority of the customers, i.e. the majority, will consist of people being under 40 while a third will be under 30. That means that 80% of the customers will be young and like technology. Therefore, the design must accommodate people of this category.

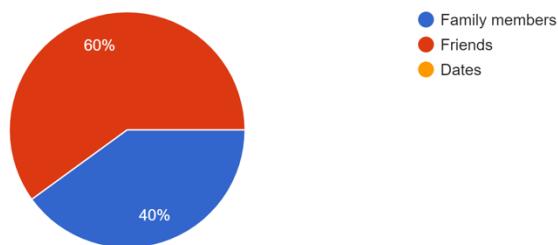
About 20% of the customers will be above 40. This age group might like technology but they might prefer to adopt older non-digital practices while ordering food.

The majority of customers will come either with family or with friends, so the design must have a friendly atmosphere instead of a romantic or fancy look.

Age group
10 responses



Who would like to accompany with to this restaurant?
10 responses

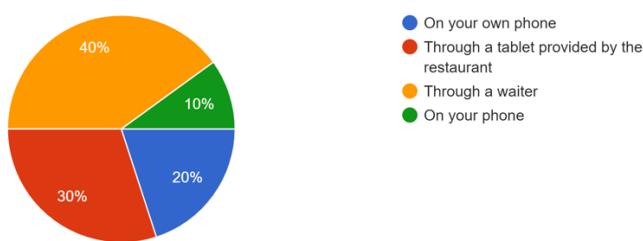


Preferred Booking Technology

60% of customers are willing to use digital tools to order food, such as smart phones or tablets. Half of them want to use tablets provided by the restaurant. Therefore, our design will take into consideration that people want to use a small screen (smart phone/tablet) to order food, and thus it must be responsive.

Since 40% of customers wish to order through a waiter, the design should accommodate these customers.

How would you like to order the food at the restaurant?
10 responses

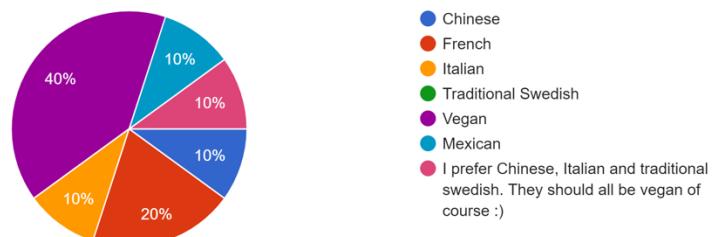


Menu and events concept

50% of customers wishes to eat vegan food while. There is not preference on the type of cuisine as long as it is vegan. Therefore, our concept and design must take into account the vegan aspect of this product.

What type of cuisine do you like?

10 responses

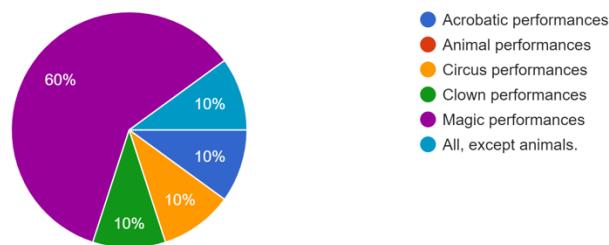


Events type

At least 60% wish to have magic performances. Building on the previous results of food menu, we believe that the majority of clients do not wish to see animals in the circus. Therefore our vegan food concept will also extend to the events, which will also be vegan and cruelty free.

What kind of shows would you like to watch while having dinner?

10 responses



Survey and concept conclusions

The results of the survey influenced our design type. We adopted a modern and sleek design, that takes into account our vegan concept, with all vegan menu and cruelty free shows. Customers will be able to order through an app on their phone, but they will have the option to call a waiter if needed. The design will also be oriented more toward families and friends.

Tools Used

A variety of tools have been used in this project and are listed below:

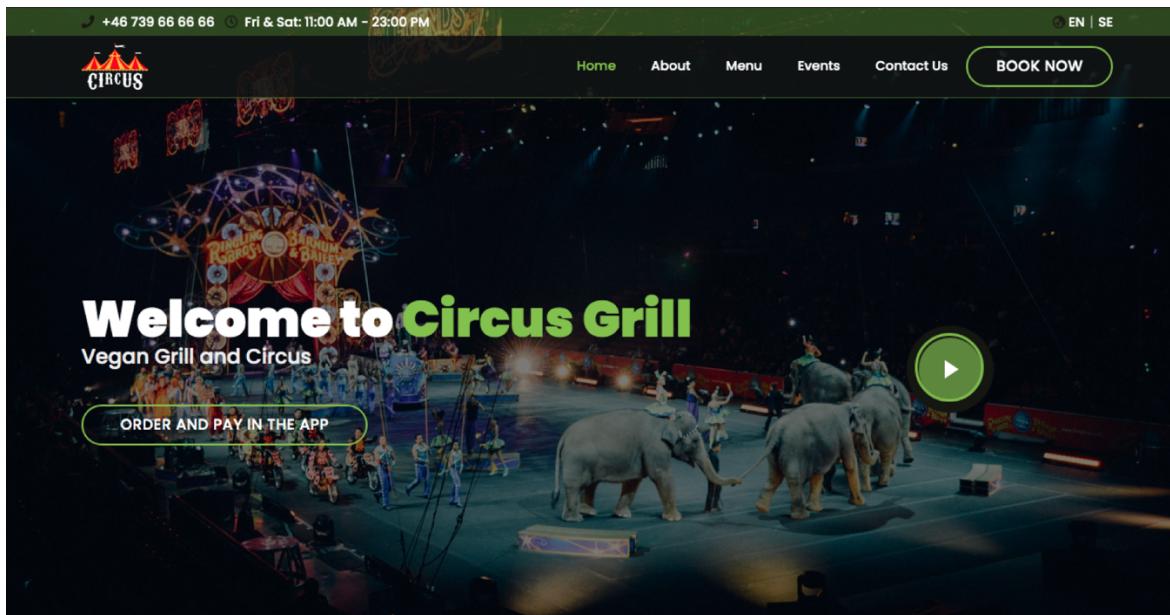
- Balsamiq: to build the wireframe and make the primary design of the website. It was chosen because it's very popular, responsive, and can be used in the clouds. Therefore, all developers were able to access it and share their ideas.
- VisualStudio Code: to write the HTML / CSS and javascript of the website. This is the best tool in the industry to write websites.
- Illustrator: to design the logos and some icons in the app.
- Github: to share the code among developers and keep multiple versions of this project in case unexpected problems happen.
- Jquery library: to write Javascript. Jquery is extremely responsive, simple and quick to use and therefore it was chosen as a default library when writing the Javascript code.

Website description

General website and booking app

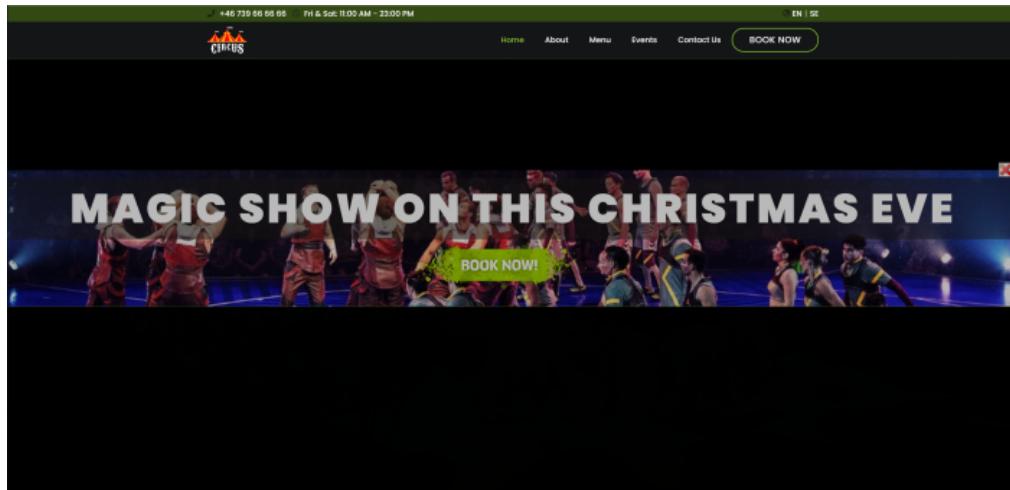
Colors

The main colors of the website consist of black and green. Black reflect the color of mystery that is in large circuses. The green represents our focus on vegan and eco-friendly products and events.



Event banner

When loading the website, a event banner popup will appear at the top of the page. It will show the user about the next show and allow them to book it immediately when they click on 'book now'. The banner disappears automatically after 10 sec.



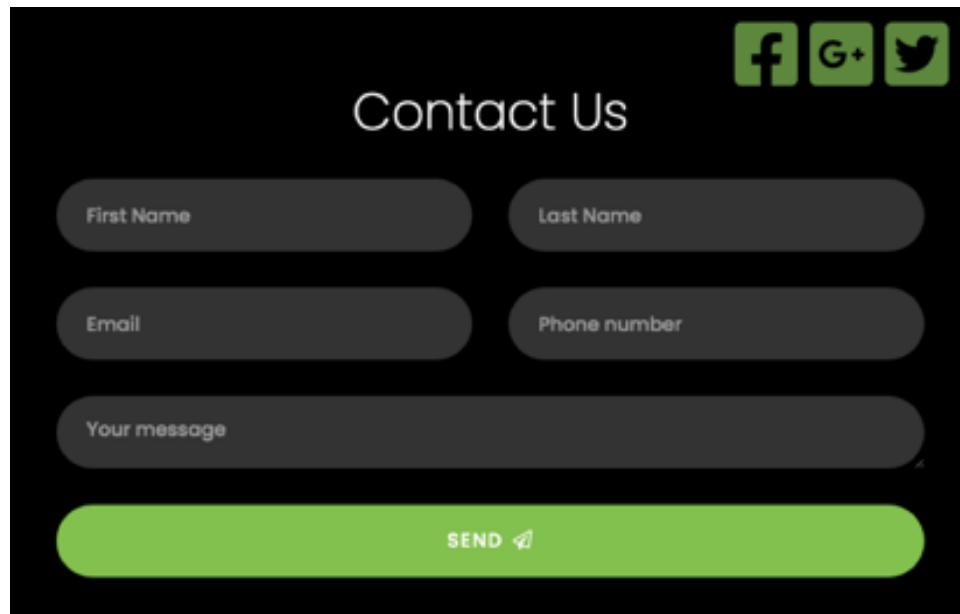
Booking form

A booking form has been included in the main website. By clicking on 'Book Now' a popup appears to allow the customers to make a reservation. After booking, the customer will receive a confirmation email straight to the address they specified in the form

A screenshot of a 'Make Your Reservation' form. The form consists of several input fields: a date field ('MM-DD-YYYY'), a dropdown menu for 'No. Companions' (with a plus sign icon), a text field for 'Enter your Name', a text field for 'Enter your Email', and a phone number field ('012-345 67 89'). At the bottom is a large green 'BOOK NOW' button.

Contact form

A contact us option has been added at the top menu bar. By clicking it, a popup appears allowing the customers to send inquiries to the restaurant. Contact numbers and the address of the restaurant has been added to the bottom of the page. After clicking on submit, the customer will receive a confirmation email straight to the address they specified in the form thanking them for their question.



CIRCUS GRILL

[View larger map](#)

Useful Links

- [Contact us](#)
- [Work for us](#)
- [Terms of booking](#)
- [Privacy policy](#)

Our Newsletter

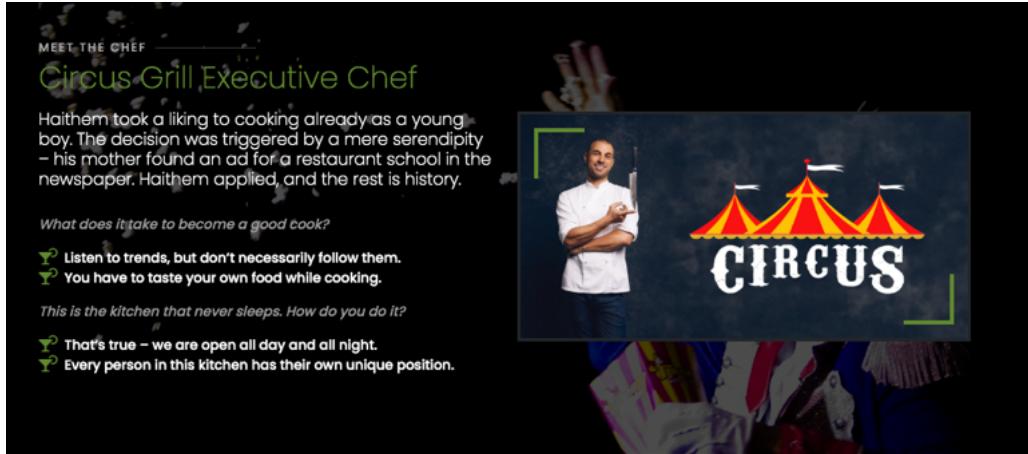
Tamen quem nulla quae legam multos aute sint culpa legam noster magna

[SUBSCRIBE](#)

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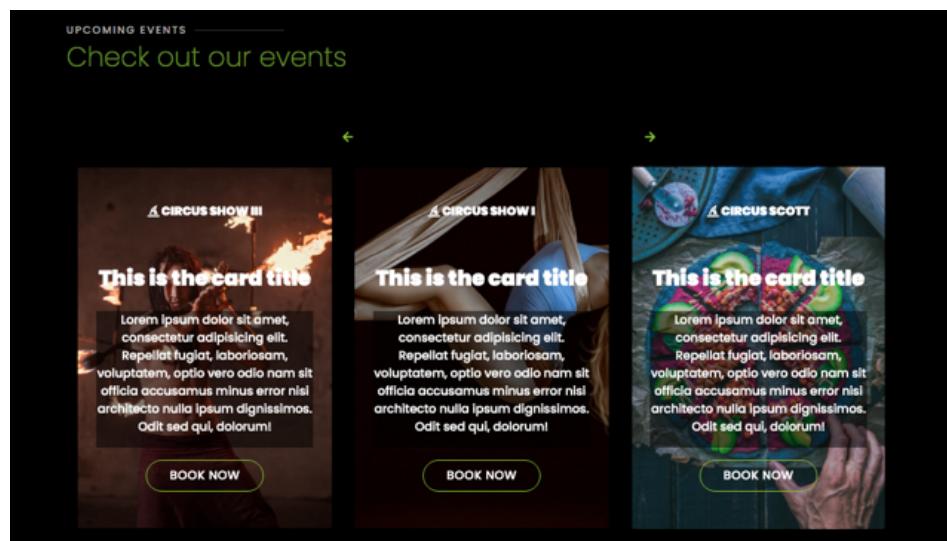
Meet the Chef

A small introductory section about the chef has been added after the main image. This serves to show the importance of food quality is Circus Vegan. It proves to the customers that the quality of food is very high and it is taken seriously in a way that the restaurant hired a famous chef to take care of the menu.



Events option

As the events are important and play a big role in the restaurants concept, they were showed in in the main website. The customer can click on 'Events' in the menu bar which will take them to the event section in the website. The events are shown as a dynamic horizontal list.



Menu

The menu is shown beneath the events. It can also be accessed from the top menu bar. The menu is dynamic, meaning that the customer can filter menu items to choose between starters, mains, desserts or simply all. No pictures of food is shown in the main website in order to make it more attractive.

The screenshot shows a dark-themed food menu page. At the top, it says "OUR FOOD MENU" and "Our chefs serve better to our valuable customers". Below this, there are tabs for "All", "Starters", "Mains", and "Dessert". The "Mains" tab is selected. The menu lists several dishes with their descriptions and prices:

Dish	Description	Price
SMOKED LEEK	Lightly smoked leek, black apples, horseradish	120 kr
URBAN KALE	Urban kale, lentils from Gotland, squid, black garlic	120 kr
BEET ROSSINI	Beet Rossini's false foie gras, Madeira gravy, truffle and retired dairy cow from Haghult	220 kr
RAVIOLI	200% ravioli, fermented mushrooms, spruce shoots and Caesar's mushroom	120 kr
BAKED ONION	Compost baked onion, mushroom, Jerusalem artichoke, truffle	120 kr
POACHED POTATOES	Poached potatoes and leek, crispy kale, velouté sauce	220 kr
CHICKPEA SHAWARMA SALAD	chickpea shawarma salad, pickled turnips, pita, lemon tahini dressing	98 kr
GOLDEN FENNEL BOULANGÈRE	Golden Fennel Boulangère, Raw Williams, Pear, Toasted Walnut, Lovage Jus	129 kr
HARISSA CAULIFLOWER	Harissa Cauliflower, Simmered Rainbow Chard Almond & Golden Sultanas Grapes & Harissa Concassé	129 kr
HARISSA BROCOLI	Harissa Brocoli, Simmered Rainbow Chard Almond & Golden Sultanas Grapes & Harissa Concassé	129 kr

Photos

Selected photos from the circus and the food were included in the main website in order to attract customers. They will show the high quality of the events, and the delicious food in the restaurant. Therefore, more graphic images will serve to increase the number of clients.



About us

To give more information about the restaurant and to give more credibility for this brand, an '[about us](#)' section has been added. It can be accessed from the menu bar and it will open a new window.

The screenshot shows the 'About Us' page of the Circus Grill website. At the top, there is a navigation bar with links for Home, About, Menu, Events, Contact Us, and a green 'BOOK NOW' button. To the left of the main content area, there is a sidebar with the Circus Grill logo and contact information: +46 739 66 66 66 and Fri & Sat: 11:00 AM - 23:00 PM. To the right of the sidebar, there is a large photograph of a man in a purple suit and green vest, looking up. The main content area features a heading 'About Us' and a paragraph describing Circus Grill's services. Below the paragraph, there is a section titled 'Follow us on the web' with icons for YouTube, Facebook, Instagram, and Twitter.

Translation into Swedish/English

A translation tab has been added to the top of the page above the menu bar. It translates immediately all text from Swedish to English and vice versa. This functionality helps to attract more customers, such as tourists, who are not comfortable in the language.

Restaurant app and choosing from menu

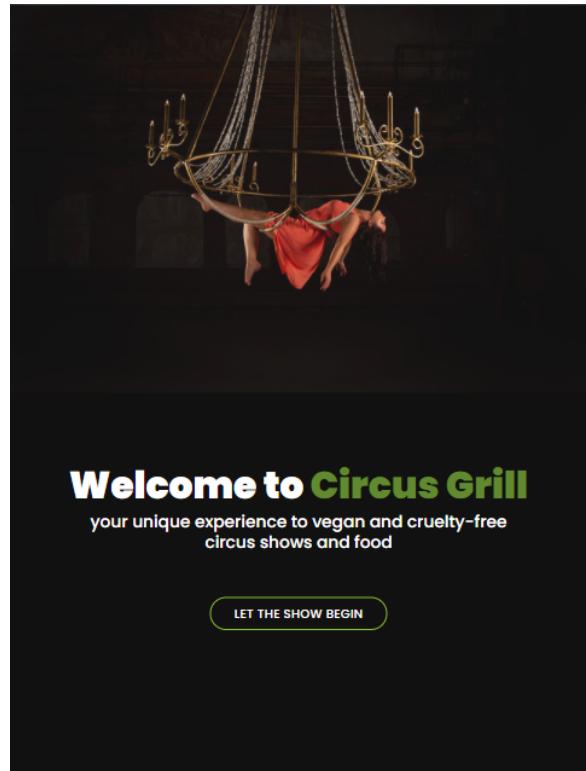
Brief description:

This page is intended for use only in the restaurant only. The customer is supposed to brose the menu, order food, call waiters, become a member, order a take-away and look at the events calendar. This page is accessed from the main website through a click on the ['Order and pay in the app' button.](#)

Landing page:

The landing page is the first page the customer sees when accessing this web app. It has a sleek design that reflects the character of the restaurant with an acrobat lady in the main page. It also has a very simplistic design because this is the welcoming page and needs to be simple and attractive. We chose to only have a simple welcome message that embodies the values of the restaurant and focus on the "Vegan concept". To access the following pages, the customer will click on "let the show begin" button to start browsing the menu.

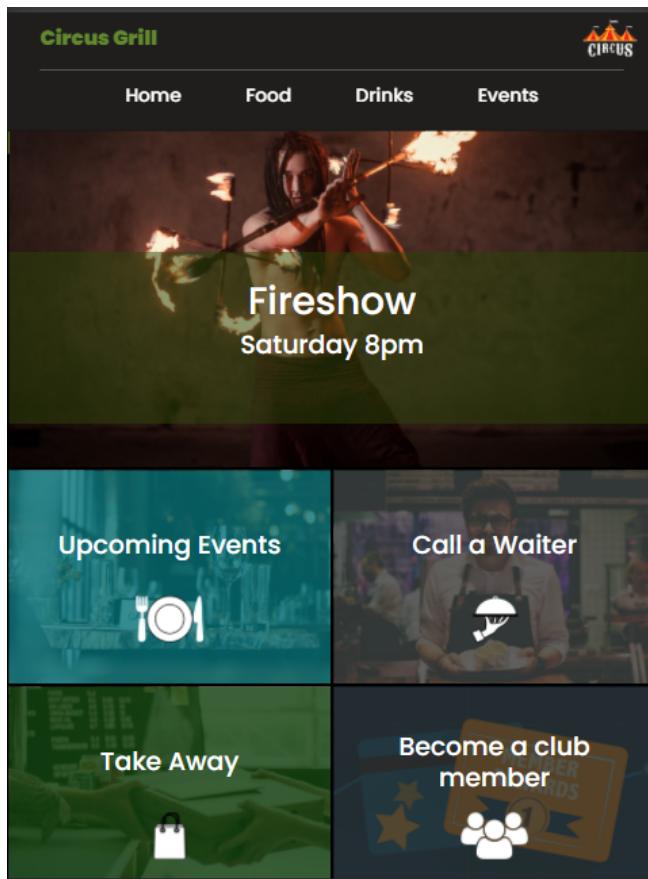
Design: The color-palette from the main website was also adopted here in order to keep within the same design flow as the website, hence the black and the green colors.



Home page:

The home page shows an ad for the next event. We want to stress on the fact that events are taking place, and for this reason we include the following:

- the upcoming event appears big beneath the menu.
- An 'upcoming events' box is located beneath to encourage the users to go and checkout all the events that will be taking place.
- An Events menu item is located in the menu to allow the customers to also click on it after leaving the home page.



'Call a waiter' function is added to the home page. The comfort of the customer has been taken into account during the design.

Assuming that some customers might not be very knowledgeable in technology, or using iPads/smart phones, the call waiter function was added in order to account for this. The user, therefore, can call a waiter whenever they have a technical issue or if they simply wish to order through a waiter instead of a phone.

'Take-Away' function is for customers who wish to order food and take it away. Once clicked, it will take the user to the menu and show the opening times for take-away as a popup on top of the menu. The user can close this popup and continue ordering food.

'Become a member' function is to allow customers to become members. This is crucial for the growth of the restaurant and for

encouraging customers to come back and dine again. Therefore, this function was also added in this app, in addition to the main website, to attract more members. It is very simple and easy, and the customer can quickly add their email to subscribe. They will receive all instructions by email later.

Food page:

When clicking on the food item in the menu bar, the food menu will appear. The menu is elegantly designed with beautiful pictures to attract customers. The following functionalities appear in this page:

- ‘**Allergies**’ filter showcasing ‘gluten free, low sugar and low carbs options. When activated, only gluten free, low sugar or low carbs menu options will be shown to the customer. This offers great comfort for the user who wishes to only focus on the food they wish to, or can only eat according to their diet.
- ‘**Plus button**’ to the right of the food menu item. When clicked, this menu item will be added to the order list.
- ‘**Minus button**’ appears to the left of the food menu when at least one item of the same product is added to the order list. It will allow the customer to reject this item in case they have changed their mind.
- ‘**Customize button**’ located at the bottom-left corner of the food item. When clicked, a popup will appear asking the customer to choose individual, or additional, ingredients to this menu dish. This functionality encapsulates another value of the restaurant, which is freedom to choose and dare to change. If the customer is satisfied, they will click on submit customized order, and the order will be added to the order list. A ‘**custom order**’ tag will appear next to it to show that it is different from the main menu.
- ‘**Order List**’ will appear at the top of the page beneath the allergies tab in case at least one food or drink product as added to the order. When clicked, it will show all the items the customers chose and the total price of the order. A ‘+’ and ‘-’ signs are positioned right and left of each item accordingly. They will allow the customer to dynamically change the order quantities without going back to the main menu. This provides more comfort to the user and could possibly increase sales. At the bottom of this page, there is a send order button. When clicked the customer commits to this order and sends it to the kitchen. The order cannot be changed after this step. The customer should also provide the table number so that the waiters can bring in the food once it’s ready.

Circus Grill

Home Food Drinks Events

Allergies

ORDER

4	Urban Kale	120 Kr	+
1	Beet Rossini	220 Kr	+
1	Ravioli	120 Kr	+

TOTAL 820 Kr

Insert Table Code Send order

Smoked Leek 120Kr

CUSTOMIZE

Circus Grill

Home Food Drinks Events

Signature vegan burger 120kr

CUSTOMIZE

Pizza 130kr

Drinks page:

The drinks page has the same functionalities as the food page. The drinks page has no allergies function. They are separated in order to give the customer more freedom if they wish to focus only on food, or drinks.

Events page:

This page lists all the events that are confirmed to take place in the restaurant. Events are listed according to their date. When each event is clicked, a popup appears to show the date of the event and a description of what will happen.

The screenshot shows a website for "Circus Grill". The header features the restaurant's name in green, a small circus logo with the word "CIRCUS", and a navigation menu with links for Home, Food, Drinks, and Events. Below the header is a grid of six event cards, each with a title and a thumbnail image. The first card, "Christmas Special", has a red diagonal banner across its top half. The second card, "Fireshow", also has a red diagonal banner. The third card, "Harry Houdini", has a dark background with a faint watermark-like image of a man in a top hat. The fourth card, "Starka Max", has a red diagonal banner. The fifth card, "AcroFamilj", has a dark background with a faint watermark-like image of a person performing acrobatics. The sixth card, "Silent Lili", has a dark background with a faint watermark-like image of a woman wearing a yellow beret. The seventh card, "YoYo Clown", has a dark background with a faint watermark-like image of a clown. The eighth card, which is partially visible at the bottom, has a dark background with a faint watermark-like image of three people in costumes.

Event	Description
Christmas Special	Fireshow
New Year Special	Harry Houdini
Starka Max	AcroFamilj
Silent Lili	YoYo Clown

Challenges encountered

Several challenges have been encountered throughout the project, listed below:

- Technical challenges in exchanging files through Github. As the developers have little and limited experience with Github, it was difficult to merge files among different branches and work synchronously.
- Operational challenges due to social restrictions. As the developers were working remotely and not on site, it was challenging to discuss and collaborate more openly.
- Programming structure challenges. As the project grew bigger, it was challenging to follow up on the code, keep it coherent and keep the structure simple. This was particularly obvious when assigning classes and choosing the CSS for each class.

Conclusions

A complete design of Circus Restaurant website has been performed by taking into account:

1. The opinion of customers received through a general survey
2. Simple, sleek and family friendly design that showcases the vegan values and circus/mysterious concept of the restaurant
3. Responsiveness of the website in several devices
4. Booking system online
5. Creation of a web app to be used only in the restaurant for ordering food and reading upcoming events.
6. Stressing on digitalization, i.e. customers can order food online or simply ask the help of waiters through the app
7. Showcasing the variety of events and stressing on their presence by spreading event buttons and popups throughout the website.
8. Highlighting the high quality of the food and the available products through purpose-built sections and high quality images of food products in the web app.



Circus Restaurant

Kungsgatan 22, Stockholm