

School of Computing Science and Engineering



WEB TECHNOLOGY R1UC602C

TOPIC - BUILD A WEBSITE FOR A RESTAURANT

PROJECT ID - CBPW_S081

SUBMITTED BY :

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- In the digital age, a website is essential for any restaurant.
- It acts as a virtual storefront and provides the first impression for potential customers.
- Customers expect to find key information like the menu, opening hours, location, and contact details online.
- A well-designed website builds trust and credibility, especially for new or first-time customers.
- It helps a restaurant stand out in a competitive food and hospitality market.
- Websites also serve as a platform for marketing, allowing restaurants to promote offers, events, and seasonal menus.
- With the rise of online food ordering and mobile browsing, having a responsive and functional website is no longer optional—it's vital.

STATISTICS:

- 80% of customers check a restaurant's website before visiting.
- 60% of diners prefer ordering online rather than calling. (Source: Toast POS)

KEY REASONS:

- First Impression Matters – Website = Digital storefront
- 24/7 Accessibility – Customers can browse menus anytime.
- Competitive Edge – Stand out from restaurants without websites.

PRIMARY GOAL: Create a high-converting restaurant website.

KEY FEATURES TO INCLUDE:

- Display menu and pricing details
- Improve customer engagement through visuals and reviews
- Offer Online Ordering & Payment Integration
- Reservation System (Reduces no-shows with reminders)
- SEO Optimisation – Appear in Google's "Near Me" searches
- Social Media Integration – Instagram food gallery

- **Define the Restaurant's Brand Identity:** Establish the visual and emotional tone of the website by aligning it with the restaurant's theme, colors, logo, and customer experience. This helps in creating a consistent and memorable brand presence online.
- **Understand the Target Audience:** Identify who the primary customers are—families, young adults, working professionals, or tourists—and tailor the design, features, and language of the website accordingly to meet their expectations.
- **Choose a Suitable Domain Name and Hosting Provider:** Select a memorable, easy-to-type domain name that reflects the restaurant's name or cuisine. Pair it with a reliable hosting provider to ensure website speed, uptime, and security.
- **Decide on Core Features and Functionalities:** Finalize the essential modules such as menu browsing, online ordering, table reservation, customer reviews, contact form, and newsletter subscription that the website will support.

- **Select a Technology Stack for Development:** Choose the appropriate frontend and backend technologies (e.g., HTML5, CSS3, Bootstrap, JavaScript, PHP, MySQL) based on scalability, development ease, and team skillset.
- **Plan Website Navigation and Content Structure:** Organize pages and content in a logical flow with clear menus, CTAs (Call-To-Actions), and breadcrumb trails to enhance user experience and minimize bounce rates.
- **Design for Mobile Responsiveness:** Ensure the design adapts seamlessly to various screen sizes (smartphones, tablets, desktops) so that users can browse and interact with the site on any device.
- **Implement Basic SEO and Analytics Tools:** Integrate on-page SEO practices (meta tags, alt attributes, readable URLs) and tools like Google Analytics to track user behavior and improve site performance over time.

Frontend Technologies:

- HTML5 for structure
- CSS3 for styling
- JavaScript & jQuery for interactivity
- Bootstrap for responsive design

Backend Technologies:

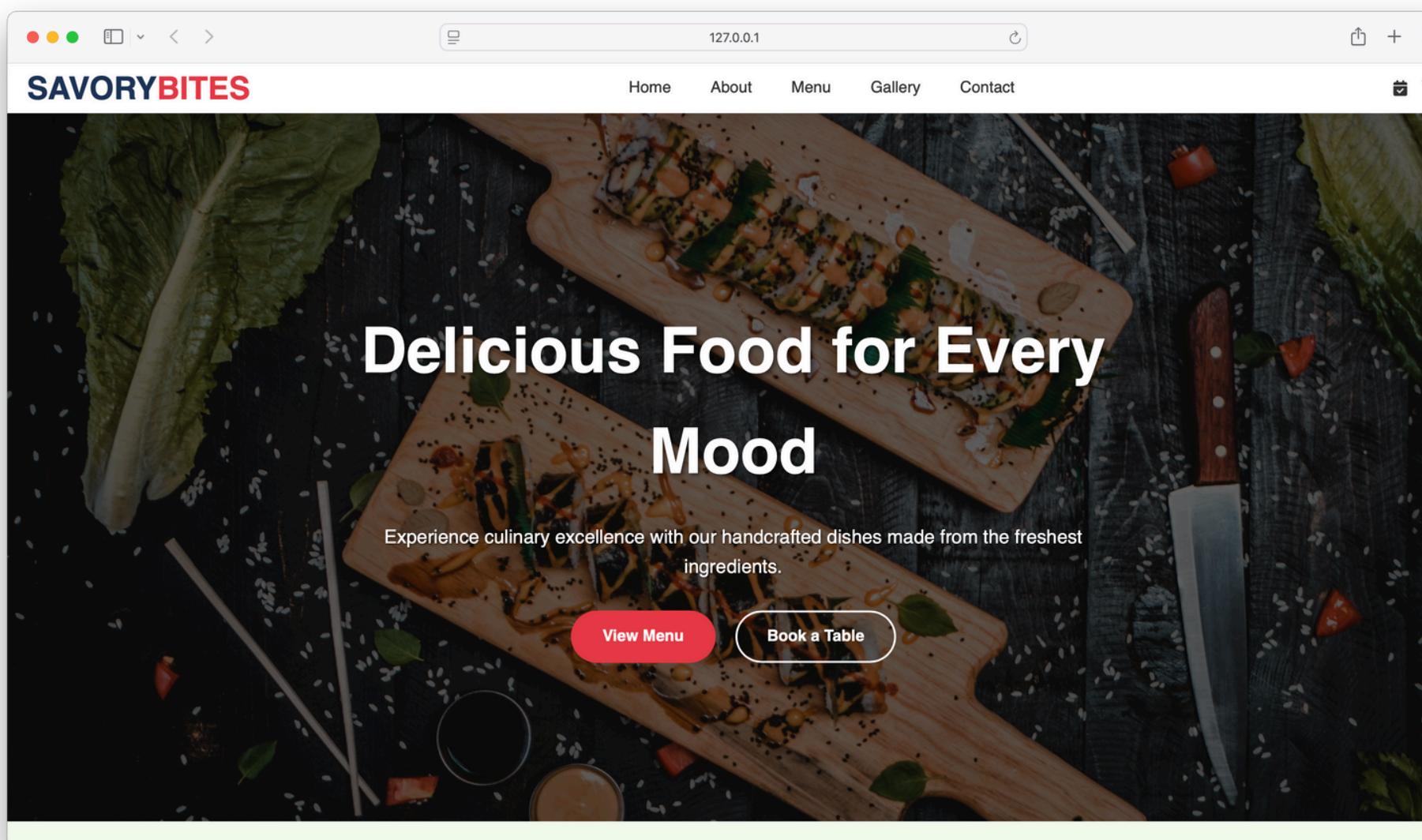
- PHP or Node.js for server-side scripting
- MySQL or MongoDB for database management

- **Home Page – Introduction and Highlights:** Acts as the welcoming gateway to the site, featuring an eye-catching hero image or slider, special offers, popular dishes, and quick navigation links to other pages.
- **About Us – Story and Mission of the Restaurant:** Tells the story behind the restaurant, its founders, values, and culinary inspiration. Helps customers connect with the brand on a personal level.
- **Menu – Detailed List of Dishes and Prices:** Displays the complete menu with images, descriptions, pricing, and categorisation (e.g., starters, mains, desserts, beverages). Can also highlight bestsellers or chef's specials.
- **Online Ordering – Cart and Checkout System:** Allows users to select dishes, customise orders, add them to the cart, and complete transactions through a secure checkout process.

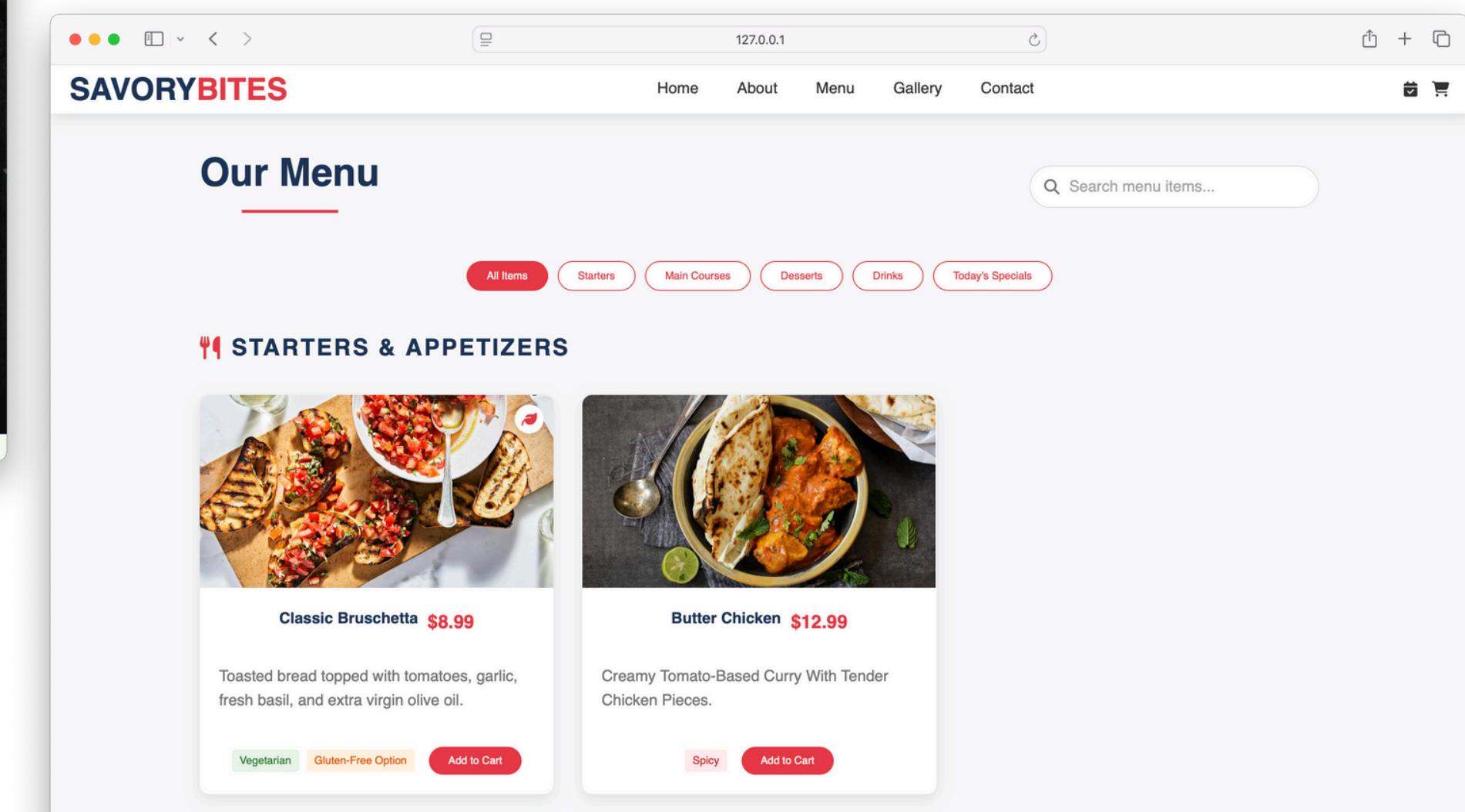
- **Reservation - Book a Table Form:** Lets customers reserve tables online by selecting date, time, and party size. Includes form validation and optional integration with calendar or email notifications.
- **Contact - Address, Phone Number, and Map:** Provides essential contact details, operating hours, and an embedded Google Map for easy location access. May include a direct message form.
- **Testimonials - Customer Reviews:** Showcases positive feedback from diners to build trust and social proof. Can be updated dynamically or curated manually.
- **Newsletter - Email Subscription Feature:** Allows visitors to sign up for updates, exclusive offers, and announcements. Helps in building a loyal customer base and promoting repeat business.
- **Gallery - Photos of Ambience and Dishes (optional addition):** A visually rich section to showcase the interior décor, food plating, events, and ambience to entice potential visitors.

- **Menu Browsing with Categories:** Allow customers to easily explore the food and beverage offerings, categorized by type (e.g., appetizers, main course, desserts, beverages) for a smooth and intuitive experience.
- **Online Ordering System with Shopping Cart:** Enables users to place orders directly from the website, add items to a cart, customize dishes (e.g., spice level, add-ons), and proceed to secure checkout.
- **Reservation System with Calendar Integration:** Lets customers reserve tables online by selecting the date, time, and number of guests, with automated confirmation and optional reminders.
- **Search and Filter Functionality:** Provides dynamic filters and keyword-based search to help users quickly find specific dishes, ingredients, or dietary preferences (e.g., vegan, gluten-free).

- **Google Maps Integration:** Embeds an interactive map to help users locate the restaurant easily and get directions.
- **Secure Payment Gateway Integration:** Ensures online transactions for orders or reservations are processed securely via trusted gateways like Razorpay, Stripe, or PayPal.
- **Multilingual Support:** Provides content in multiple languages to cater to a broader and more diverse audience.
- **Newsletter Subscription Feature:** Allows users to sign up for email updates about new menu items, upcoming events, and exclusive discounts.

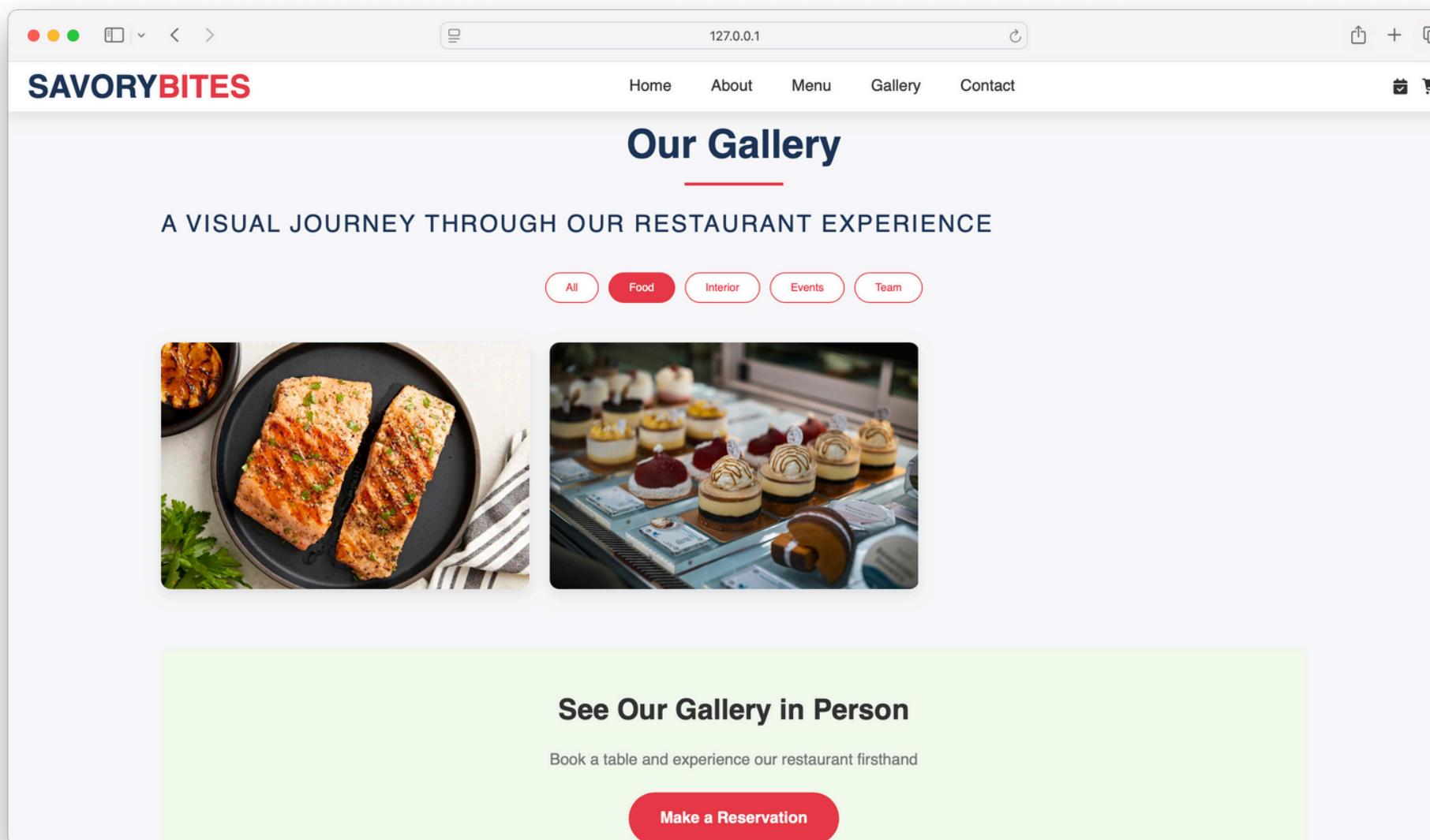


The home page features a large, vibrant photograph of a meal on a wooden board, surrounded by fresh ingredients like lettuce and herbs. Overlaid text reads "Delicious Food for Every Mood". Below the photo, a subtitle says "Experience culinary excellence with our handcrafted dishes made from the freshest ingredients." Two prominent buttons at the bottom are "View Menu" and "Book a Table". The header includes links for Home, About, Menu, Gallery, and Contact.



The menu page is titled "Our Menu". It features a search bar at the top right. Below it, a section for "STARTERS & APPETIZERS" shows two items: "Classic Bruschetta" (\$8.99) and "Butter Chicken" (\$12.99). Each item has a small image, a brief description, and buttons for "Vegetarian", "Gluten-Free Option", "Add to Cart", and "Spicy". The header for this page also includes links for Home, About, Menu, Gallery, and Contact.

SCREENSHOTS AND UI PREVIEW

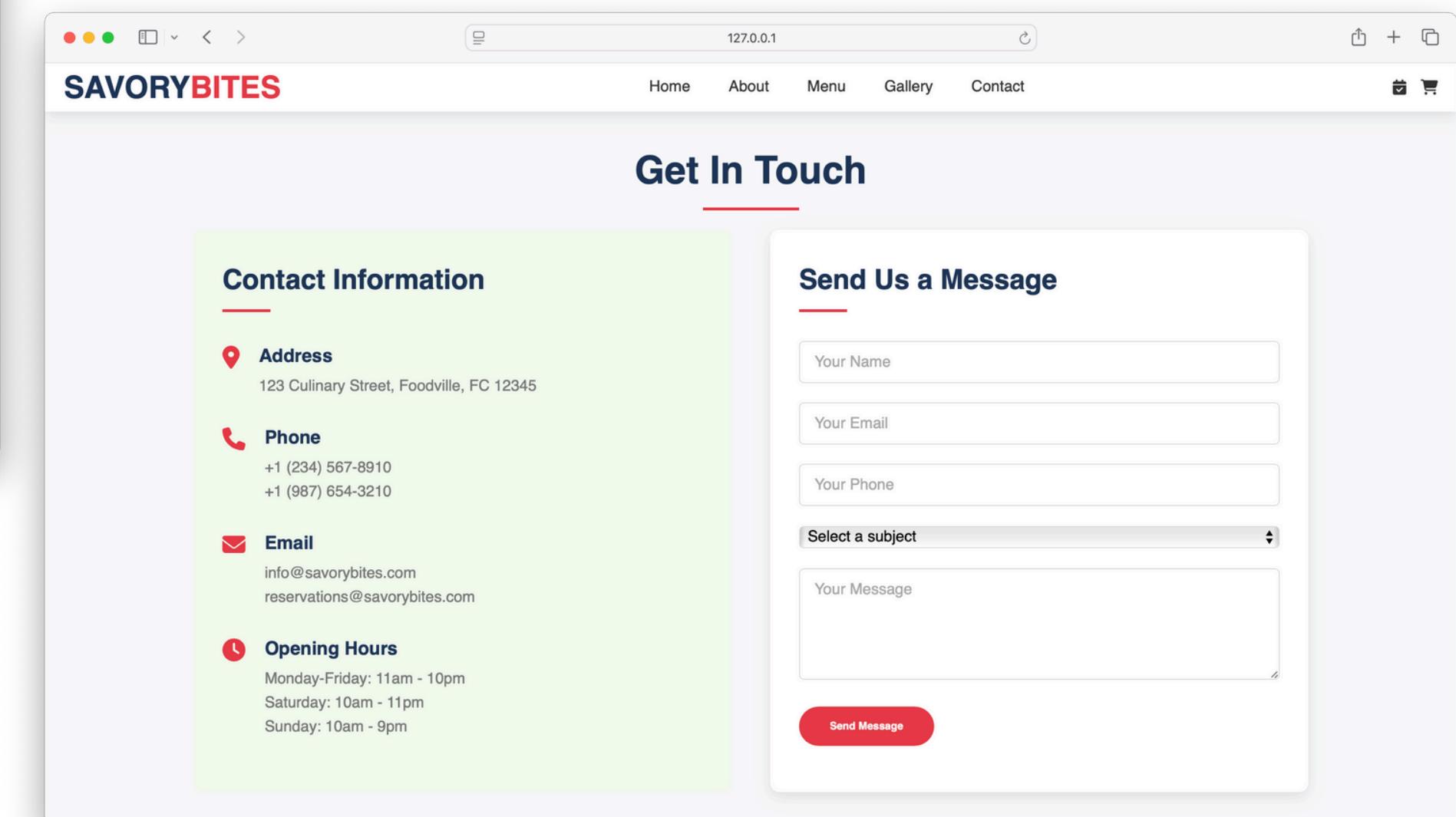


The screenshot shows the 'Our Gallery' section of the SAVORYBITES website. At the top, there's a navigation bar with links for Home, About, Menu, Gallery, and Contact. Below the navigation is a heading 'Our Gallery' with a subtitle 'A VISUAL JOURNEY THROUGH OUR RESTAURANT EXPERIENCE'. There are four filter buttons: All, Food (which is selected), Interior, Events, and Team. Two images are displayed: a plate of salmon and a tray of desserts.

See Our Gallery in Person

Book a table and experience our restaurant firsthand

[Make a Reservation](#)



The screenshot shows the 'Get In Touch' section of the SAVORYBITES website. At the top, there's a navigation bar with links for Home, About, Menu, Gallery, and Contact. Below the navigation is a heading 'Get In Touch'.

Contact Information

- Address**
123 Culinary Street, Foodville, FC 12345
- Phone**
+1 (234) 567-8910
+1 (987) 654-3210
- Email**
info@savorybites.com
reservations@savorybites.com
- Opening Hours**
Monday-Friday: 11am - 10pm
Saturday: 10am - 11pm
Sunday: 10am - 9pm

Send Us a Message

Your Name

Your Email

Your Phone

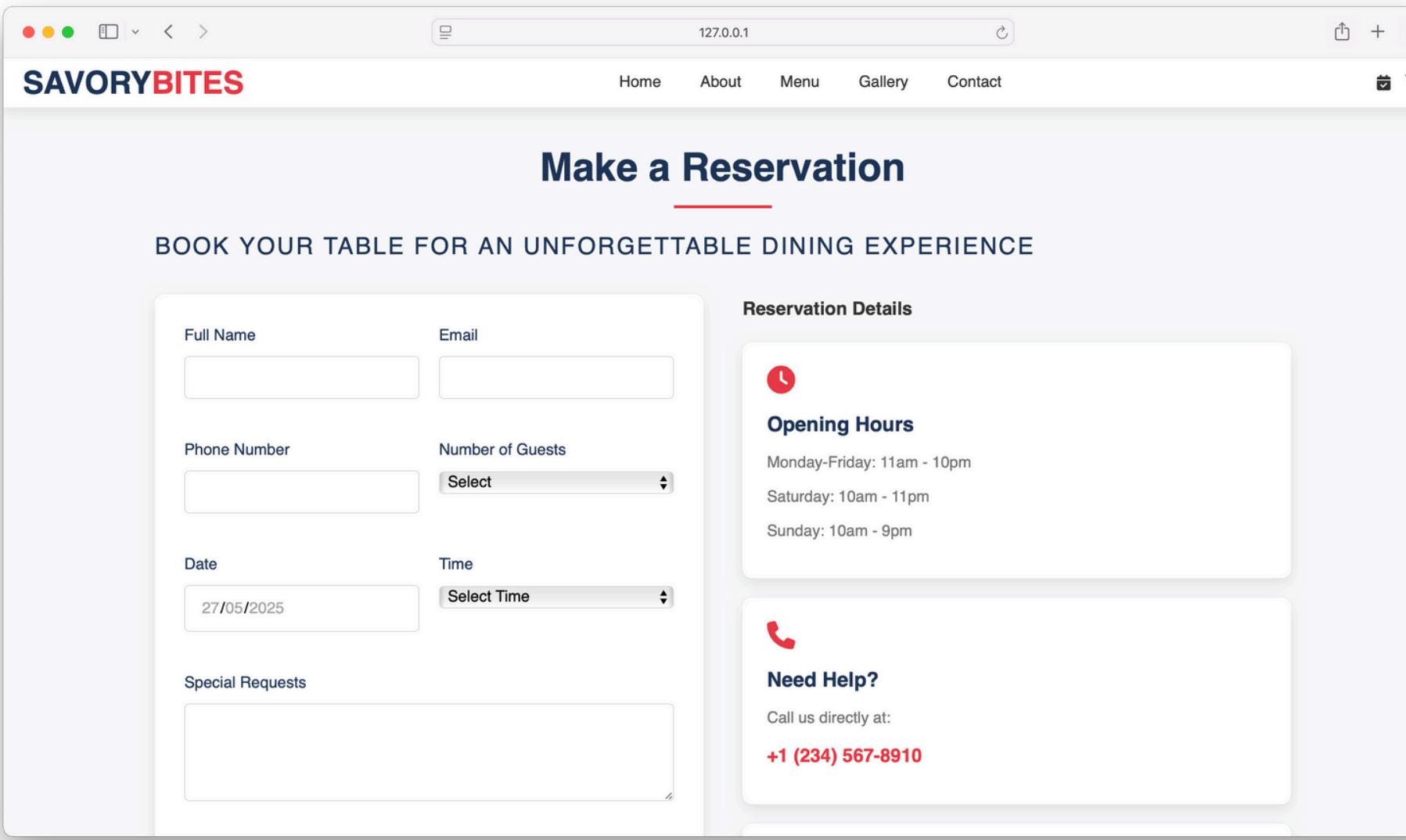
Select a subject

Your Message

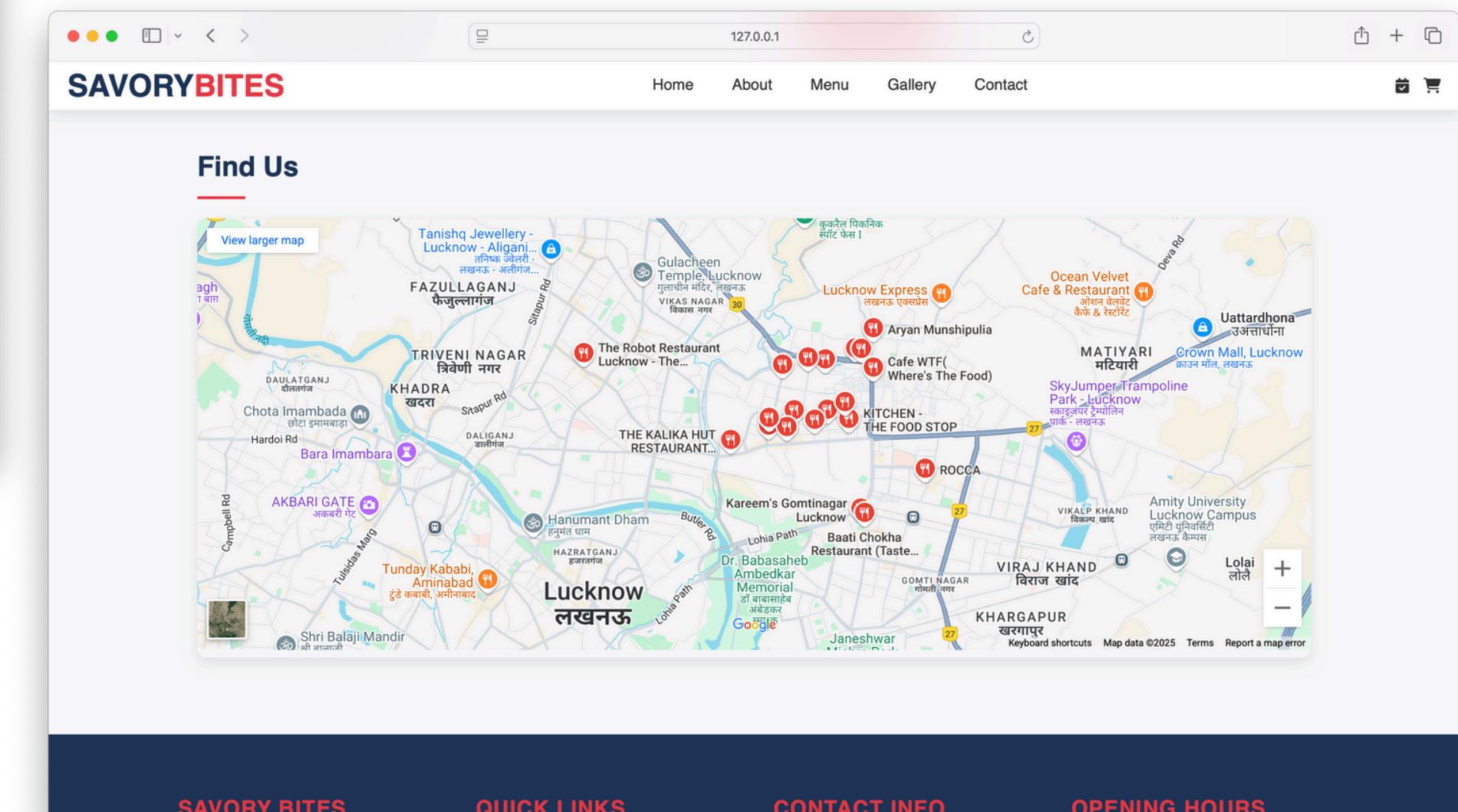
[Send Message](#)

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SCREENSHOTS AND UI PREVIEW



A screenshot of a web browser showing a reservation form for "SAVORYBITES". The form includes fields for Full Name, Email, Phone Number, Number of Guests (with a dropdown menu), Date (27/05/2025), Time (Select Time), and Special Requests. To the right of the form is a "Reservation Details" sidebar containing "Opening Hours" information: Monday-Friday: 11am - 10pm, Saturday: 10am - 11pm, Sunday: 10am - 9pm. Below this is a "Need Help?" section with a phone icon and the contact number +1 (234) 567-8910.



SAVORY BITES

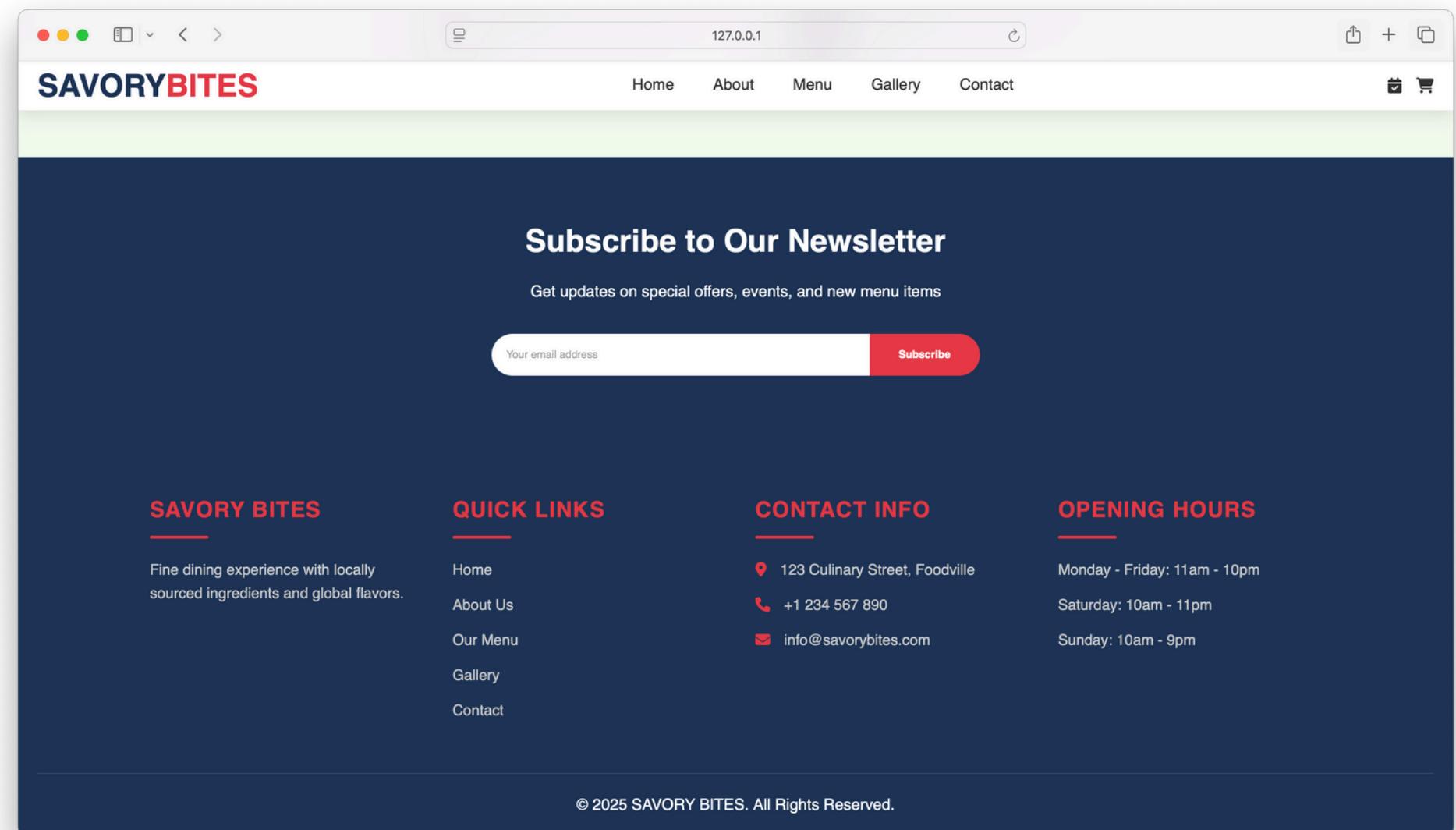
QUICK LINKS

CONTACT INFO

OPENING HOURS

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SCREENSHOTS AND UI PREVIEW



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- **Enhanced Visibility and Reach:** A well-designed website increases the restaurant's online presence, making it easier for potential customers to discover it via search engines and social media.
- **Increase in Online Orders and Table Bookings:** Integrating online ordering and reservation systems drives more business by offering convenience and flexibility to customers.
- **Streamlined Communication with Customers:** The website serves as a central hub for customer queries, order updates, and reservation confirmations, reducing the need for manual follow-ups.
- **Cost-Effective Marketing and Promotions:** Digital promotions through the website are far more affordable than traditional advertising, with the added advantage of real-time updates and targeting.

- **Building Brand Loyalty and Trust:** A professional, user-friendly website improves credibility, helping customers feel more confident about the restaurant's service and quality.
- **24/7 Accessibility for Customers:** Unlike a physical restaurant, the website remains active round-the-clock, allowing users to place orders, book tables, or view the menu at any time.
- **Support for Seasonal Campaigns and Events:** Restaurants can promote holiday specials, new launches, or themed nights directly on the homepage or via pop-up banners.
- **Increased Engagement Through Social Proof:** Featuring real-time reviews, ratings, and customer testimonials on the site can positively influence new visitors.
- **Opportunity to Tell the Restaurant's Story:** The About Us section helps in emotionally connecting with customers by showcasing the restaurant's history, values, and culinary inspiration.

CONCLUSION

- A restaurant website is a powerful tool to attract and retain customers.
- With a user-friendly design and essential features, it enhances the overall dining experience.
- Future-ready enhancements can further boost engagement and growth.

FUTURE WORKS

- AI chatbot for customer queries
- Mobile application for iOS and Android
- Integration with food delivery platforms
- Loyalty rewards and coupon system
- Blog section for recipes and food tips



THANK YOU

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