# TERM PROJECT

**Savoria:**

**Online Food Ordering Platform**

**INSTRUCTOR:**

**Cryston Heaven**

**DATE: 30/7/2023**

**Submitted by**

**Ashish Pandey - 895988**

**Mazlum Unay - 885585**

**Pratik Dhakal - 899291**

**Rodrigo Olave Carrasso - 898267**

**Sudan Krishna Dhakal – 901145**

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| **Section 1** |  |

* What is the Purpose of the Website?

The website for the Savoria restaurant has been created to act as a digital representation and online platform for the restaurant. The website aims to provide an optimal experience for visitors through functionality, content, and features, and to guide customers to the answers they need.

Some major purposes of the website are listed below:

1. **Online Visibility and Branding:**

Once the website is hosted live, it can be viewed from any part of the world which helps to boost the advertisement across web as well as on various social media platforms.

1. **Menu Presentation:**

One of the website's key duties is to present the restaurant's menu. Customers may browse the available meals, explore different selections, and get a sense of the food and pricing before visiting the real venue.

1. **Online Ordering:**

Customers may browse through the available meals, explore different selections, and get a sense of the food and pricing and place the order online.

1. **Atmosphere and Photos:**

Adding engaging photos for each menu item on the restaurant's website can positively influence purchase intention and increase revenue.

1. **Special Offers and Promotions:**

Provide platform for the restaurant to promote their deals and special offers. Also, If the restaurant offers events such as live music evenings, special tastings, or holiday festivities, the website is an excellent location to publicize and promote them.

1. **About Us and Story:**

A page named "About Us" which discusses the history, goal and values of the restaurant. This provides a personal touch and allows consumers to connect on a deeper level with the business.

1. **Responsive Design:**

The responsive design ensures that the website looks great and is easy to use, no matter how visitors access it.

* Who is the Target Audience?

Individuals or groups interested in take-out or ordering meals from the restaurant would be the typical target audience for this restaurant website. This website's major target audience may consist of:

1. **Online Users:** Customers who prefer to order their cuisine online use the restaurant's delivery or takeout options.
2. **Tourists and Travelers:**

Visitors who are looking for a spot to eat and sample the local food might search for a quality restaurant nearby through the web and visit restaurants.

1. **Food Enthusiasts**:

People who are enthusiastic about eating, culinary experiences, and checking out new eateries can order food online or may visit the restaurant offline.

1. **Business Professionals:** People seeking a venue for business meetings, lunches, or dinners might order their food online or may even visit the restaurant offline.
2. **Food Bloggers and Influencers:**

Foodies with a large internet follower who may visit and evaluate the restaurant.

Understanding the target demographic enables the restaurant to adjust the website's content and design to these potential consumers' interests and expectations. For example, if the website's target audience is mostly families, it may highlight a family-friendly ambience and have a wide menu suited for all age groups. If the intended audience is predominantly business people, the website may emphasize private dining alternatives and business-friendly amenities.

To successfully comprehend and respond to the demands of their target audience, the restaurant must perform market research, assess client demographics, and consider the tastes of the local community.

* How many pages will be included in your website?

There are total six pages on the website which are home page, about us page, Contact page, Product page, Confirm page and Oder Complete page.

* What graphics will you use on the website?

The graphics that are used on this website are images, logos, promotional banners.

* What colors (color scheme) will you use on the website?

The main colors used on this website are white and red. The reason behind selecting red and white is because it is eye catching and it triggers appetite. The red color in the food also indicates ripeness or sweetness.

* What font styles will you use within the website?

Two font styles are used on this website which are ‘Manrope’ and ‘Caveat’.

* What features will be displayed on the webpages?

Numerous numbers of features which are used in modern day websites including Home/ landing page, About us page, Product page and its description are included. Here are the important points:

* Home Page: The main page, which is both friendly and visually appealing, acts as the portal to our website, offering an overview of our brand, promotions, and featured items. Users may effortlessly explore the various areas and immediately locate what they need.
* About Page: Our about page presents the company's objective, principles, and history, establishing a close bond with consumers. It gives visitors insight into the brand's narrative, fostering trust and credibility.
* Product Page: The product page, the core of our website, shows our enormous product range in an orderly and visually appealing manner. Customers may quickly navigate through numerous categories, use filters, and sort options to locate goods that meet their interests.
* Product Description Page: The product description page is detailed and educational, providing in-depth information about each product. Before checking out or buying the product, the product description page may help customers to buy the product accordingly.
* Responsive Design: The website is designed to work well on a variety of platforms, including desktop computers, tablets, and smartphones.
* Customer Support: We place a high value on providing outstanding customer service. In order to communicate with our customers, we have created a contact us page where customers can reach out by filling up the form.

In summary, the website aims to provide a pleasant and stress-free buying experience that encourages customers to return and build long-term relationships. This is achieved by offering personalized experiences, fostering loyalty, forming connections, prioritizing excellent customer service, promoting accessibility and accommodation, engaging with customers on their preferred platforms, investing in employees, familiarizing with customer needs, and respecting their opinions. Building positive relationships with customers encourages repeat purchases and fosters long-term loyalty.