Project plan for Feasting Fox Restaurant

Objectives: **Make general information about the facility and contact information available online  
Enable prospective guests to view the food and facility options  
Allow prospective guests to provide contact information and leave comments**

Target audience: **35+  
Live in St. Louis and the Midwest U.S.  
Want to ‘celebrate’ with family, or a group of friends …or simply or get away for a “date night”. Those needing a nice space for regularly scheduled meetings or banquet events up to 120 people.  
Not sure about technical details of users, but its assumed most will have some web experience**

Site type: **Billboard (while the client wants some e-commerce functionality, no advanced functionality is required for this site)**

Site goals: **Provide a ‘quick look’ and contact information for target audience to facilitate audience reservations.**

Site research approach:  **Review of online competing restaurants/banquet centers that the user can ‘look up’ in order to assure that the site stacks up competitively for ease of use and conveyance of ‘quick’ information (i.e. “I’m not sure what I’m in the mood for… Oh that looks good!”)**

Budget: **Project will be compensated for by food and beverage service benefits offered by the  
website owner and the finished project serves as a means of building project team portfolio.**

Timeline:

|  |  |  |
| --- | --- | --- |
| Milestone | Date | Who’s responsible |
| Mockup submit for approval | 11/20/2020 | Project manager |
| Client feedback | 11/30/2020 | Client-Sue |
| Client feedback update | 12/04/2020 | Project manager |
| Client feedback | 12/4/2020 | Client-Sue |
| Final Client Update | 12/5/2020 | Project manager |
| Draft to testing server | 12/12/2020 | Project manager |
| Final Client Approval | 12/12/2020 | Client\*-Sue |

\*Site goes live Dec. 13, 2020 by the Project manager  
Project Team: **Richard Scharff –Team Leader**  
**Janessa Taylor**   
  
Updates: **Menu should be updated as often as revised and the project team will make the first update in order to help the client consider added site functionality at that time.**