

Site Needs and Goals

Project 2

Summary:

For Project 2 we were tasked with redesigning a “bad” website in which I chose Marvelous Muggs.com. We were required to design this website using HTML, learning how to scratch build a website. We had to include 5 pages within the redesigned website. The single purpose of my redesigned website is to draw in customers, and provide easy, clear information for consumers and/or customers. Secondly I would like to convey a message of good food, friendly family atmosphere and excellent service.

Audience Profile:

My target Audience is a single family home, mostly the mother, and possibly the father. They are average to upper middle class, they are close knit as a family unit and most activities are centered around the children’s extra-curricular activities such as baseball and ballet. I think they use the internet on an average to frequent basis, mainly for informational purposes. The reason they would be visiting my site could be to look up directions or contact information as well as party option for an upcoming family event. I hope when they visit my site they want to come in to restaurant! I’d hope they would see the great food, and service through the imagery of the site, and aesthetic appeal. I used the red to create a psychological “hunger” which can make you feel like you want to eat, or need to eat. I wanted to visually connect with the consumer’s stomach through their eyes.

Strategy:

The message I want to send is “great food and great service”...In a world of rush and haste Sometimes we forget the importance of service and simply good experiences at restaurants. I will be able to achieve this message by friendly imagery, rounded imagery which creates a welcoming atmosphere, and using red and yellow colors to again emphasize on the physiological “hunger” triggers. The success of the site can be based on the boosted generation of more foot traffic in the restaurant, along with people contacting the banquet manager about party bookings and events. If

people start mentioning the website when the visit and create a “buzz” about the appeal of the site, my goal will be complete.

Competitive Positioning:

Other competitors for my site will be large chain restaurants such as red Robin and ruby Tuesdays. Because they are larger corporations they tend to have higher site traffic and easier location on search engines. They also are able to spend a large sum on advertising and website construction giving them an edge in the local community. I am hoping that by using simplistic navigation and information will set my site apart from larger competitors. They tend to shove in a ton of information into their sites making navigation a little interesting at times. They tend to use their sites for a basis of advertising, which can make it cluttered at times. One thing I incorporated that most restaurants use is the use of color as stated before. Reds and Yellows trigger our physiological “hunger” and makes us want to eat. The current website before redesign seems to be successful in conveying a friendly message and a restaurant catered to helping people and offering great customer service and that was something I wanted to continue on in the new redesign.

Friendly