

Client's Brief: SAIGON BAY RESTAURANT

1. Summarize the client's audience, purpose, and goals

The client's audience includes people who have an affinity for Vietnamese Cuisine or those who are interested in trying oriental food. Since the restaurant offer a variety of food with affordable pricing ranging from \$5-\$10, it's reasonable to categorize this restaurant as a mid class scale. The purpose of the site is to have a web presence in order for people to find the restaurant and be able to browse through the menu to see what the restaurant has to offer. The restaurant goal should be able to present the audience with a user-friendly website with easy to navigate navigation at the same time be able to display a sense of classy environment fit for professionals and business oriented audience. The restaurant has tried advertising in the Sacramento Bee and Business Journal in order to expose themselves to other audience other than those that surrounds them. However, they are not able to track whether their advertisement is effective or not and therefore have stopped it all together.

2. Evaluate the strengths of the existing site's design, if applicable.

- a. Content – consistent on the banner with logo, audience can easily identify that they are on the restaurant's website no matter where they are on the site. The three most often use and visible words on the site is Saigon Bay Restaurant. The current organization of the page is there, however, the contents are not there and therefore the page seems in complete. This might give a bad impression for the audience of the website since they can't seem to take their business serious enough to finish a website.
- b. Function
 - i. The site load is fairly quick except at the pages of the menus. It seems that the menu is just merely images not actual text of their main menu. The images are also poorly optimized making the menu hard to read.
 - ii. The navigations are located at the bottom of the banner and are highly visible. It's consistent throughout all the pages.
 - iii. Links are not clearly label and can only be

identified with the mouse rollover.

- iv. The active page is clearly label with a color tab different from those pages that are not active. Therefore, the visitor should know exactly where they are on the page. There's also a site map on the page to help user know where they are on the page if they wish.
- v. The navigation is divided in sub-tiers and all the pages to visit are always visible on each and every page on site making navigating very simple and quick.

3. Site's Challenges

a. Content

- i. The placement of the text of the navigation appear second below the banner is a good indicator of its importance. Additionally, on every 2nd tier page of the website the title of the page is enlarged making it the first element to be focus on when first entering the page. This serves as a current location indicator and help navigation easy.
- ii. The images on the banner of wine bottles are misleading because it makes the site seem to be a wine-store rather than a restaurant. The logo of the company does not seem to portray an oriental style of food but rather a vacation spot. Additionally, the menu pictures are poorly optimized and therefore making it the entrees images barely visible. If the food is something the restaurant would like to show to the customer than they definitely fail in this aspect.
- iii. The color scheme of the website seems to have a correlation with the menu of the restaurant with a sea blue and white background. The page is quite clean however it does not portray a restaurant like environment.

b. Function

- i. Running a Google search for "Saigon Bay," the site surprisingly came up as the third page. With the phrase "Saigon Bay Sacramento," the page is actually number on the ranking. This to show that they definitely are the highest prioritized on the search engine and therefore should be receiving a lot of traffic. This is a great advantage for them and they should have fully operating site up as soon as possible.
- ii. There is no obvious error message or warning on the page load. Overall the site is fairly

operational and only lacking content which make it seems incomplete and unprofessional.

4. Find and list sites of 2-3 competitors and briefly state what differentiates your client from them. List a Unique Marketing Advantage to counter each.

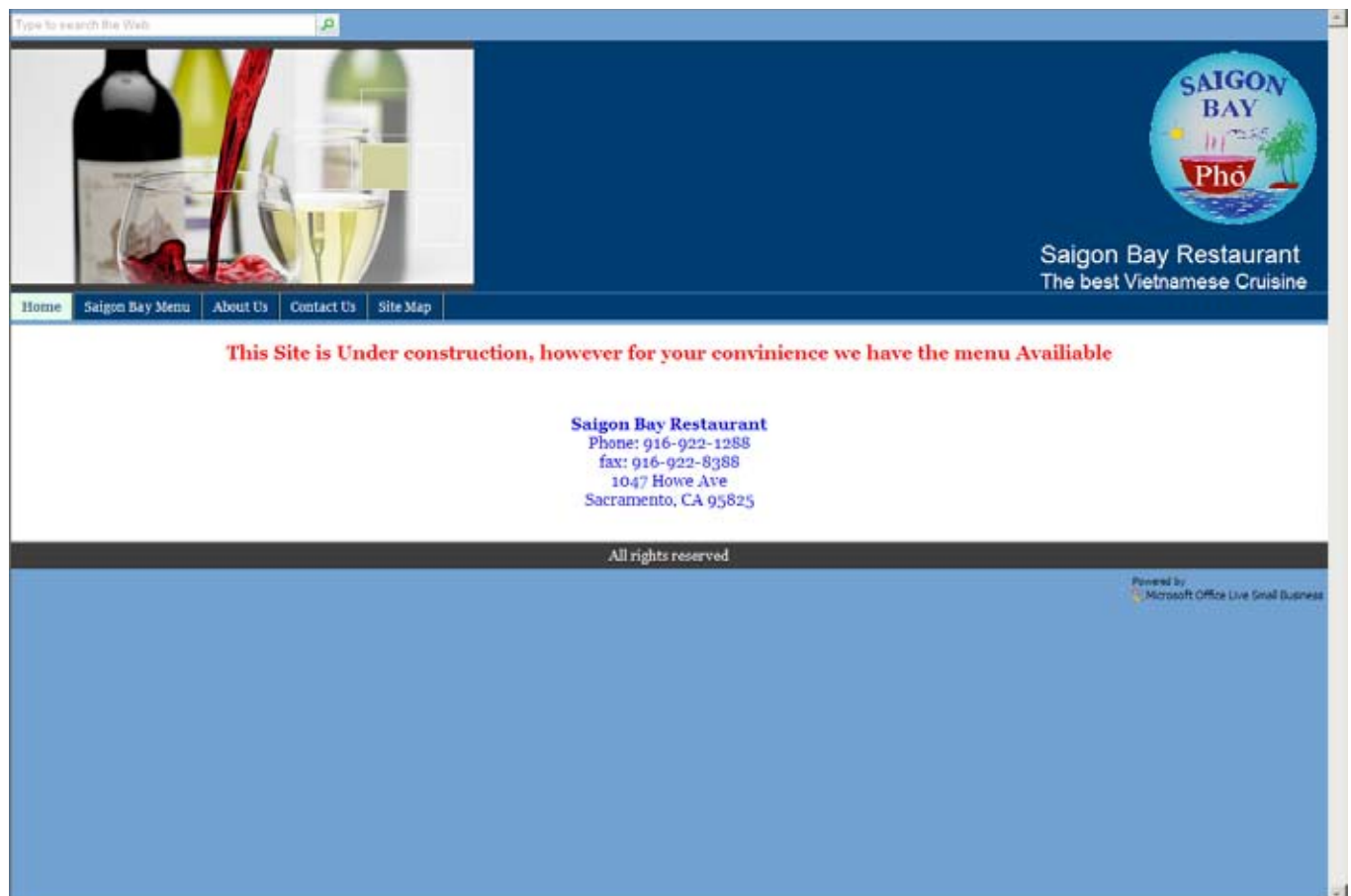
- a. Henry Nguyen – No Website. This is a vegetarian restaurant just down the streets. Although it also serves Vietnamese Cuisine, it's catered toward more for vegetarians and therefore can be consider outside of Saigon Bay's audience. The advantage is that Saigon Bay serves entrees with meat and Henry Nguyen does not.
- b. Arigato Sushi – No Website. This is a sushi restaurant which is also located down the street on Howe. Although Arigato is also an oriental style restaurant the food they serve are in completely different arena then Saigon Bay. Both restaurants both have a unique advantage in their food.

5. Evaluate improvements you would suggest to the site design

- a. The logo has rough edges that makes it looks unprofessional
- b. Replace the banner with something more representative of the Restaurant theme
- c. Fix all broken links
- d. Complete all contents so page doesn't look incomplete
- e. Replace menu with actual text rather than picture of the actual menu

The objective is to redesign the website to look professional. It will give a positive impression for the visitors who come to the website to look of the restaurant information. Additionally, the site design should reflect the theme of the restaurant so the visitors can actually get a feel for what they are about to visit and type of food they will enjoy.

CURRENT SITE



CURRENT SITE MAP

