

2019

Bluestone Bar & Grill – Web Design Document

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1 Project Overview

1.1 Client Background

Bluestone Bar & Grill is a family run quick service restaurant and are self-described craft beer specialists located in Brisbane. Their focus is on providing a diverse range of craft beer and quality food to complement such beverages.

The owners of Bluestone Bar & Grill are looking to expand the business to more locations across South East Queensland soon and are therefore looking to first enhance their online presence with a full-fledged website. Their major objectives for this include helping build business credibility, brand development and digital marketing as well as meeting customer demand as the business grows exponentially.

Integration with Google My Business for important analytics and insights as well as review services such as TripAdvisor and Zomato are a must for the website. The website ultimately needs to serve as a one-stop place for the restaurant, making it easier for potential customers to find what they want, to see what they need to know, and to commit to dining at the restaurant.

1.2 Goals

The following three goals are tied in with the major website objectives and are aimed at meeting these objectives;

1. Increasing website traffic – optimizing the website for search engine optimization (SEO) to attract site visitors
2. Reducing bounce rate – making sure the percentage of people leaving the website after visiting one page is as minimal as possible
3. Raising conversion rate – increasing the percentage of visiting website users to reserve a table and become regular restaurant patrons

1.3 Scope

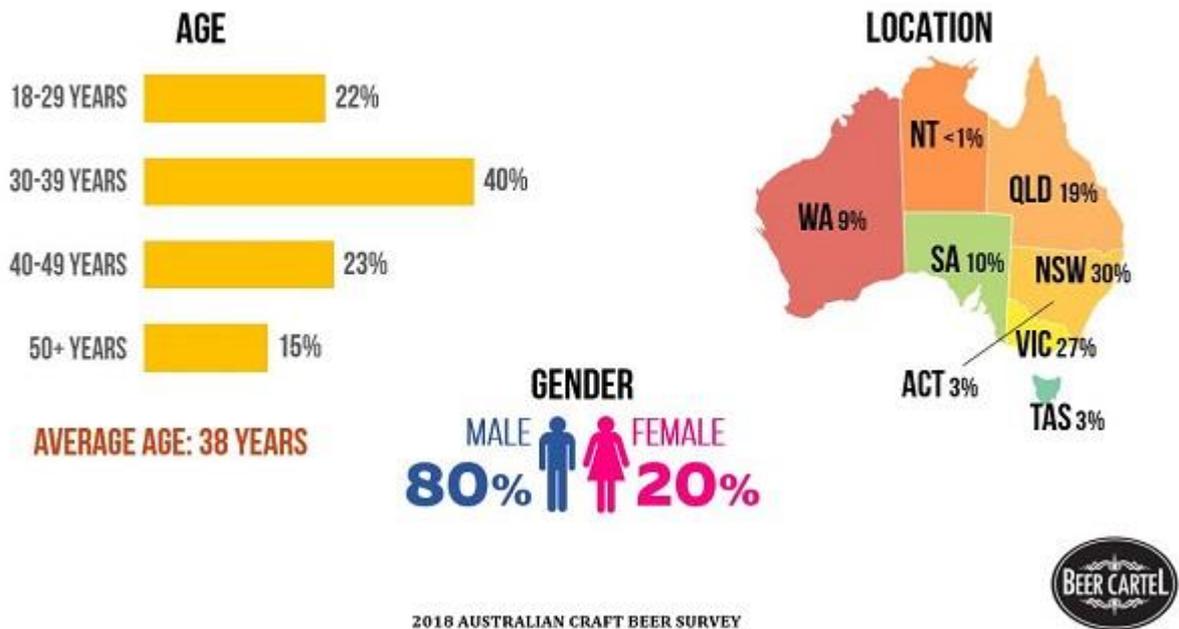
The web project will involve maintaining a quality user experience whilst deploying essential back-end solutions to achieve the client's goals and objectives for the website.

In order to increase website traffic, search engine optimization techniques including keyword research and internal link optimization as well as search engine marketing methods such as that of PPC advertising are to be utilized. Google also favours HTTPS in its search ranking so use of an SSL certificate will be implemented for maximum results.

For readability purposes, website content will be optimized and make use of key formatting elements. Furthermore, a clear and compelling call-to-action button "Book a Table" will be readily available across all 5 – 6 pages of the website to help with reducing bounce rate and increasing conversion rate.

1.4 Target Audience

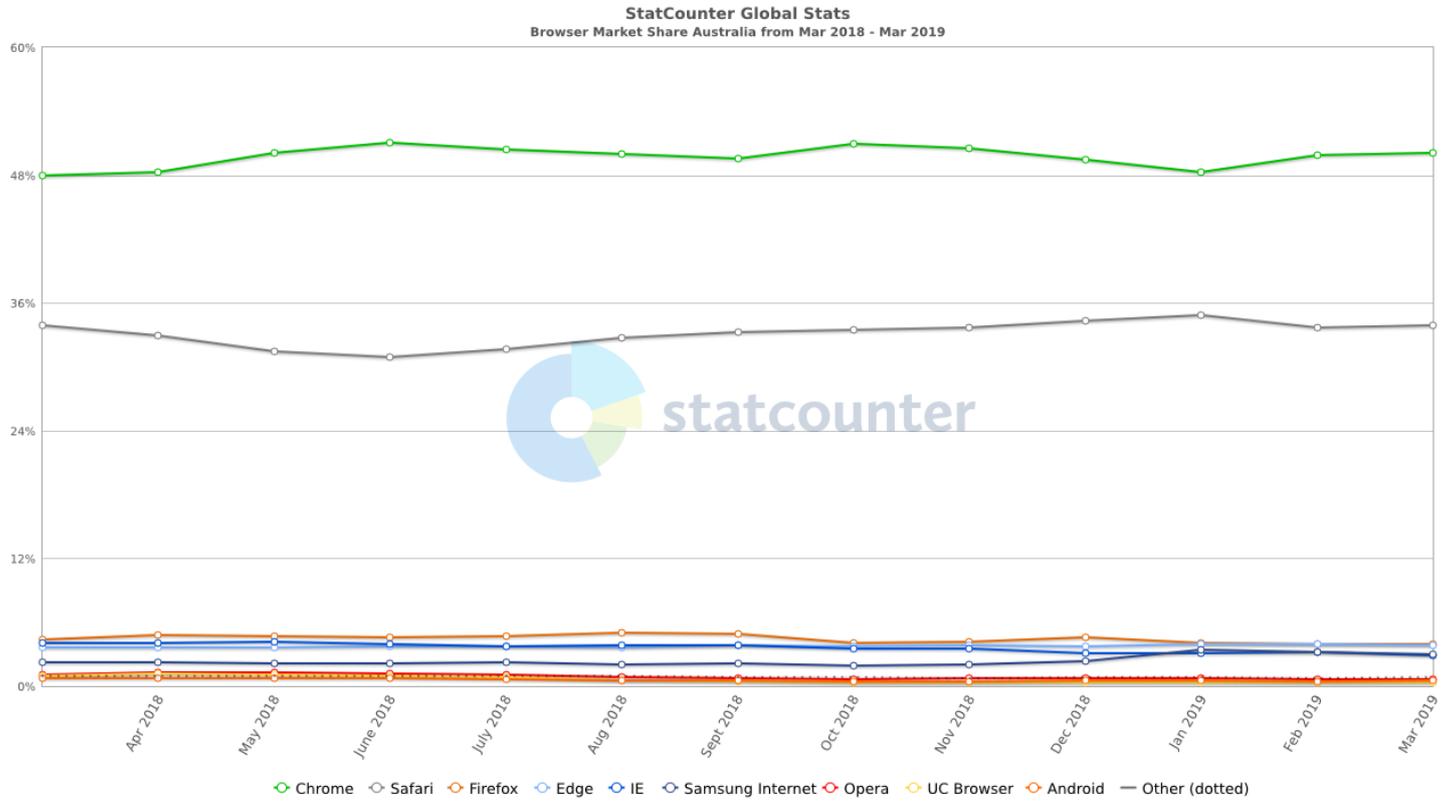
The client's current demographic largely focuses on those of craft beer drinkers. According to the 2018 Australian Craft Beer Survey, the average age for this demographic is 38 years old with the 30 – 39 year old age group consisting of 40% with males outweighing females at 80% to 20% (Kelsey, 2018) as seen in the infographic below;



However, the client wants their business to shift away from this focus on the craft beer demographic, and to begin accommodating for a wider market including people simply looking for a place to dine e.g. families and an older demographic.

In order to achieve this, the website is to place an emphasis on accessibility as well as responsive design for desktop and mobile devices, with support for a multitude of web browsers including but not limited to Google Chrome, Mozilla Firefox, Opera, Safari, Microsoft Edge and Internet Explorer.

For a detailed look at the browsing habits in Australia, refer to the following statistical chart representing Browser Market Share in Australia between March 2018 and March 2019 (StatCounter, 2018);



1.5 Requirements

1.5.1 User Requirements

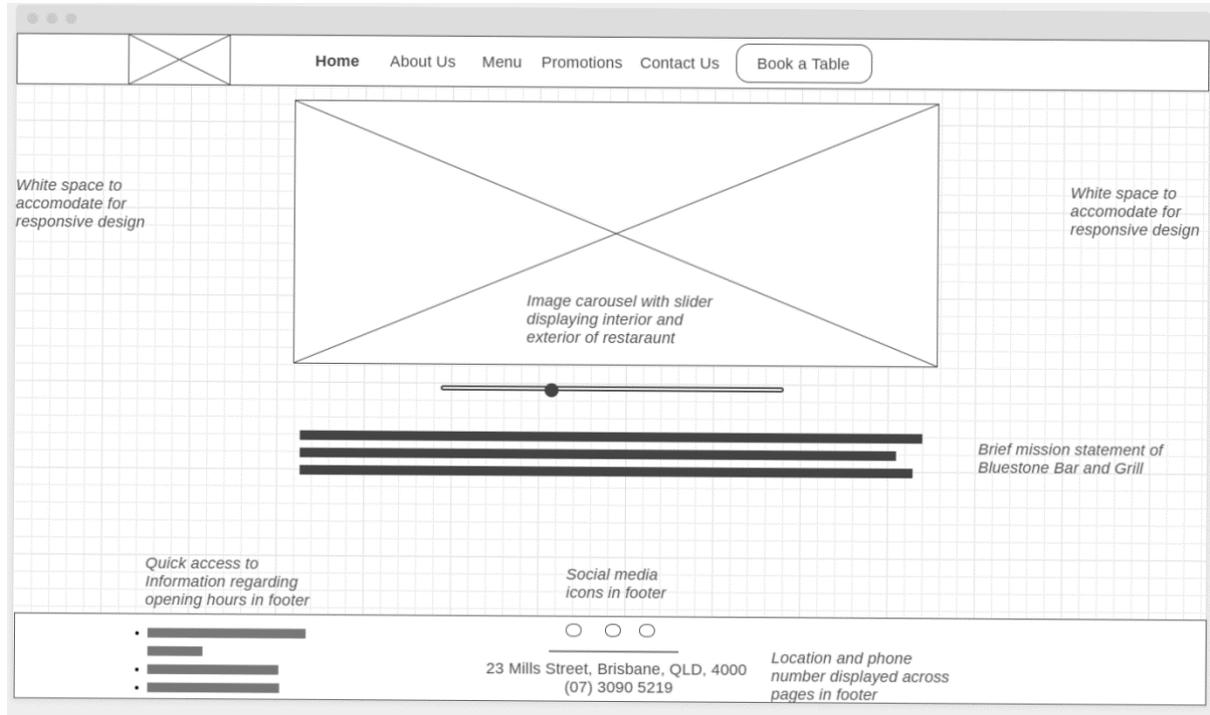
- Reserving/booking a table through the website
- Viewing the food menu and craft beer list
- Access information regarding operating hours and location
- Contact form for customer enquiries
- Navigating to social media pages i.e. Facebook

1.5.2 Quality of Service Requirements

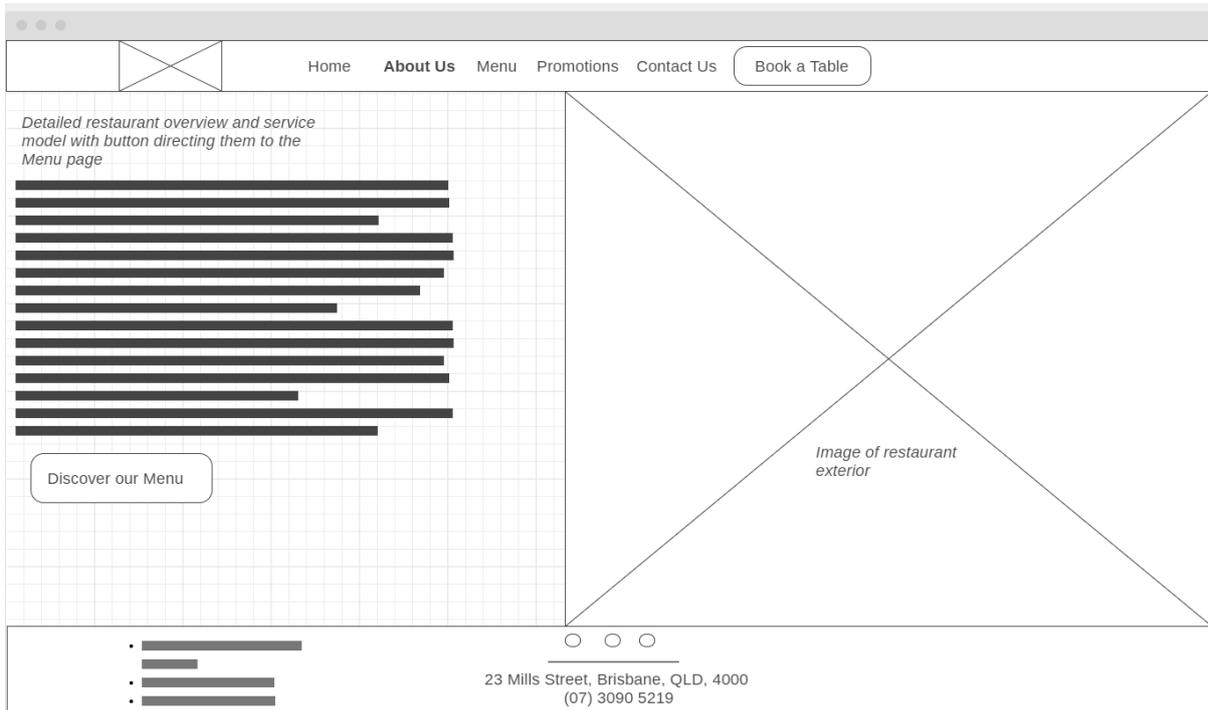
- Compliance with Web Content Accessibility Guidelines
- Consistent navigation across every website page
- The presence of a sitemap for representation of website information architecture

2 Site Design

2.1 Homepage



2.2 About Us



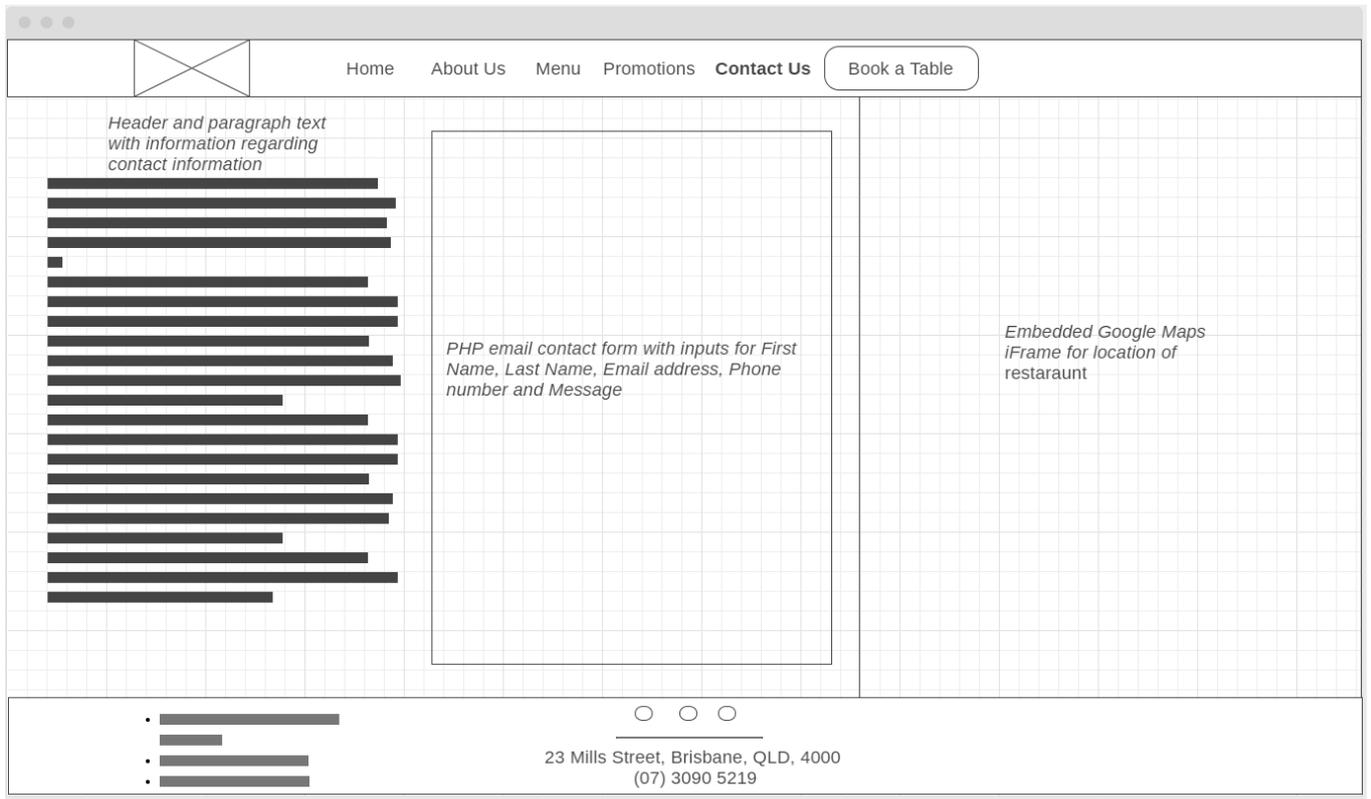
2.3 Menu



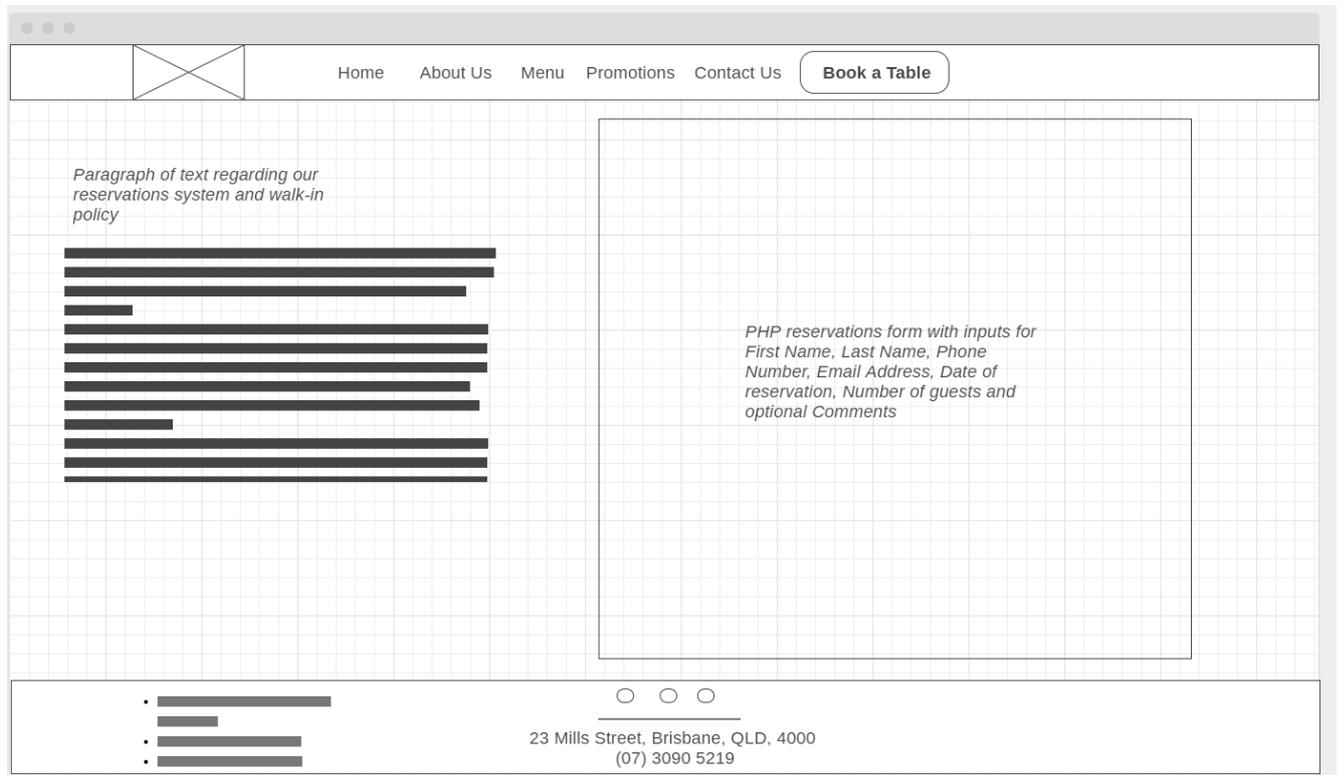
2.4 Promotions



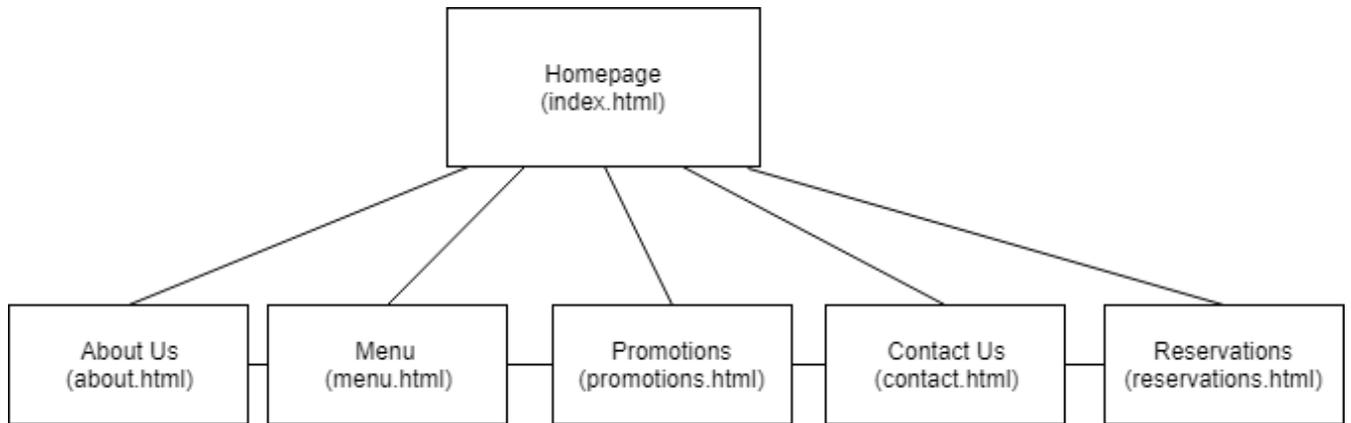
2.5 Contact Us



2.6 Reservations



3 Hierarchy Chart



4 References

Kelsey, R. (2018, September 13). *2018 Australian Craft Beer Survey Results*. Retrieved March 30, 2019, from Beer Cartel: <https://www.beercartel.com.au/blog/2018-australian-craft-beer-survey-results/>

StatCounter. (2018, March). *Browser Market Share Australia | Mar 2018 - Mar 2019*. Retrieved April 05, 2019, from StatCounter GlobalStats: <http://gs.statcounter.com/browser-market-share/all/australia>