

Website Information Analysis Form

Directions: fill this form out in full and turn it in to the assignment area for our class Canvas site.

What is the name of the client (the company from the website)?

A La Maison Bistro

What is the URL of the website?

<http://www.alamaisonbistro.com/>

Fill out the information hierarchy on this site:



(to indent, use the  from the Paragraph part of the Word interface.)

1.0 Home

- 1.1 Logo
- 1.2 Description of Restaurant
- 1.3 Review Quote
- 1.4 Special Events
- 1.5 Large Feature Picture Slides of Food

2.0 Private Parties

- 2.1 Description of parties accommodated

3.0 Hours/Directions

4.0 Gift Certificates

- 4.1 Phone number for purchase
- 4.2 Buy Now Option – 25, 50, 75, 100, 150, 200

5.0 Brunch Menu – static menu

6.0 Lunch Menu – static menu

7.0 Dinner Menu – static menu

8.0 Reservations – Phone number and address

Create two audience personas for this site

Persona #1

Steve (30) is a middle-income office worker. He wants to impress his eharmony date. He doesn't want to spend a huge amount though and he knows alcohol can double his check so doesn't mind that the bistro doesn't have it's liquor license.

Persona #2

Jenny (42) homemaker eats out only on special occasions. She thinks French things are super fancy and wants to appear chic when speaking of her anniversary dinner at playgroup the following day.

Short analysis (8-10 sentences) of this website. This is purely your opinion – perhaps you see something out of place, or something you really like.

Left side heavy. All the text is on the left on every single page. The text is small and bland. The BYOB is odd since French fare usually uses alcohol and a couple of the pictures have bottles and wine glasses in the background. The large pictures are and look stock.

The site menu is clear easy to see, but the information is all static. The only interactive part of the site is the option to purchase gift certificates.

The logo font is nice if generic, but the chickens seem out of place as it's not clear if this restaurant specializes in poule.