

The Kitchen Network

Project Definition

My project will be a network system around a Chinese Restaurant in order to bring restaurant into center of social network.

Conceptual Description

The project will be a website with an interactive components such as live stream . This component will provide customers being in a communication with restaurant, even if they are at home. So, people will be in interaction with other people out of the restaurant as well. Through extra options, the restaurant will be like a kitchen network. The concept of a kitchen network is to make customers say 'this is our restaurant'.

In general, people cannot see the kitchen of restaurants and cannot influence and interfere the kitchen as well. With this concept that is not just literally, at the same time as a conceptually this network brings the kitchen of a restaurant into their home. Therefore, people can rule over the restaurant by for example determining the best food. Also, people experience it with other clients through the inter-

net. Thus, the project has two bases, Internet and the restaurant.

also post comments at the end of the cooking. So, the audience can interact with each other on the website, that way people also feel more connected to the restaurant and it's more fun to keep coming back.

Objectives & Goals

1) to create a network among the people who enjoys cooking.

In order to provide a connection between people who love to cook the website is a social network. That way people who often come to the restaurant can also stay in touch 'outside' the restaurant and share their passion for cooking. Clients can talk about the restaurant and its food. People can also place their own recipes on the website and others can comment on that meal. The chef contributes to the social network with his/her opinion about dishes and upcoming events on the website. In order to achieve this goal there is a live streaming video on the events part of the website. The video will be about 'how do we cook this meal?' People can cook this meal at their home while watching the video. In this process, they might comment about the dish and they can

2) to bring the restaurant in the center of such a network to promote it.

Creating a social network around the restaurant contributes to keep clients communicating with each other and the restaurant, because of that the chance of coming back to the restaurant increases. With this network clients think of themselves as a part of the restaurant and they feel more appreciated by the restaurant. Therefore, people will more often go to this restaurant because they have a social environment there. Clients can experience popular food which is determined on the website with the contribution of the clients and people who they know. Also, they can eat new versions of dishes that change according to opinions on the website. Hence, people feel closer to the restaurant and they promote the restaurant by telling others how satisfied they are with the restaurant.

3) to connect restaurant and the clients in a more practical and sustainable way

Usually people are connected to a restaurant because of its food, service and atmosphere. When those 3 things are all good in a restaurant people will keep coming back, their satisfaction is measured with those features. With this website there is an extra feature with which people can feel more connected with the restaurant, the interaction between visitors increases as well. Instead of just meeting in the restaurant they can 'meet' on the website and share their passion for food, especially the food made in the restaurant. The other goal of the website is to make visitors promoters for the restaurant, they will spread the word about how good the restaurant is because of their good experience there.

4) to create a new model for the communities through new media, firmly connect virtual to real.

Social Media is getting more and more important for companies to interact with their audience. In comparison to other companies which use new media a lot, restaurants almost don't use it. At most they place their menu on their website. This project will provide restaurants an option to integrate new media in their promotional activities. A new way to interact with the audience and give people a new way to experience going to a restaurant. This website adds a new dimension for going out to eat. The restaurant is not only a place where you go to eat and leave again, when you get home you will still interact with other people who enjoy the same restaurant. The menu also changes by the comments and opinions on the website, that way the virtual side of the restaurant influences the real side.

Target Audience/ User

The project addresses adults who are interested in Chinese restaurant. Also, this project for who mind social activities through the Internet besides this liking to eat Chinese food. The audience will be who loves cooking and going a restaurant in order to taste some new meals and sees restaurants as social surroundings. Users will have a specific intellectual level in order to that can comment about something and also discuss about meals in a civilized way.

Background Information

I really wanted to continue with a previous project, because I didn't think my idea was 'finished'. I created a restaurant and its corporate identity as well, so I wanted to go one step further with the project. That's why I chose the restaurant as a subject.

Also, I want to mention why I prefer a restaurant for my project. Restaurants have an impact on social environment and also contribute to social interactions besides being eating-place. In popular culture, people usually want to be part of same mythology and want to speak in a same language. When they come together in same place, they start to share something such as ideas and concepts. Each person has different target, some of them go restaurants to eat something, some of them to have a chat or to taste popular foods. Customers start to know each other; it creates a community as well.

I want to create this system for the Chinese restaurant because I am interested in promotions to raise the popularity of these kinds of institutions. I thought how could a restaurant be more original than others and that people feel more connected

to a restaurant so they keep coming back. In that sense, the key point is to communicate with people continuously. Besides this, the visuals are very important to attract the customer's attraction. However, corporate identity and kind of printed materials such as menu are determining factors. In order to attract people, there have to be more kinds of marketing, especially in this time where online marketing is getting more important. Being acquainted with the chef and also some groups who sit next to your table is noticeable and a binding factor. Besides this, as a customer being able to 'interact' with the restaurant and the menu makes you feel more appreciated. When you feel appreciated you feel special and keep coming back, because you know you can't get that kind of treatment somewhere else, especially in restaurants where basically everything is already chosen for you, you just have to select it.

The idea of Chinese cuisine comes from its diversity and popularity in Turkey. If it were world cuisine, this system would not be so interesting. People are more familiar with world cuisine in comparison to Chinese cuisine. In my opinion, choosing a Chinese restaurant for project has effects on customers in order to attract

their attention. People may wonder about Chinese cuisine. It has variety of tastes which so different from Turkish cuisine. Thus, people may want to taste and also want to cook these meals. That's why I prefer Chinese restaurant as a project.

As a tool I prefer the website. My initial aim was that to learn how to create a website sufficiently. Also, the best way to reach people these days is on the Internet, that's why I chose to make a website. Through the website people can interact with others. Many restaurants just have a website with the necessary information and almost no interaction. On this platform people can get the necessary information about the restaurant, but there is also a lot of interaction. However, the interaction part should not be too complicated so that finding the basic information (menu or address) will still be easy. People want to access to information easily and fast. If the website has too many interaction events on wrong places on the site, it quickly becomes too complicated for the people who are just there to find the address. There has to be a good balance between giving information and interaction.

From my point of view, being a designer needs some qualifications. In order to provide communication and conveying information, website has an important role. It seems to be an interface between institutions and people. A website should stay updated all the time, so that it doesn't get 'old', once people see that nobody is taking care of the website and there is no new information on it, they will leave sooner. The key point is to make people come back to your site frequently. When they see that the site is being updated and there is new information on it all the time, they will come back to check out what's new. On my platform they can meet new people who have the same interest in the restaurant or food. It increases the social relationships and contributes the interaction among people within the restaurant

In my opinion, to survive in contemporary world of design, people have to be adequate in the field of web. A website is a tool that provides us to communicate and also promote ourselves. Furthermore, websites can make people interact with their company. In the field of web design more and more things are possible. As a graphic designer you need to have some knowledge about how to design

for the Internet. If he/she does not know how to create a website, it's a great handicap in these days of graphic design.

Eventually, I feel responsible to be able to create a website sufficiently. My individual gains from this project are to learn more about necessary programs and coding related to web design. Furthermore, web 2.0 is a quite used in these days. When we search on Google for Web 2.0, it gives us 14.7 million results. So, in my opinion, if I am not doing Web 2.0 then I feel myself to fail. At the end, I would have an ability to combine information from multiple sources easily and distribute that information around. For example, thanks to Web 2.0 people can do tagging and express their self and their thoughts. That's an extensively social utility. Thus, It provides socially interaction and web is a highly social benefit. That's why I want to learn web 2.0 in order to use this platform in my project sufficiently. Therefore, I need to create an active website in order to provide interaction for people and also to share their thoughts about the restaurant, recipes and being active in my website in a social way.

I did some research about similar projects and websites. However, I could not access the restaurant websites that have interactive parts. I mean, they miss some point about social aspect, especially in this time of Internet with social media. Generally, restaurants don't use social media that much. Many websites have only stereotype parts. For example, they show us their menu, some information about them and their cuisine and how can we access them. Therefore, they can lose their attraction because of lack of social network and interaction. I found a website which is about seafood. It looks like my project and its name is 'red lobster'. They tell themselves as following sentences. 'If you've ever wanted to recreate a Red Lobster meal at home, I encourage you to visit their website where you can experience all of their culinary delights. Meet the team of chefs and discover recipes and tips that will make your next seafood meal one to remember.' You can see oven in the kitchen and Chef Videos where you can watch some of your favorite meals being prepared. In that sense it can be similar with my website. However, it is different from my project and my concept. In this website, there is no social loop in order to keep coming back. For example, you can receive the recipes from chef

but you cannot contribute or interfere with recipes. Of course, people can cook from their home through the 'red lobster' however people cannot participate the network socially. By the way, they cannot communicate with other people, share their thoughts or they cannot be a part of the website. These kind of websites are just to glance at it menu and in order to know the address of the restaurant.

Apart from being restaurant website, there are many food network websites on the internet. They seem to be very interactive in terms of people's participation. They can learn how to cook, also watch available or ready videos. People can post something about what they want to ask. However, these kind of sites are too general. They have not specific content and these kind of websites are too wide. In addition to it, they are not based on specific restaurant and also specific cuisine. They are talking about wide range of word cuisine. From this view, these kind of sites differentiate from my project. 'foodnetwork' can be an example for these kind of websites.

Also, I found an article about social media for restaurants. It is mentioned that social media is one of the

marketing tactic. Often times, like in many small businesses there are individuals that are good at their job, but who are not good at marketing or advertising. With this platform setup the maintenance on the side of the restaurant owner is pretty low. The website takes care of itself, the users share and post new content. The owner stays updated about what happens on the site and puts up new content once in a while as well. The website takes a casual customer and helps them evolve into a brand 'ambassador'. Once a customer is an ambassador he will tell his friends about the restaurant, that way the customer spreads the brand, instead of the owner with expensive advertising. This way he doesn't need all the specific knowledge about marketing.

Detailed Projection Description

The website will have various sub-headings. These parts are the menu, events, contact and information. In the part of the menu, people can access the list of meals and also see detailed recipes. The meals will be represented with their photographs. Besides this when user click on some of the special meal, he/she can vote meals. Therefore, users would determine the popular meal for that week. Furthermore, there will be 'cook together' tab. In that part, some events will be published. There will be some videos of chef for specific times. While he is cooking some specials from Chinese cuisine, people can attend from their home. Also, people can comment during the process. So, at the end they can post the photos of what they did.

Also, there will be a contact tab. It is about how customs can reach the restaurant. In 'about' part, there will be the concept of the restaurant. Its mission and vision will be mentioned. Also, it will be mention what the differences are from other restaurants and its benefits for society.

Required Know-How and Abilities

I need to have some knowledge in order to create the project. I guess, i should know how CSS, HTML and PHP work. CSS and HTML is more related with my project. Also, I can use Wordpress and my website will run on it. In my opinion, Wordpress is a very useful CMS; it has a lot of options and is easy in use because it is flexible. It is open to add and remove elements.

As resources websites and books may be sufficient. I should learn those things that are related to CSS, HTML and also Wordpress.

phases of the project

My project has six steps in order to complete it.

1. Learning the technique
2. Determining the functions
3. Creating interface
4. Making the design
5. Coding the design
6. Implementing the interactivity parts.

Difficulties & Risks

The difficulties can be about learning some new software for me. Also, I am a new one on coding, HTML and CMS. I have not experienced before about a setting up a website. To have advanced knowledge can take a long time however, I have six months to complete it. Also, taking photos of meals can be difficult for me because i have not knowledge about advanced photography. There is a risk in terms of time arrangement. For the project, the time is very crucial in that sense.

Site Map

Menu

- List of Meals
- List of Recipes
- Voting Part

Contact

- Addresses
- E-mail

Cook Together

- Announcements
- Videos
- Comment and Post Part

About

- The Concept
- The Chinese Restaurant

References

Bradley L. Jones Interviews with 20 Web 2.0 Influencer.

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

<http://www.socialmediaexplorer.com/2009/01/30/social-media-for-restaurants/>

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

Gant Chart



