

The Kitchen Network

çubuk
this is your kitchen

Description

It is a network system around a Chinese Restaurant in order to bring restaurant into center of social network.

Concept

It is a website with an interactive components. 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.

Why this website differs from others?

There are similar projects and websites. However, they could not access the restaurant websites that have interactive parts. In other words, 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.

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 informa-

tion 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. They can lose their attraction because of lack of social network and interaction.



Background

The name of the restaurant stems from corporate identity project in the last year assignment. Its name is 'çubuk' and it means chopstick in English. 'Çubuk' is not a classical Chinese restaurant. It is planned to be synthesis of Turkish and Chinese cuisine. The concept of 'çubuk' reflects minimalism and nature so the color of the brand comes from land.

Background

Why ‘cubuk’ selected as the topic for this website project?

Primarily, the ideas of corporate identity project from last year were not fully elaborated. The ideas went one step further with the ‘kitchen network’.

To start off with, It’s planned as a follow-up work of the last year’s project assignment, whose starting point was ‘Kitchen Network’, to improve the preliminary work and develop a complete corporation work.

Secondly, restaurants have an impact on social environments, networks and also contributes to social interaction besides eating place. When they come together in same place, they start to share something such as ideas and concepts. Customers start to know each other; it creates a community as well. That’s why ‘cubuk restaurant’ is preferred as a subject for this project.

Up next, Eating out has always been considered an important aspect of socializing. Having a great identity, branding and going online are vital for today’s restaurant marketing. Therefore, presence with the features of linking the social accounts like face book, twitter believed to result in attracting new customers and making the restaurant profitable.

Goals

What are the main objectives of this project?

- 1) to create a network among the people who enjoys cooking.
- 2) to bring the restaurant in the center of such a network to promote it.
- 3) to connect restaurant and the clients in a more practical and sustainable way.
- 4) to create a new model for the communities through new media, firmly connect virtual to real.

Features

Which features of website provide to achieve these goals?

People can vote on 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.

Target audience for the website

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.

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.

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.

Instead of just meeting in the restaurant they can 'meet' on the website and

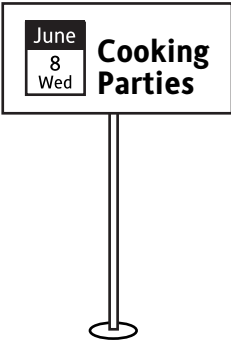
share their passion for food, especially the food made in the restaurant. The other goal of the website is to make visitors promoters for the restaurant, they will spread the word about how good the restaurant is because of their good experience there.

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. The menu also changes by the comments and opinions on the website, that way the virtual side of the restaurant influences the real side.

How the System Works

What are the main contributions of these features to the restaurant?

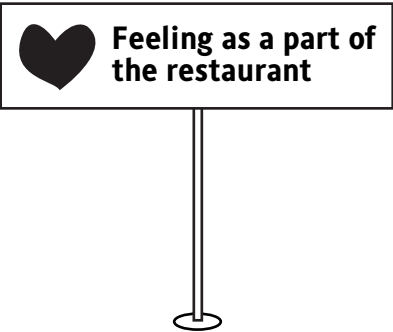
Clients browse live streaming video to interact with the other viewers via a chat channel, as well.



Clients can experience popular food which is determined on the website with the contribution of the clients and people who they know. Hence people feel closer to the restaurant.



The chef contributes to the social network with his/her opinion about dishes and upcoming events on the website.



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. That way the virtual side of the restaurant influences the real side.



**Contribution
to increase
visitors**



**Social
Network**

Website is created as a new tool to meet with new people as well as their friends to share their interest for food, explore new recipes from Turkish/English culinaris, which is believed to make the restaurant be new meeting point for people who would like to relish the adventure of the tasting of the new foods seen on the website.

How the System Works

How clients can use the website and benefit from it easily?

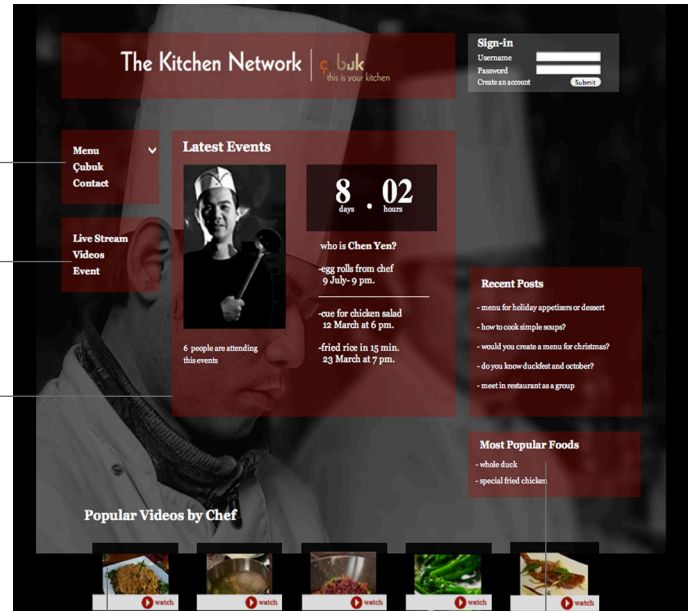
General information about website

Interactive part of the website.

From this box clients can follow latest announcements about events also they can stay informed how much time left. Furthermore they can know how many people will attend to upcoming event.

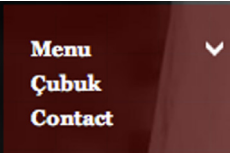
People can see the latest downloaded videos

Clients can see recent post and most popular foods from this parts

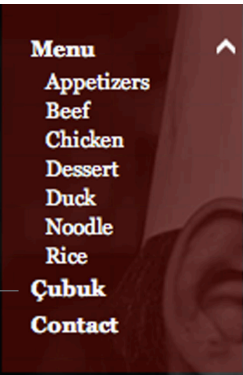


How the System Works

How clients can use the website and benefit from it easily?



click on 'menu' to see list of food



access to category of food

General information about the 'cubuk' and contact details and images of the restaurant

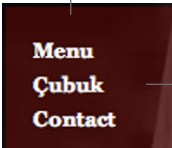
clients can see the list of food which category is clicked and brief information about the meal and preview of food.



How the System Works

How clients can use the website and benefit from it easily?

General information



How the System Works

How clients can use the website and benefit from it easily?

Clients can follow the ingredients needed and cooking time.

The menu of interactive part

**Live Stream
Videos
Event**

If clients sign in they can connect live stream by clicking on it.



Clients can ask their queries directly to the chef during the cooking tutorial as well as having online conversations with online visitors.

Clients can post their comments via Twitter, invite their friends to join the network.

How the System Works

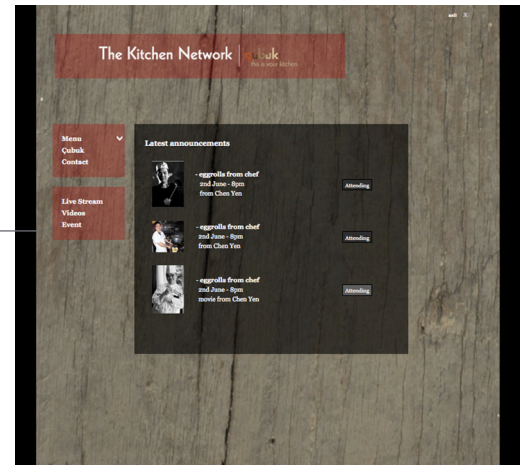
How clients can use the website and benefit from it easily?


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. Also, even if they miss the event clients can catch it later. He/ she have a chance to watch it again and can know what are the latest events and who will present it.

Clients can reach past videos like a library



Clients can know which chef will cook for specific event from this part of the websites. Furthermore, they can notify that they will attend the event or not.



The background of the entire image is a dark, textured wooden table. In the top-left corner, a white plate is partially visible. In the bottom-center, a large white plate is shown. To the right, another white plate is partially visible. Several pairs of black chopsticks with white ceramic holders are placed on the table, some resting on red napkins. A semi-transparent grey rectangular box is centered in the upper half of the image, containing white text.

please enjoy ‘The Kitchen Network’

special thanks to

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