



SlickTouch QuickSites \ Restaurant Website

ST-QUICKSITE001

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2. Purpose

This document will provide a detailed overview of the prebuilt *SlickTouch QuickSite for Restaurants*. Here we will look at the structure of the website, the functionalities and the features it includes as well as providing you with an overview of the content management system (CMS, called the ***SlickTouch Website Editor***) to explain how it can be used to keep the website updated. This website is available in a number of different layouts and colour schemes, all of which are detailed in the “Look and Feel” section.

3. How it Works

Setting up your restaurant with a professional and easily updatable website will not take long and won't be stressful. We will guide you through each of the 5 steps and make it our priority to ensure you remain happy and confident with our service.

Step 1: Choose Your Options

In order to make this website as unique to your restaurant as possible, it is important to carefully choose what options you would like. Below is a list of areas to begin thinking about:

- Website Structure (standard/custom)
- Colour Theme (black/blue/white)
- Features (multilingual, online reservations)

Step 2: Get in Touch!

Come in and meet us, send us an email or call us up to discuss your requirements. Once you've thought about the items in *Step 1*, we will be able to tell you exactly what we need from you in terms of content (photos, text, email addresses etc).

Step 3: Receive Order and Process Payment

We will send you a complete order summary and invoice. Payment can be made online with any major credit card or we can provide you with our bank details for transfers.

Step 4: Prepare & Send Content

As soon as you send us the content for the website we will begin building it. We will take care of domain transfers, new domain name registrations etc. You will tell us what email inboxes you would like (ex: john@thai-restaurant.com) and you will provide us with the basic content (home page, contact page etc). We can guarantee to have the full website up and running within 7 working days of receiving the content.

Step 5: Login and Begin!

The final step will involve logging on and adding items to the menus (food menu, wine list etc). Your website is now accessible by anybody in the world and you can update it whenever you like!

3. The Standard Website

Everything mentioned in this section is included as standard. Pages and features can be removed without further cost. Below are details on prices:

Description	Time *	Fixed Cost
Standard Website (layout 1, black)	7 Working Days	20,000 CZK
Managed Hosting + Unlimited Emails + Editor / Month	n/a	1,500 CZK

* Time required AFTER content has been received (Step 4).

3.1 Website Structure

The structure of this website has been derived from a combination of pages and features found on other restaurant websites. If this structure does not conform to your requirements, please refer to the “Customise” section where you will find details on pricing for additional pages.

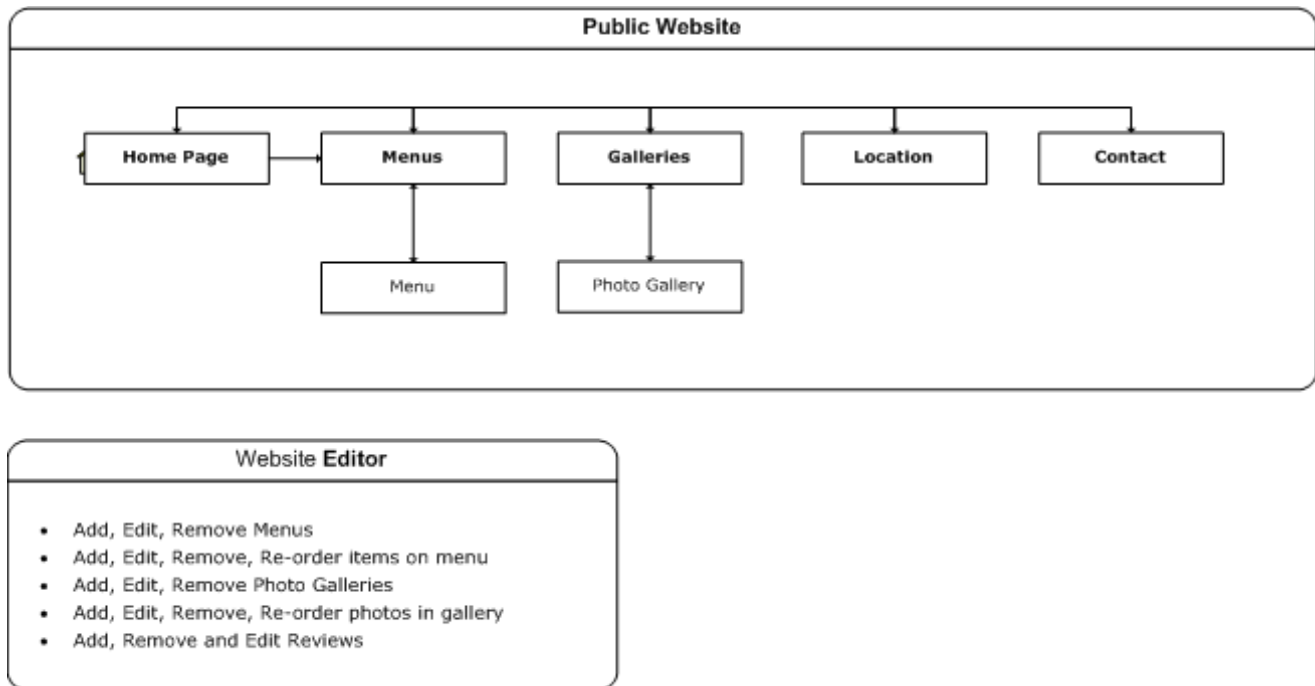


Diagram 3.1, Sitemap.

This diagram presents the website’s basic structure and provides a bullet-list on the features available to administrators.

3.1.1 Home Page (Landing Page)

The Home Page will act as the landing page (the page listed in major search engines) and must emphasise a strong welcome message. This page is considered the most important page of the website and will aim to grip a user’s attention as soon as they see it. When you order this website from us you will need to provide us with photos and text. We will make sure the page looks good and presents an accurate image of your restaurant.

3.1.2 Menus

Menus (ex: wine list, specials etc.) can be easily added, edited and removed through the *SlickTouch Website Editor*. Menus are displayed as a simple list.

3.0.2.1 Menu

This page will provide a detailed list of all the items in the selected menu. These items can be added and modified through the Editor. Items will be displayed with a thumbnail image, a title and a brief description.

3.1.3 Galleries

This page will allow you to present your restaurant decor, your restaurant staff or your food through the use of photos and images. Any number of galleries can be created using the Editor.

3.0.3.1 Gallery

The gallery displays photos as clickable thumbnails. Any number of images can be easily added to a gallery through the Editor. In this particular template, when a thumbnail image is clicked, a smooth popup presents a larger version of the image in the centre of the user's screen. Similar functionality is available with other template layouts.

3.1.4 Location

The purpose of the location page is simply to provide users with instructions on how to find the restaurant. Any relevant information can be displayed here such as tram lines, metro stops, map links etc. You will be asked to provide this information when we're setting up the website.

3.1.5 Contact

The contact page presents users with a quick and easy way to get in touch with the restaurant. The form on this page can be submitted directly to an email address. This form can be used for users to make reservations or special requests.

3.2 Standard Features

The following features will be included in your website as standard. It is also possible to remove any of these features without incurring any further cost.

3.2.1 Reviews

This website comes with the reviews feature as standard. Within this layout, reviews are displayed on every page of the website on the left-hand side, below the menu. Reviews can be added by anybody at any time and can be fully edited or removed through the Editor. Reviews are a common functionality found on many restaurant websites and allow customers to share their honest opinion.

3.2.2 Online Contact Form

As described in section 3.1.5 the online contact form is a great feature which will allow users to easy get in touch with the restaurant.

3.2.3 Statistics

An account will be opened for your website with Google Analytics. This tool will allow you to monitor how many people are accessing your website, where they're coming from, how long they're staying on it etc.

3.3 SlickTouch Website Editor (Content Management System)

After purchasing this website you will be able to edit it at any time through the SlickTouch Website Editor. The Editor is a tool we have built to help our clients keep their websites up to date. This tool is very easy to use and in an effort to reduce confusion the Editor will be stripped down so that only buttons and functions that are relevant to your website will be visible. The following functions will be available through our Editor tool:

- Add, Edit, Remove Menus (ex: food menu, specials menu etc)
- Add, Edit, Remove, Re-order items on menu
- Add, Edit, Remove Photo Galleries
- Add, Edit, Remove, Re-order photos in gallery
- Add, Remove and Edit Reviews

If you haven't already done so, you can play with our Website Editor online now! Just navigate to this address and use the following username and password to login:

Website Editor Online Demo: <http://editor.slicktouch.com>

Username: *tester*

Password: *slicktouch*

You can see the output at the following address:

Restaurant Website Demo: <http://demo.slicktouch.com>

3.4 Design & Layout

We will replace the header photo with any image of your choice. We will also integrate your restaurant's name and logo at the top. We currently offer 3 colour schemes for this website, please contact us for more details. For a customised colour scheme or layout please refer to sections 5.2 and 5.3.

5. The Custom Website

We understand that the standard features and structure may not cover everything you're looking for. This section will present you with additional options and their prices.

5.1 Additional Pages

If you would like to change the structure of this website by adding more pages then this will be charged at our hourly rate of 1,000 CZK / hour. Providing the content is clearly defined, additional pages can usually be added within 2-3 hours.

5.2 Custom Layout

If you would like to see a different layout for your restaurant website then this too can easily be sorted out. A completely custom layout will usually cost between 15,000 and 20,000 CZK, this will be charged at our hourly rate of 1,000 CZK / hour.

5.3 Custom Colours

If we don't offer a colour scheme that suits you then we will make a new one with your colours free of charge. If you want your colour scheme to be exclusive to your restaurant then we will charge you the hourly rate of 1,000 CZK.

5.4 Custom Features

The following features are currently available in addition to those mentioned in section 3.2. If you have any suggestions for additional features we'd be delighted to hear from you!

5.4.1 Multilingual

The website can be made multilingual with an easy way for users to switch between languages on any page of the website. Photo galleries, menus, menu items and reviews can either be made to appear under all languages or under specific languages only. Upon a first visit, the website will automatically detect and display content in the language of the computer which it is being accessed by. SlickTouch also offers a translation service for the following languages:

- French
- Spanish
- English
- Czech

Description	Time *	Fixed Cost
Adding Multilingual Functionality (per language)	2 Days	9,000 CZK
Translation (per page)	n/a	2,500 CZK

* Additional time required to implement the feature.

* Adding more than one language at once could reduce the time.

5.4.2 Online Reservations

An additional section can be added to the website to accommodate for online reservations. The user will fill in a simple form containing the following information:

- Full name
- Telephone number
- Email Address
- Reservation Date
- Reservation Time

- Number of People
- Area (Smoking/No Smoking)
- Additional Information

Please note that these fields *can* be changed based on your individual requirements. Once the user has entered this information an email will be sent to an address specified by you. An email will also be sent to the user to notify him/her that their request is being processed.

Description	Time	Fixed Cost
Online Reservation System	1 Day	10,000 CZK

* Additional time required to implement the feature.

6. What Now?

Take a little time to discover our product, to consider the prices we're asking for and to decide what structure, design and features you require. We're ready when you're ready!

6.1 Online Resources

More information: <http://www.slicktouch.com>

Email Enquiries: info@slicktouch.com

Online Demo: <http://demo.slicktouch.com>

Editor Specification: <http://www.slicktouch.com/services/maintenance/editor.aspx>

6.2 Contact Details

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