

Bill Gray's



Project: Bill Gray's website

Duration: 1 Month

URL: www.billgrays.com



Short Description

The aim was to re-design the existing website so that it reflected Bill Gray's corporate spirit, philosophy, and imparted a new attractive look to the brand. The Netsmartz team gave the website a new look and feel along with added e-commerce functionalities. The visitor could place an order online for a home delivery at the Online Store section of the website.

Need

Bill Gray's is a chain of popular restaurants across the US, established in 1938 in Webster, NY. Their existing website (when the project was handed over to Netsmartz) was lacking many important aspects of a corporate website. As a result, it was not attracting much traffic. We needed to give it a bold, new look, add information about a few more locations and display menu items, apart from the regular features.

Challenge

There were many new features and functionalities that needed to be incorporated in the new website. Some were simple while others were a bit complex like:

- The visitor could place an order online for a home delivery at the Online Store section of the website.
- Any visitor could see the location of a Bill Gray's restaurant through the website. Not only this, he could find a map that could guide him from his current location to any Bill Gray's Restaurant as per his choice.
- A visitor could print discount coupons online and avail of the discount when visiting the restaurant.
- He could also print the menu card if he wished.
- The TV commercials of Bill Gray's could be viewed at low or high bandwidth on the site itself.
- A unique code was added so that the restaurant management could change the price of any menu item without depending on an external source.

Solution

The Netsmartz designers studied and observed carefully the existing website along with others in the field to understand the weak points of the existing website. The new design gave the website a corporate feel and was also pleasing to the eye. The pictures of the menu items were used in a very interesting way so as to keep the visitor engrossed. The mouthwatering pictures of Famous Burgers, Hot Dogs, Hot Sandwiches, Chicken Sandwiches, Dinners & Platters, Kid's Meals, Seafood, Beverages etc. made a huge difference. The details of the menu items were added with their price. The nutritional value of each was displayed so that the user was aware of the caloric and food value of any item. Another interesting feature to attract the kids was funny and interesting cartoons. Hence the new website was

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appreciated by the client.

Technologies Used

- Programming Languages: HTML, ASP, Javascript
- Operating System: Windows NT/98/2000/XP
- IDE: Macromedia Dreamweaver, Adobe Photoshop, Adobe Acrobat Reader, Microsoft Visual Inter Dev
- Documentation: Microsoft Word, Microsoft Visio

Benefits

- Catered to a wide audience.
- Increased traffic at the site.
- Helped in improving business.
- Helped greatly in updating the brand image.
- The website was given a fresh, new, and appealing appearance.
- New functionalities of booking orders online made a huge difference.
- The nutritional details of each menu item interested the visitors greatly.
- Download and print menus were convenient.
- Nutritional value of each menu item was available.