

Farley's Pizzeria

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

An integrated website that has integrated features like HTML, CSS and Flash with custom menu options etc.

Client Profile

The Client is a respected name in the food industry, delivering a wide selection of goodies to clients located across North Carolina. Farley's Pizzeria serves a wide base of consumers with the best food around. The Client serves everything from wings, subs, salads, and of course pizza. Farley's Pizza has an online presence including a comprehensive menu listing and online ordering.

The Challenge

Farley's Pizzeria approached us for redesigning their web site. We have improved the overall appearance of the site giving Farley's a completely modern, updated online look. We have devised a Phase Two of the project to include restructuring the online ordering system by streamlining the process and improving the site's functionality.

- Developing a customized menu option for better usability
- Indicating structural semantics with paragraphs, listings, heads etc
- Improving content accessibility with CSS
- Developing a scripting language based on Flash

Our Solution

- We have addressed the problem right away by embedding the objects and images in an interactive manner
- We utilized database applications with vector animations for enhanced functionality and optimization of the experiences of the end user
- Separation of document from document presentation was also carried out with layout, color, fonts and other elements
- Custom menu options were personalized using better usability alternatives
- Optimized features for complexity reduction and onscreen rendering methods
- We came up with a particular devising scheme with specifically modified style rules

Technology and Process Orientation

The aim of the project had been to develop the website using HTML, CSS and Flash etc. with custom menu options. We helped in redesigning the website, giving it a completely new look and feel altogether. The Client website was thoroughly integrated with a very fresh look. Phase two of the project included restructuring the online ordering system by streamlining the work and improving functionality.

- Markup language over explicit presentation

- Apache Operating System Environment
- Textual, actual and graphical tags
- Author, inline styles
- MySQL Database Environment
- Java data and fundamental data

Results or Benefits

- The Client gained a user friendly approach to their marketing with specific suites used for specific purposes.
- Flash was used for associative interactions with key value pairs for micro format support with presentational properties with turnkey properties.
- Streamlining the search process of the user with relevant marked up information

Web:

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