

# Miller's CHICKEN

**Launch Presentation**

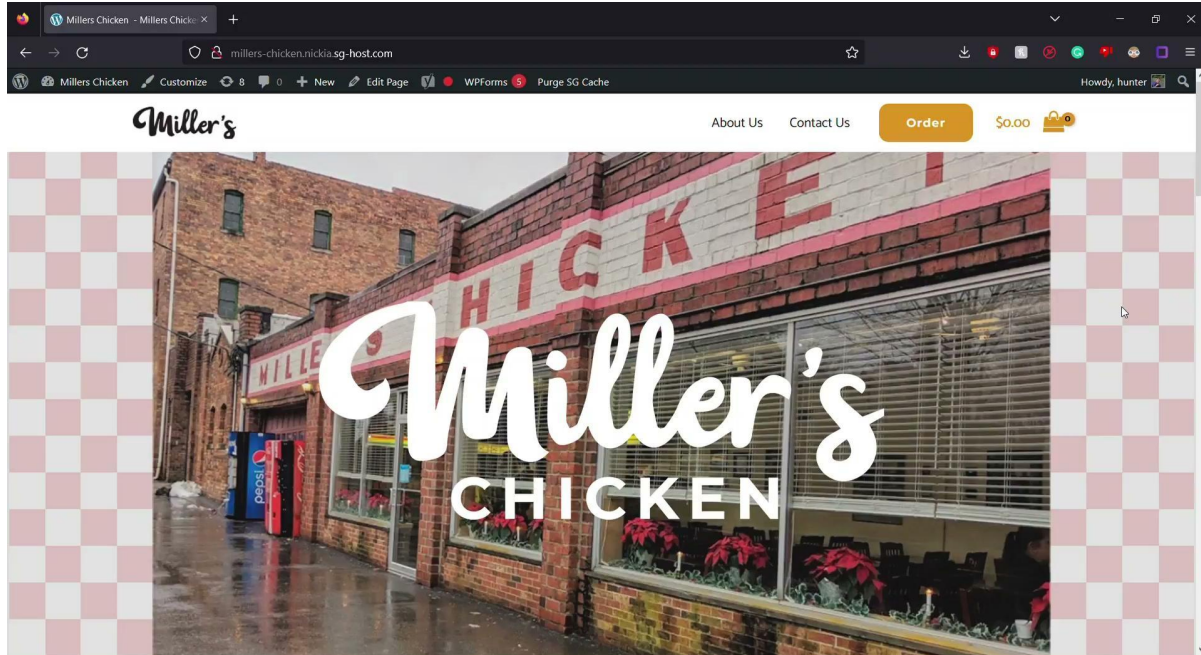
# Our Mission

Create a functional website tailored to the needs of your customers and users while highlighting your core foundations of community, locality, and family within the Athens community and beyond.

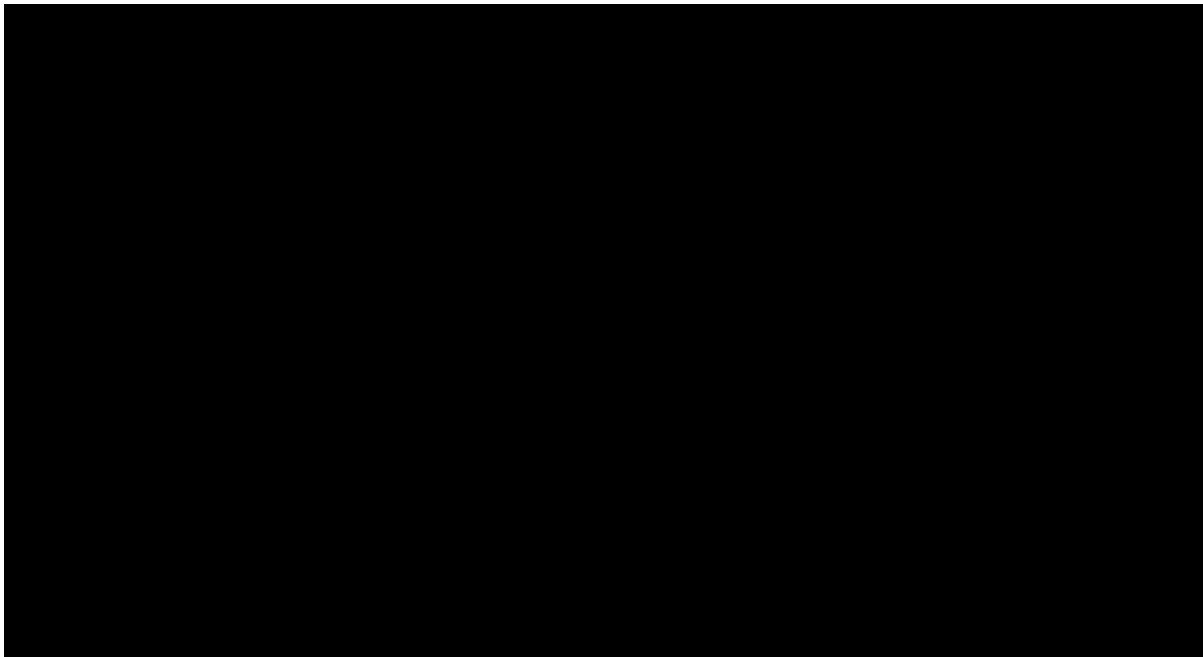
# Website Overview

Accomplishes our main goal of functionality

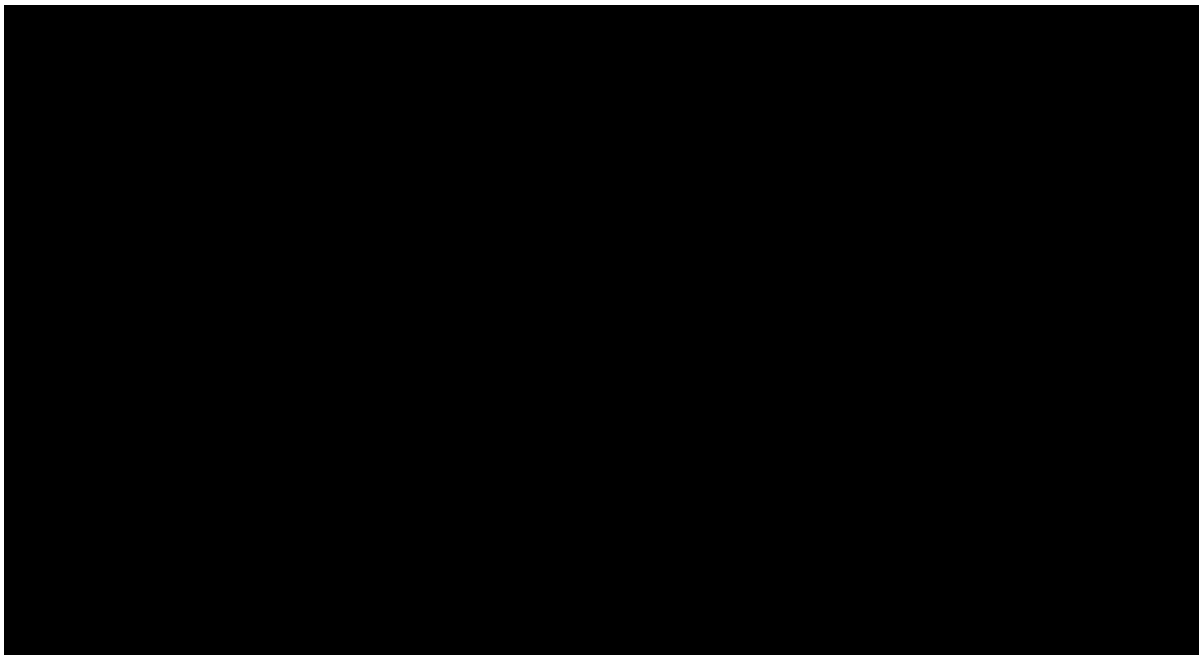
# Homepage



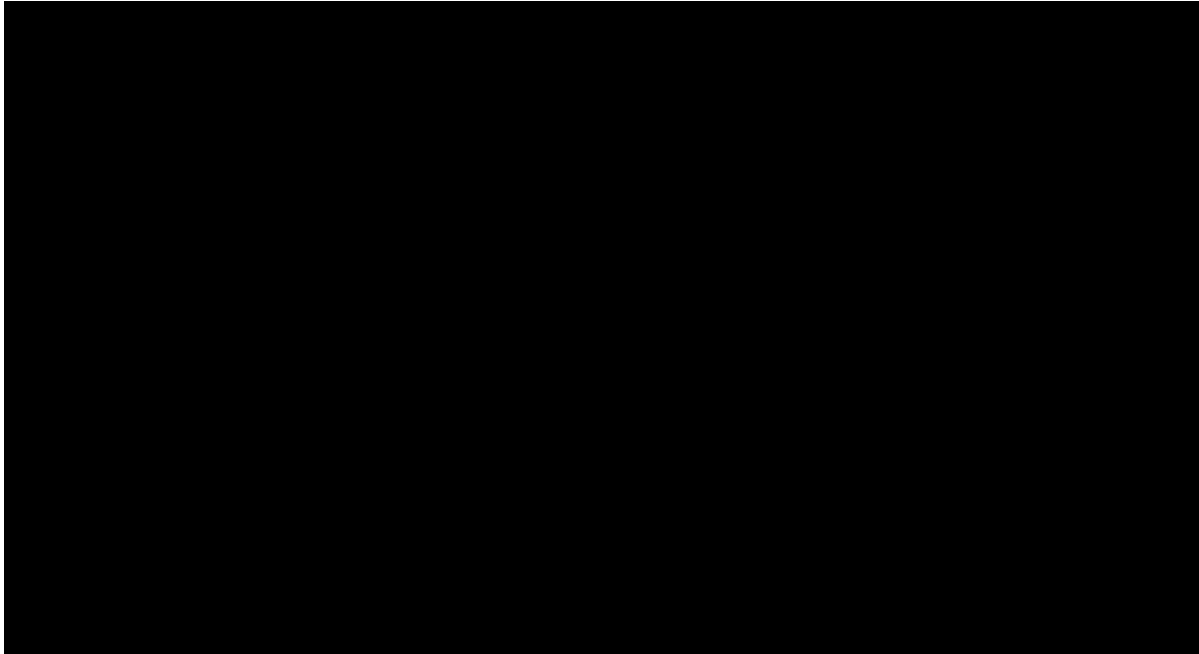
## About Us



## Contact Us



# Online Ordering



# Project Goals: Rebranding

Easy brand  
identification

## Primary



**Berry**  
Hex: #a72a1e  
Rgb: (167,42,30)  
Cmyk: (0,75,82,35)



**Medium  
Yellow**  
Hex: #ffc442  
Rgb: (255,204,66)  
Cmyk: (0,20,74,0)



**Dark  
Gray**  
Hex: #858585  
Rgb: (133,133,133)  
Cmyk: (0,0,0,48)



**Black**  
Hex: #000  
Rgb: (0,0,0)  
Cmyk: (0,0,0,100)

## Secondary



**Light  
Orange**  
Hex: #ffa442  
Rgb: (255,170,66)  
Cmyk: (0,39,83,0)



**White**  
Hex: #fffff  
Rgb: (255,255,255)  
Cmyk: (0,0,0,0)

**Miller's  
CHICKEN**

## Montserrat Extra Bold

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Montserrat Bold

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Catamaran Medium

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Catamaran Regular

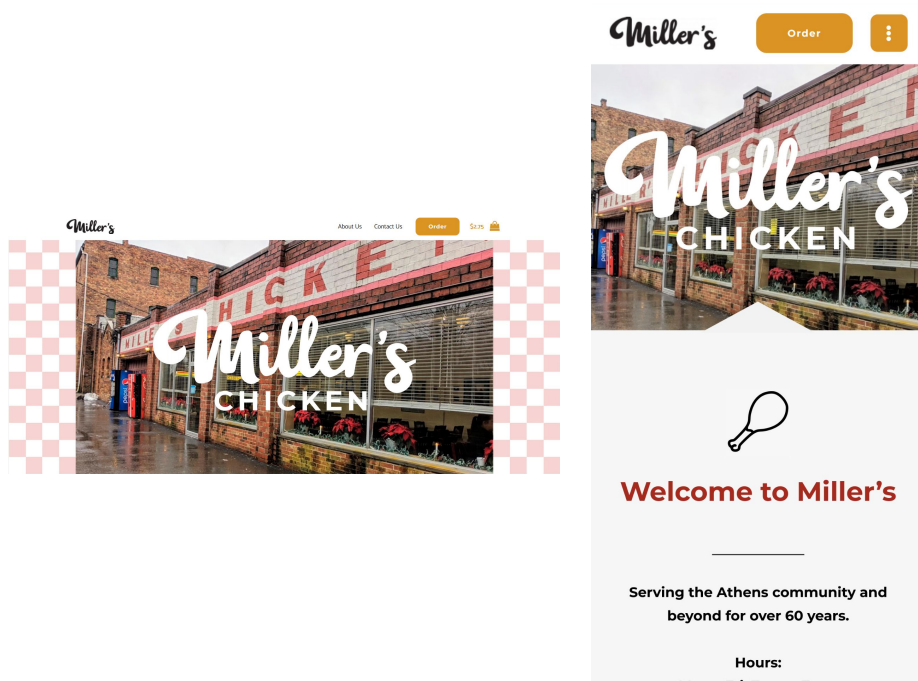
**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Project Goals: Accessibility

Dynamic use on all  
platforms



# Appeals to Target Market

- Locals families, college students, and out of town visitors can all:
  - save time (through being able to order online)
  - access all the necessary information in one place
  - Solidify their understanding of Miller's chickens community engagement





# Darren

*"I'd like a faster way to order Miller's Chicken so I can still have it while working around my busy school schedule."*



## DEMOGRAPHICS

**Age:** 21

**Location:** Athens, Ohio

**Education:** Working towards degree in Graphic Design at Ohio University

**Job:** Bartender at Pigskin Bar and Grill

**Family:** Lives with mom, dad and younger sister when at home and younger sister when at home

## BIO

Darren discovered Miller's Chicken from a relative that is an OU graduate. Ever since freshman year, it has been his favorite place to eat. His class schedule has become busier as he approaches graduation and he does not always have the time to go in and order. He is seeking a way to order online so he can still have his Miller's, but also save some time.

## GOALS

- online ordering
- save time
- convenience

## STRENGTHS

- learning new technology
- eye for design
- studying

## FRUSTRATIONS

- tedious online ordering processes
- being late
- poor design work



## Josie

*"I'd like to have a way to check basic information about my favorite restaurant without having to use a complicated website."*

### DEMOGRAPHICS

**Age:** 75

**Location:** Athens, Ohio

**Education:** Ohio State Graduate

**Job:** Retired, does floral arrangements for fun

**Family:** Lives with husband, has 3 kids and 2 grandchildren

### BIO

Josie grew up in Columbus, Ohio. She attended Ohio State University where she got a degree in Interior Design. She worked in Columbus for her entire career. Later in life, she met her current husband who worked in Athens as a professor at Ohio University. Josie moved to Athens with him upon retirement and has lived there ever since. Her husband took her to Miller's Chicken for the first time and now they go there together all the time. She gets frustrated when the hours are different than normal and is looking to access this information without leaving her house.

### GOALS

- check store hours
- access menu easily

### STRENGTHS

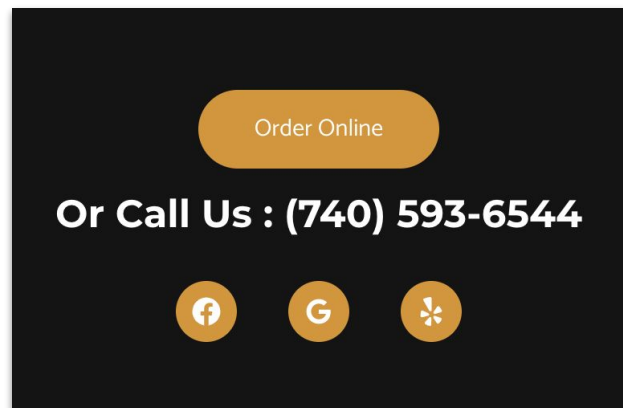
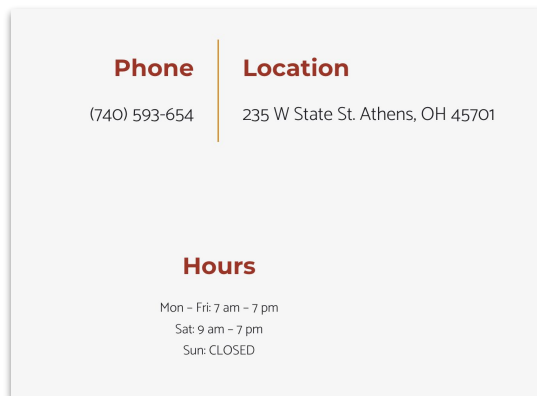
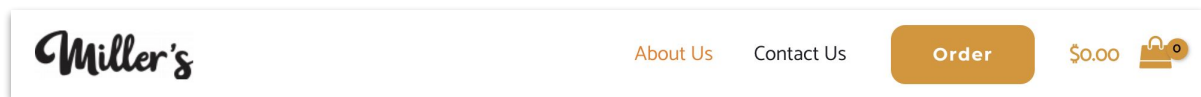
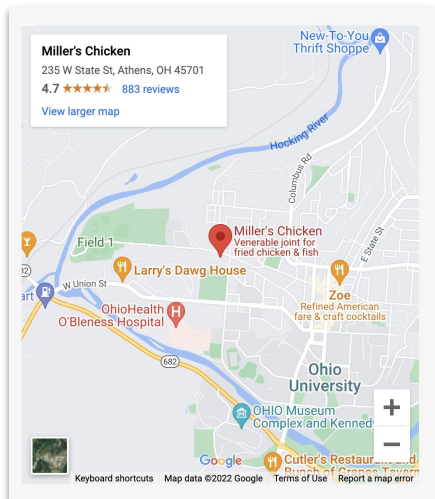
- reading
- punctuality
- creativity

### FRUSTRATIONS

- confusing websites
- showing up to stores that are closed
- learning how to use new apps

# Achieves Your Goals

One place where users can find everything they need





# Achieves Your Goals

Presents your brand's core foundations and mission



## Welcome to Miller's

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Serving the Athens community  
and beyond for over 60 years.



## Our Core Values

From our employees to our customers, we're  
all family here.

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Here at Miller's Chicken we strive for customer enjoyment  
of local, homemade food, filled with the authentic Athens  
spirit.



# Achieves Your Goals

Content features such as reviews and announcements can easily be changed by YOU

## Announcements

### Looking for Cashiers!

📅 November 30, 2022 ·  
💬 No Comments

Looking for Cashiers! We are in search of a cashier who can work evenings and...

[Read More](#)

### Check Out Our Recent News Feature!

📅 November 30, 2022 ·  
💬 No Comments

Check Out Our Recent News Feature! Our own hometown restaurant was recently featured in a...

[Read More](#)

### Open again after Thanksgiving

📅 October 6, 2022 ·  
💬 No Comments

Open again following the Thanksgiving Holiday! Tired of eating leftovers? Well you're in luck! Miller's...

[Read More](#)

## Hundreds of Five Star Reviews

 **Megan Mader**  
18. November, 2022.

★★★★★

 **Cherry Dixon**  
16. November, 2022.

★★★★★

Fantastic Service Dinner ready within minutes!! Cashier & Cooks very nice! And friendly! Food hands Down DELISH!!

 **John Radcliff**  
12. November, 2022.

★★★★★

Restaurant has the best chicken I've ever eaten, lines are rather long so be sure to call ahead

● ● ● ● ●

Google rating score: 4.7 of 5, based on 882 reviews

# Achieves Your Goals

Customers have expanded ability to reach out, engage, and interact with your business

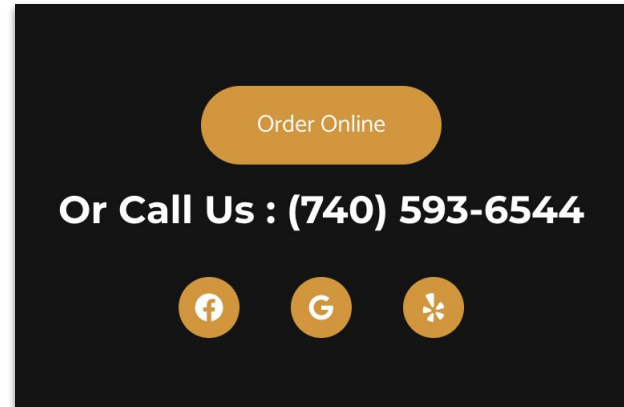
Fields marked with an \* are required

Name \*

Email \*

Message \*

Submit





# Team Members:

**Project Manager:** Hunter Thiede

**Design Lead:** Anne Baker

**Content Lead:** Annie Spies

**Development Lead:** Amjad Al Kharusi

**Launch Lead:** Natalie Isaacs