



EASE OF USE

When creating Looking 4 Eats not many details were looked over, if any at all. Looking 4 Eats developed its business plan and course of action with really one thing in mind “Ease of Use”. Ease of use for both the client and the end user. This element was especially important to us.

Client’s Perspective

We developed the Looking4Eats.com and the city associated Looking 4 Eats Facebook page in a manner that provided / gives the participating restaurant autonomous control over their content for both platforms. Our clients control their website and their social media post and when that content is either deleted or modified by the client they are subsequently and simultaneously either deleted or modified. The last thing Looking 4 Eats wanted to do or be was become an outlet for outdated material or factually incorrect items of promotion thus becoming contributor to such. We provide a multi-level marketing platform for our clients to deliver their message.

End User Experience

Simple, simple, simple! We designed and took into consideration a design plan that made both the core platforms of Looking 4 Eats both clean and simple to use. From our website listing that can be accessed with as little as a single touch or click of a screen icon to our Facebook design that doesn’t require nor does it encourage direct participation on behalf of the end user. We want our end user’s experience to be interactive, yet, we wanted to be free of any mental stress when it comes to its use.

Users of the website can easily access restaurant listings via their phone, computer, and or tablet from the comfort of their couch, from the confines of their office desk, from the middle of their jobsite, or even while lounging by a pool or place of relation.

Users of our Facebook City Page can simply scroll through their daily feed or the page directly to see what specials and events our clients are offering at that very moment without the distraction of “looking for recommendations” or getting trapped / lured into a debate over who has the best cobb salad in town. Looking 4 Eats – City page is directory providing the end users with options not complications.