



MATTHEW CARLSON

DIGITAL MEDIA PRODUCTION SPECIALIST



Individual Client Project

bjconeyisland.com



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B&J Coney Island

March 3, 2019

John Morgan
635 Kelly Blvd Slippery Rock, PA 16057
724-794-4899

Dr. Strahler,

For my Individual Client Project, I reached out to B&J Coney Island. B&J Coney Island is a family-style bar and grill, located on Kelly Boulevard, right off Grove City Road in Slippery Rock. They are well known for their extensive menu, and beer list. The business has been open since 1998 and continues to serve all members of the Slippery Rock community daily. The facility is divided and has both a bar and restaurant section. Occasionally, B&J Coney Island holds events such as trivia, karaoke, and live band performances in their bar. While talking to the owner, John Morgan, I was able to find out that they have customers of all ages. They focus on having a family-friendly restaurant area, while having a relaxed, social atmosphere for those who like to visit the bar.

B&J Coney Island faces many challenges when it comes to their online presence. They mainly rely on their Facebook page to relay new updates. The Facebook page has over 1300 likes, however it has low engagement and is only active a few times a month. Currently, they don't have a website, or an online menu that is accessible through their social media. Aside from Facebook, they have a Twitter account that is also not very active. One recent update that B&J Coney Island has made is expanding to the app "Untappd." Untappd allows users to create a profile, and subscribe to their favorite restaurants, bars, and breweries. Users can post reviews and ratings to the pages of their restaurants that they are at, as well as receive notifications when new beers and menu items are added.

Here are some ideas I had regarding deliverables that I would provide them:

Website

- Menu
- General information
- Contact information and location
- Photo gallery

Graphic design elements

- New logo
- Profile picture and banner
- Branding and style guide

Social media

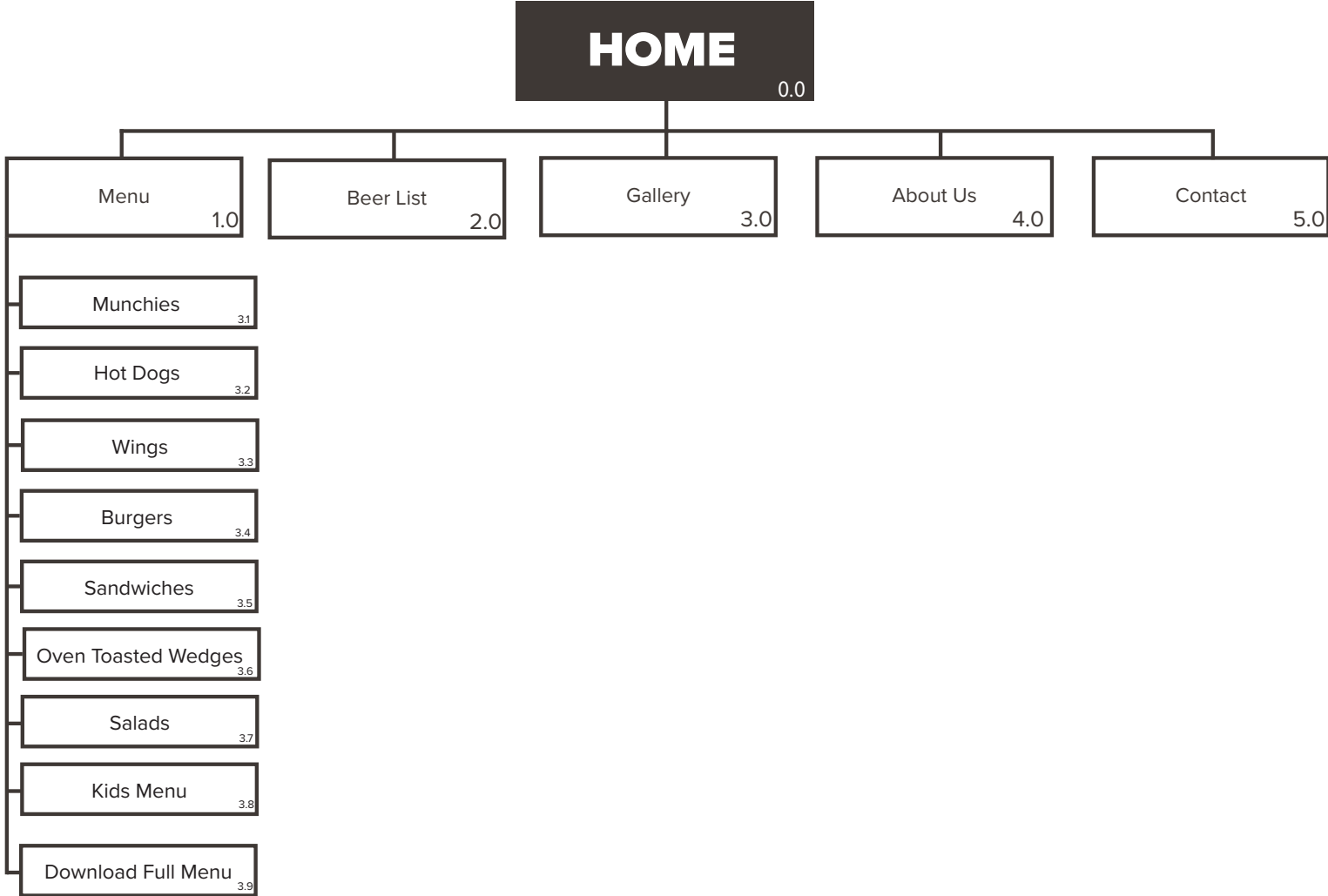
- Content calendar and strategy
- Untappd promotion

I believe that I would be able to provide B&J Coney Island with the services that they would need solve their problems that they face with their online presence. Thank you for considering my project proposal.

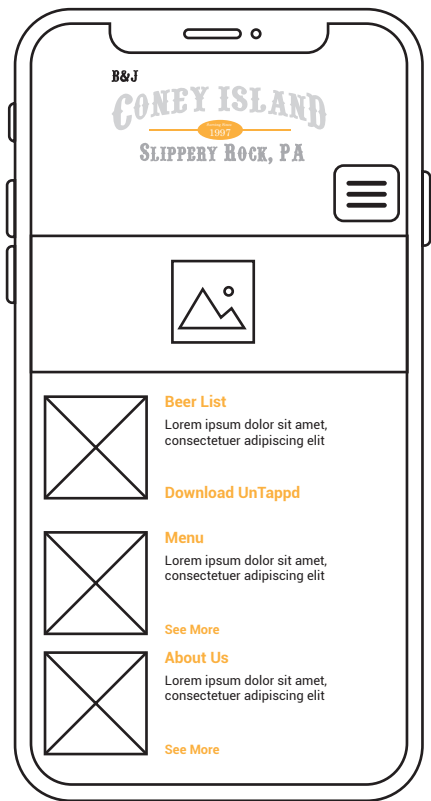
Sincerely,

Matt Carlson

Information Architecture



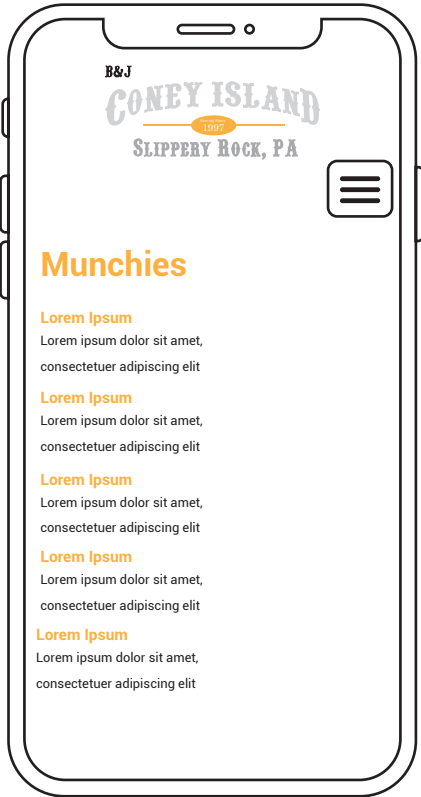
Mobile Wireframes



Home



Menu

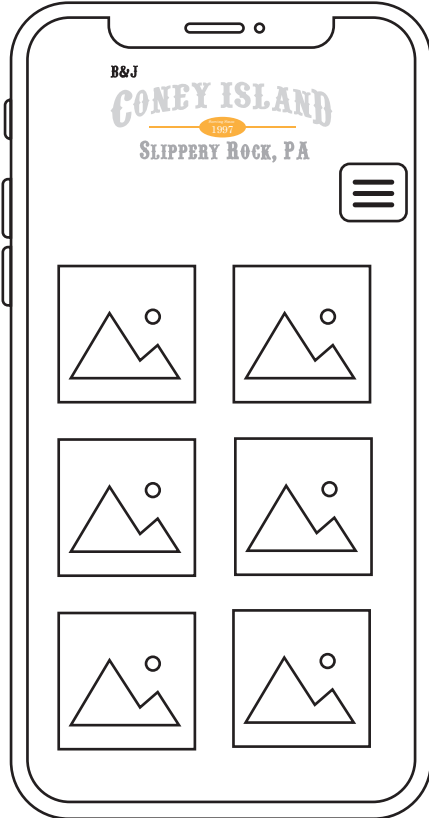


Menu Page

Mobile Wireframes

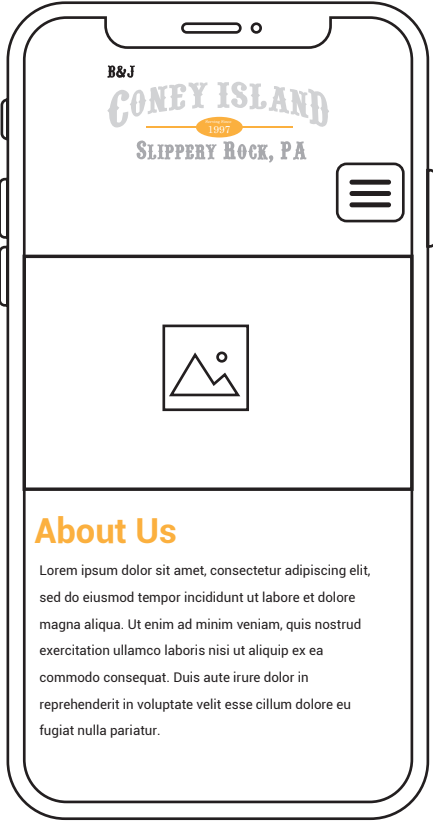


Beer List

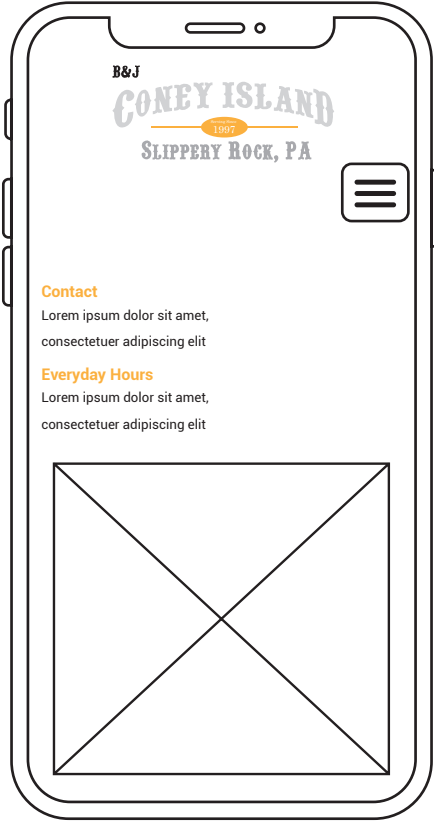


Gallery

Mobile Wireframes



About Us



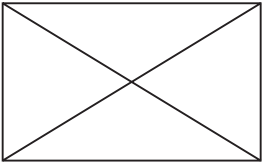
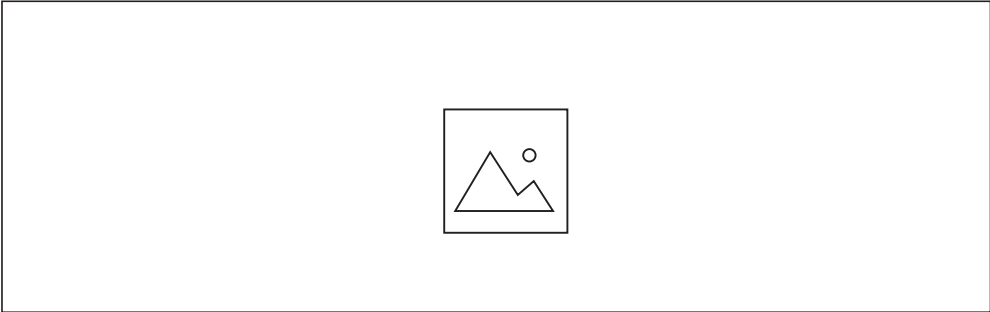
Contact

Desktop Wireframes

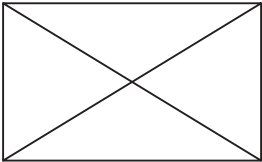
Home

B&J
CONEY ISLAND
1997
SLIPPERY ROCK, PA

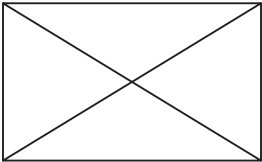
[Home](#) [Menu](#) [Beer List](#) [About Us](#) [Contact](#)



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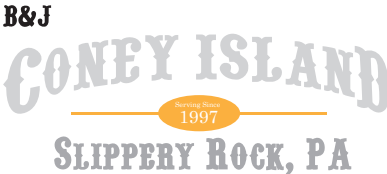
Menu

B&J
CONEY ISLAND
Serving Since 1997
SLIPPERY ROCK, PA

[Home](#) [Menu](#) [Beer List](#) [About Us](#) [Contact](#)

Munchies	Wings	Hot Dogs
Burgers	Sandwiches	Wedges
Salads	Kids Meals	Download Menu

Menu Page



[Home](#) [Menu](#) [Beer List](#) [About Us](#) [Contact](#)

Munchies

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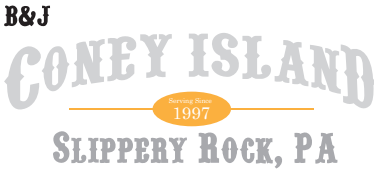
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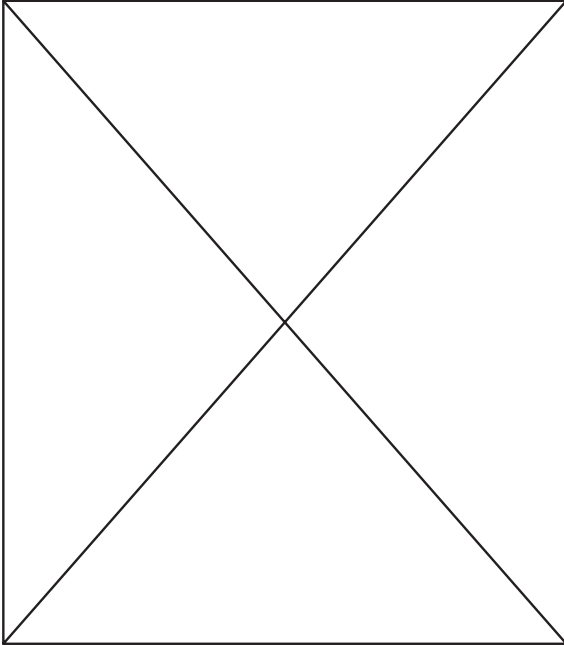
Beer List



Home Menu **Beer List** About Us Contact

Beer List

To view our beer list, visit our Facebook page, or follow us on UnTappd




About Us

B&J
CONEY ISLAND
Serving Since
1997
SLIPPERY ROCK, PA

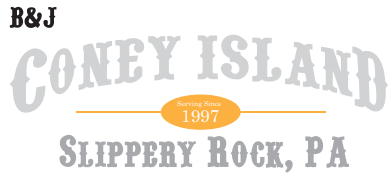
[Home](#) [Menu](#) [Beer List](#) **[About Us](#)** [Contact](#)

About Us

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Contact



[Home](#)

[Menu](#)

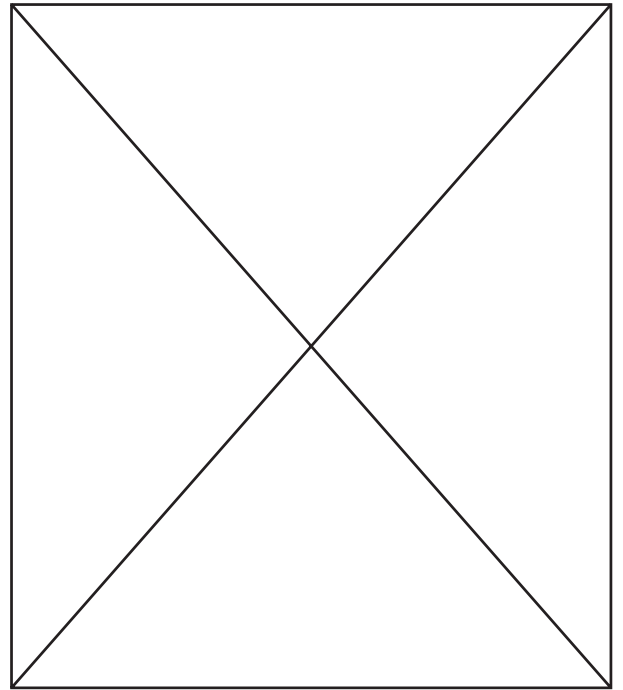
[Beer List](#)

[About Us](#)

[Contact](#)

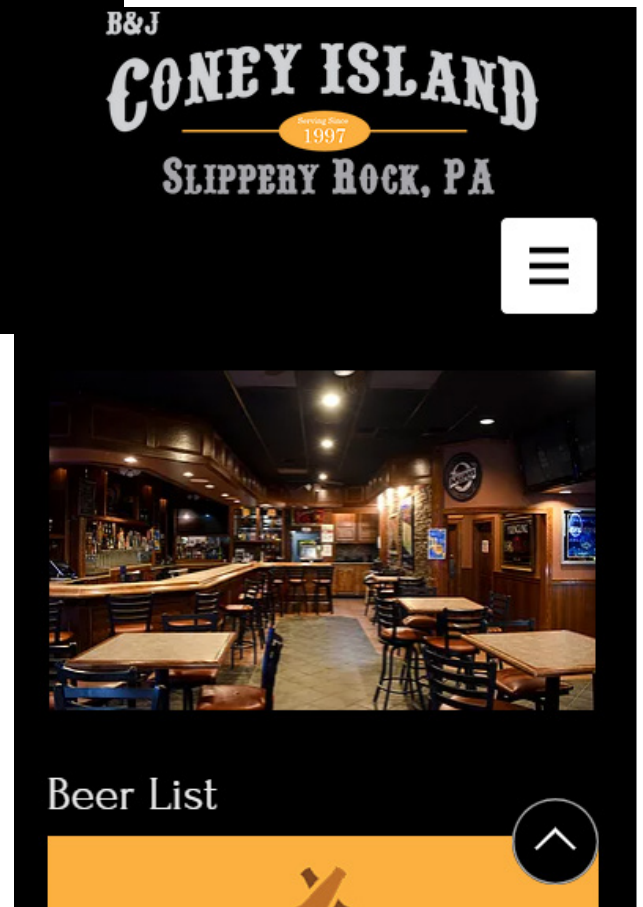
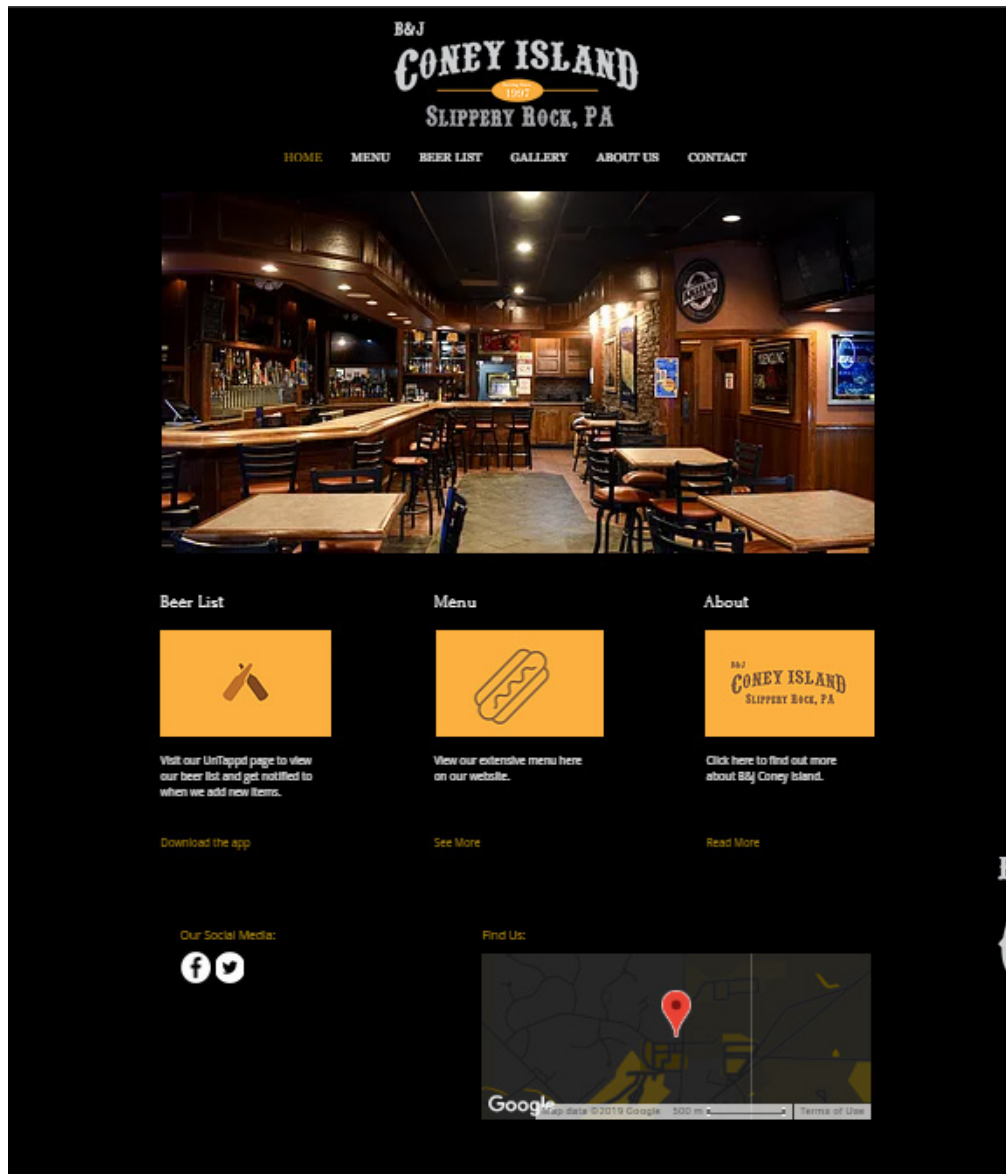
Contact Us

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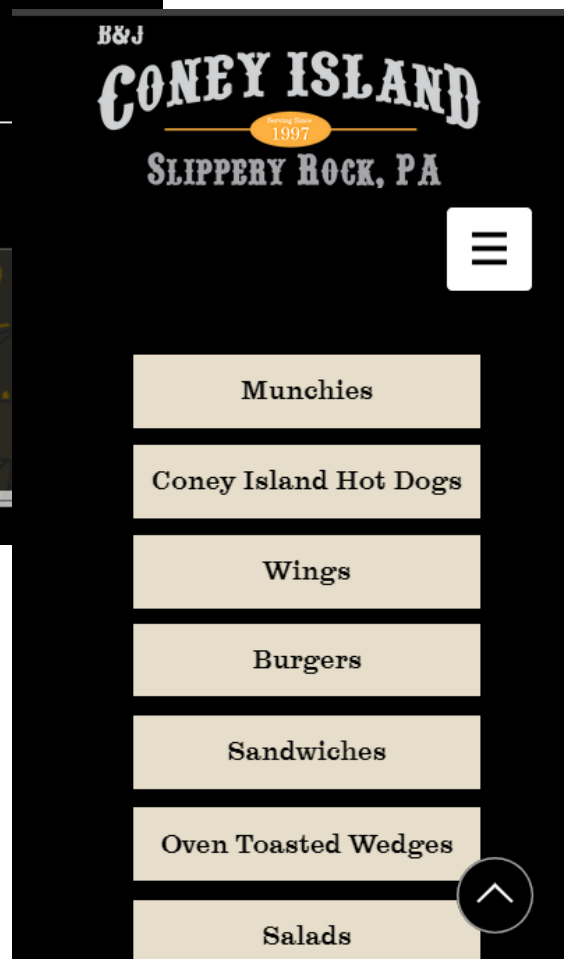
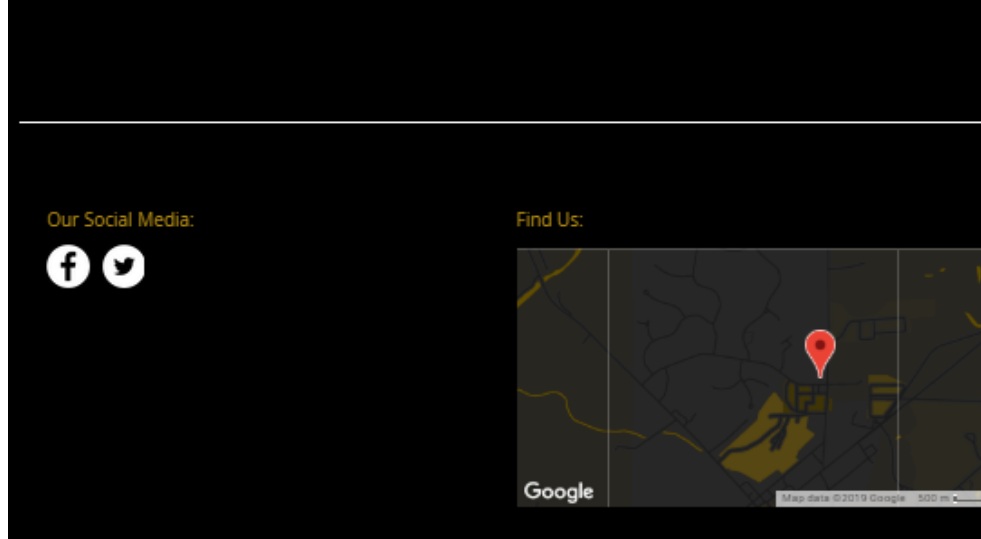
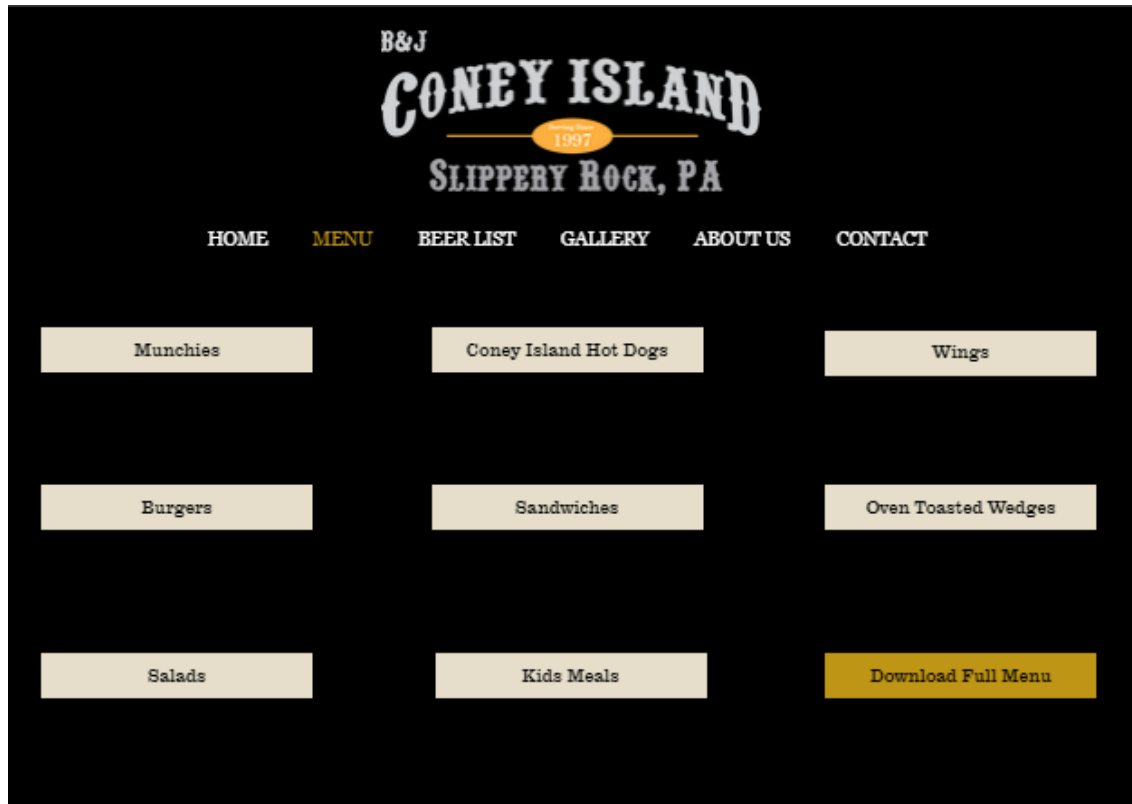
Final Desktop and Mobile Designs

bjconeyisland.com



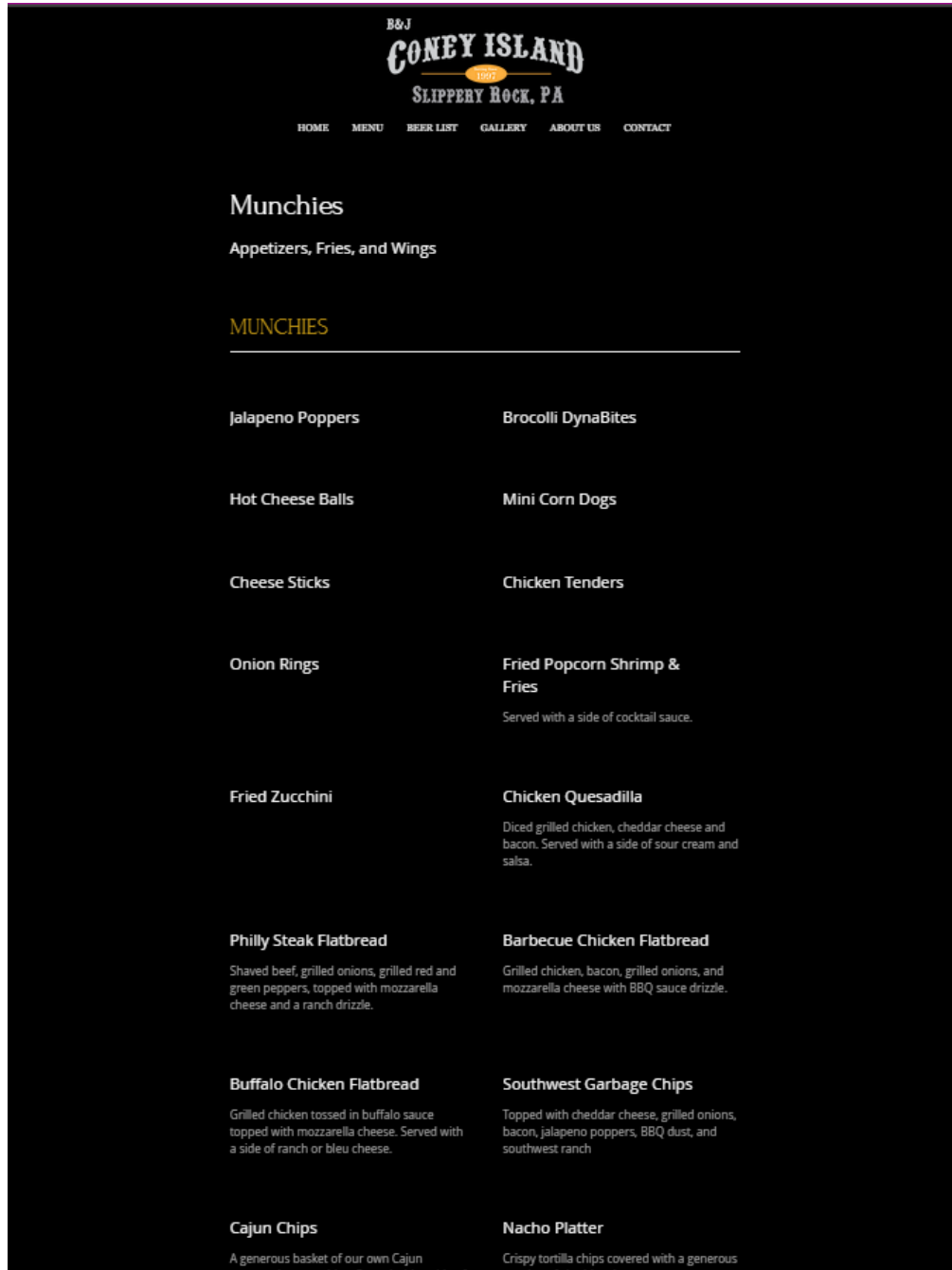
Final Desktop and Mobile Designs

<https://www.bjconeyisland.com/menu-1>



Final Desktop and Mobile Designs

<https://www.bjconeyisland.com/munchies>



Munchies

Appetizers, Fries, and Wings

MUNCHIES

Jalapeno Poppers

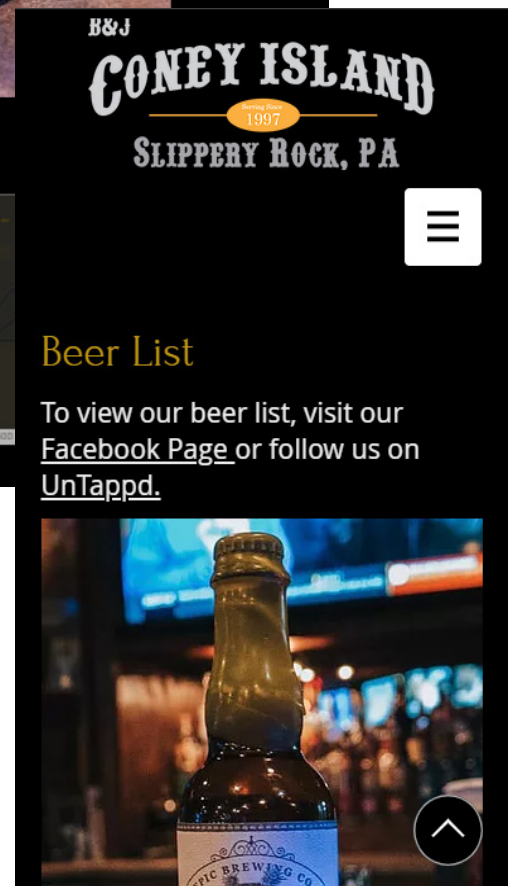
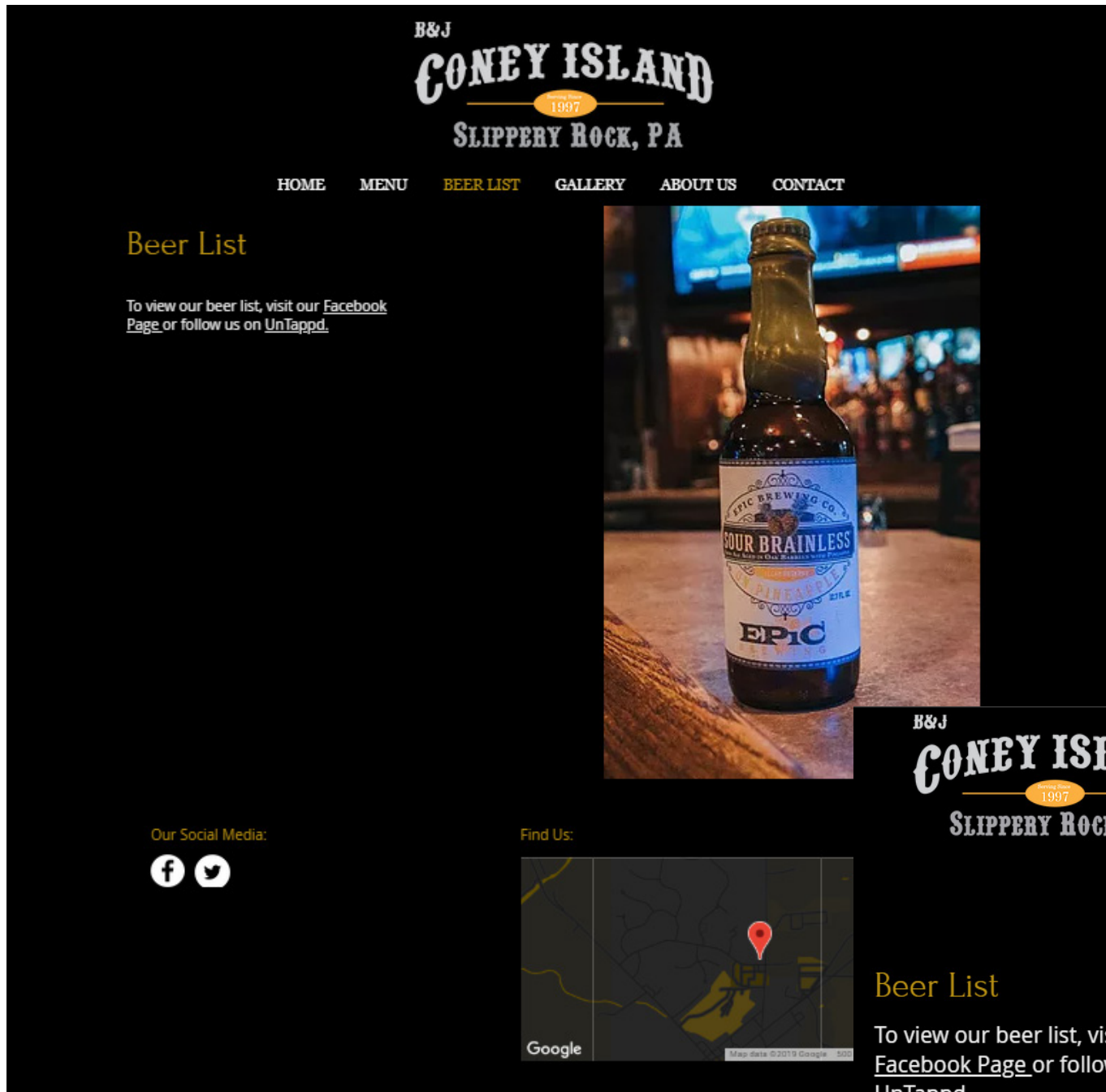
Broccoli DynaBites

Hot Cheese Balls

Mini Corn Dogs

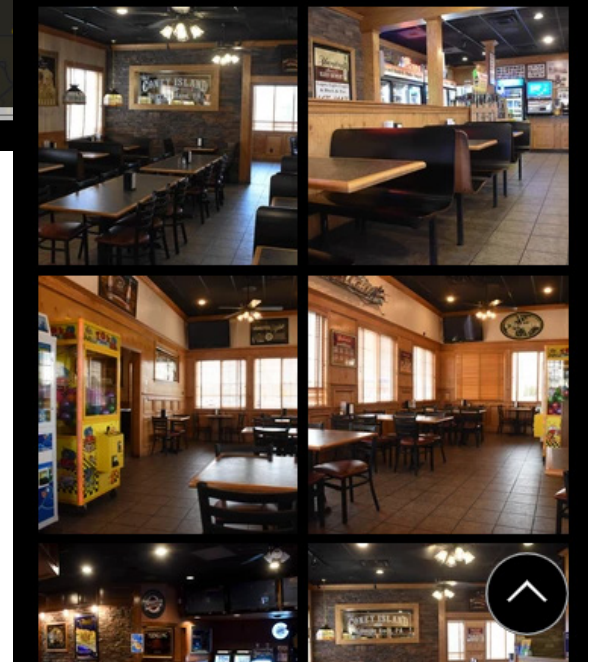
Final Desktop and Mobile Designs

<https://www.bjconeyisland.com/beer-list>



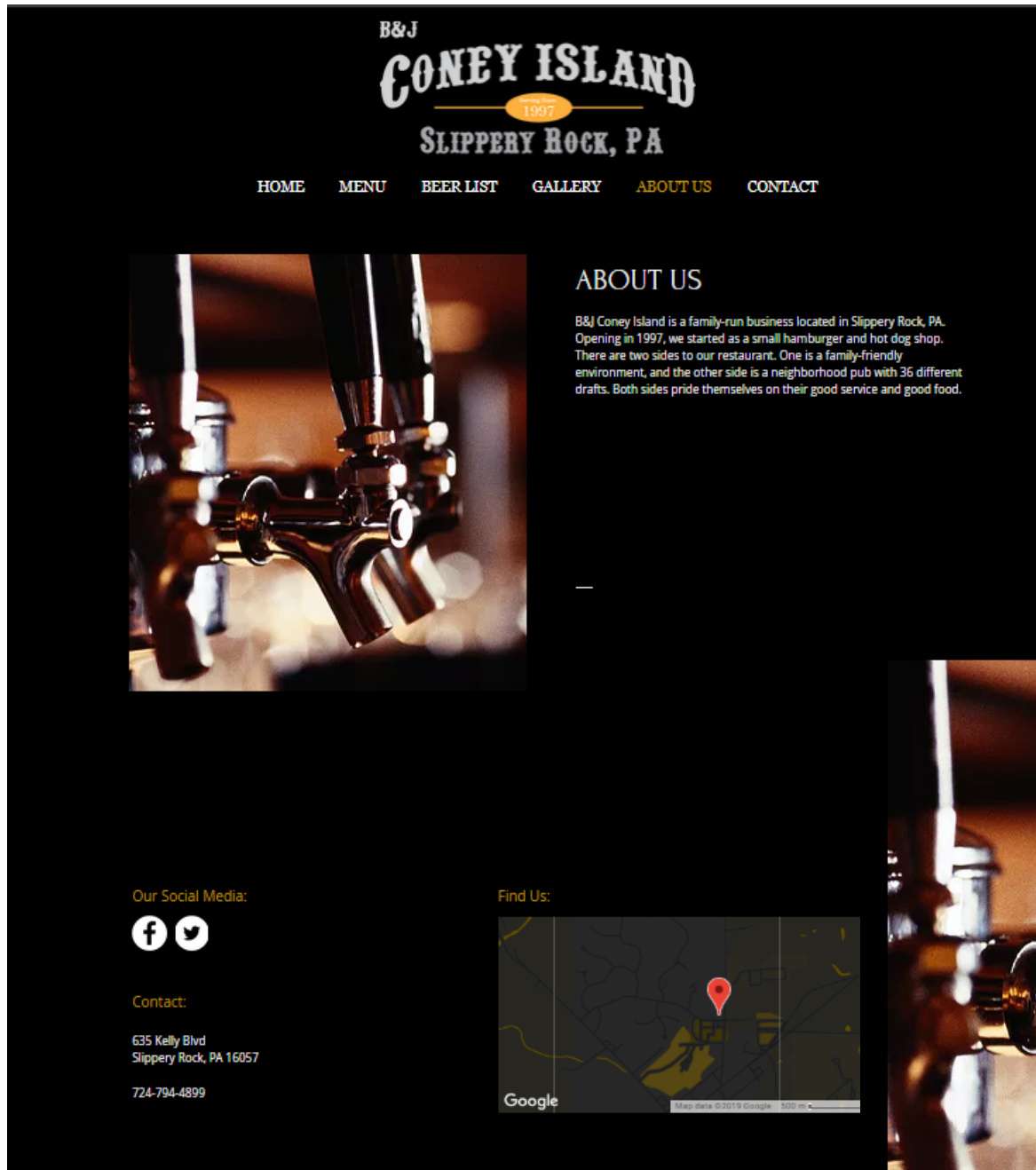
Final Desktop and Mobile Designs

<https://www.bjconeyisland.com/gallery>



Final Desktop and Mobile Designs

<https://www.bjconeyisland.com/about-us>



ABOUT US

B&J Coney Island is a family-run business located in Slippery Rock, PA. Opening in 1997, we started as a small hamburger and hot dog shop. There are two sides to our restaurant. One is a family-friendly environment, and the other side is a neighborhood pub with 36 different drafts. Both sides pride themselves on their good service and good food.

Final Desktop and Mobile Designs

<https://www.bjconeyisland.com/contact>

