

KINZIE CHOPHOUSE

kinziechophouse.com

Restaurant website designed to show the story of a River North destination.



TEAM PLAYERS

Frasca Hospitality:
client and creative vision

Neoteric Design:
Design and Development

CUSTOMER PROFILE

Kinzie Chophouse is a River North destination restaurant, well known for its steaks, seafood, salads, and wine list. Its previous website was cutting edge when built, incorporating opentable.com online reservations and newsletter signups, but started to lag behind trends in design, communication, and management.

TECHNOLOGY / TOOLS

- Adobe PhotoShop
- Adobe Flash
- Adobe Contribute
- HTML Email newsletters
- Online reservations
- Mobile phone integration
- Address Book integration
- Google Maps

GOALS & OBJECTIVES

- Show, rather than tell, the restaurant story
- Allow staff to easily maintain site
- Enable guests to reserve online
- Use the latest communication technologies
- Retain high search engine listings

SOLUTIONS

- Flash headers and sidebars dramatically reveal interiors and food photography
- Integrate Adobe Contribute for desktop web page editing
- Clear, consistent reservation badges to opentable.com
- Downloadable Address Book Card, Mobile Phone texting integration
- Integrated key phrase call outs, titles, body text, and headers

“ In the week following go live, we had eleven more inquiries for our private dining space than usual. ”

— Susan Frasca, Owner, Frasca Hospitality Group