



T.G.I.F

IMD 200 Information Architecture

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Project 1: Personas & Competitive Analysis

Regular Customer

Daisy Garcia



“ I love TGIF; they serve real, natural food..”

Daisy is a full time student at Ai and visits the restaurant a few times a week.

She has long been a connoisseur and has good experience with Asian foods. Sometimes after classes or especially on the weekends, Likes to kick back and enjoy a meal from T.G.I.F. She appreciates the raw authenticity of the food and describes it as “ Being able to taste the real food without all the additives other restaurants tend to include”.

Daisy doesn't use the TGIF site that much, as she is already familiar with the menu. She is part of TGIF's mailing list ,which provide her links to special offers and deals on the site.

Background

Age: 23

Occupation: Student

Education: Web Design

Computer and Web Experience:

Very Proficient, developer

Scenario	Needs	Feature	Behavior
Daisy just got out of classes and uses internet on phone to check TGIF coupons.	Quick meal, preferably with a special deal included	TGIF mailing list provides quick link to latest deals and offers	Daisy calls TGIF for a pickup at discounted prices
Daisy is relaxing on the weekend and feels like trying something new on TGIF	To find new meals being offered	Expedited loading of site clearly and neatly presents menu information and new additions	Daisy order s the new menu item for pickup

Key Characteristics

- Very comfortable using a computer
- Very familiar with restaurant industry
- Loves the art that is food

Goals

- Getting quick information about specials and coupons
- Exploring new foods

Influences

- Convenience
- Great food

Frustrations & Pain Points

- Being put on hold

Lawrence Garner



“Always seeking new experiences”

Lawrence came out of the military a year ago. He spends most of his time hanging out with friends and at work. Lawrence isn't a restaurant person, but on recommendation a friend, decided to give TGIF a try and hits the internet.

Background

Age: 64

Occupation: Ex-military; Reserves

Education: College

Computer and Web Experience:
Advanced

Scenario	Needs	Feature	Behavior
Lawrence finds TGIF page and wants to see what is offered, in addition to the recommended meals	Needs to see pictures and easy to use categories of food offered	Foods are neatly organized into categories, with suggested meal choices and favorites in each category	Lawrence easily locates a chef's choice meal that attracts his interest.
Lawrence wants to find opening and closing pickup times	To find operating hours and leave quickly	Area near top of the site allows user to type in zip codes and quickly locate TGIF's in their locations, in addition to hours	Lawrence can type in his zip and take a quick glance at the hours

Key Characteristics

- Very comfortable using a computer
- Unfamiliar with restaurant industry

Goals

- Find TGIF contact info
- Find menu
- Find prices
- Find out if TGIF offers delivery options

Influences

- Convenience

Frustrations & Pain Points

- Difficult navigation

Marsha Reeves



Background

Age: 26
 Occupation: Nurse
 Education: College
 Computer and Web Experience:
 Beginner

“ Good food is very important and should be taken more seriously.”

Marsha is a previous owner of a TGIF, which she sold to focus on raising her family. She is now a full time nurse at the general hospital and is mostly on-call. She’s recently divorced and lives with her middle school children. Marsha makes sure to find time to spend with her nursing friends as well as her children.

After answering to a hospital on-call situation, Marsha looks at the magazines for local restaurants and finds a TGIF. Wanting to get in touch with her beloved restaurant again, Marsha decides to visit.

Scenario	Needs	Feature	Behavior
Marsha and her friends want to go out to TGIF	Menu, reservations and phone number	Menu is easy to locate and loads quickly, along with comprehensive TGIF contact system that provides phone numbers to call for reservations.	Marsha and her friends can easily access menu and pick their choices, then call for restaurant reservations
Marsha needs to pick up food for her children	Quick service and kids menu	Kids menu choices are located in the food categories for easy access	Marsha can quickly order from the kids menu and pick up the food

Key Characteristics

- Uncomfortable using a computer
- First hand experience with restaurant industry

Goals

- Finding a place to hang out with friends
- Palatable dishes

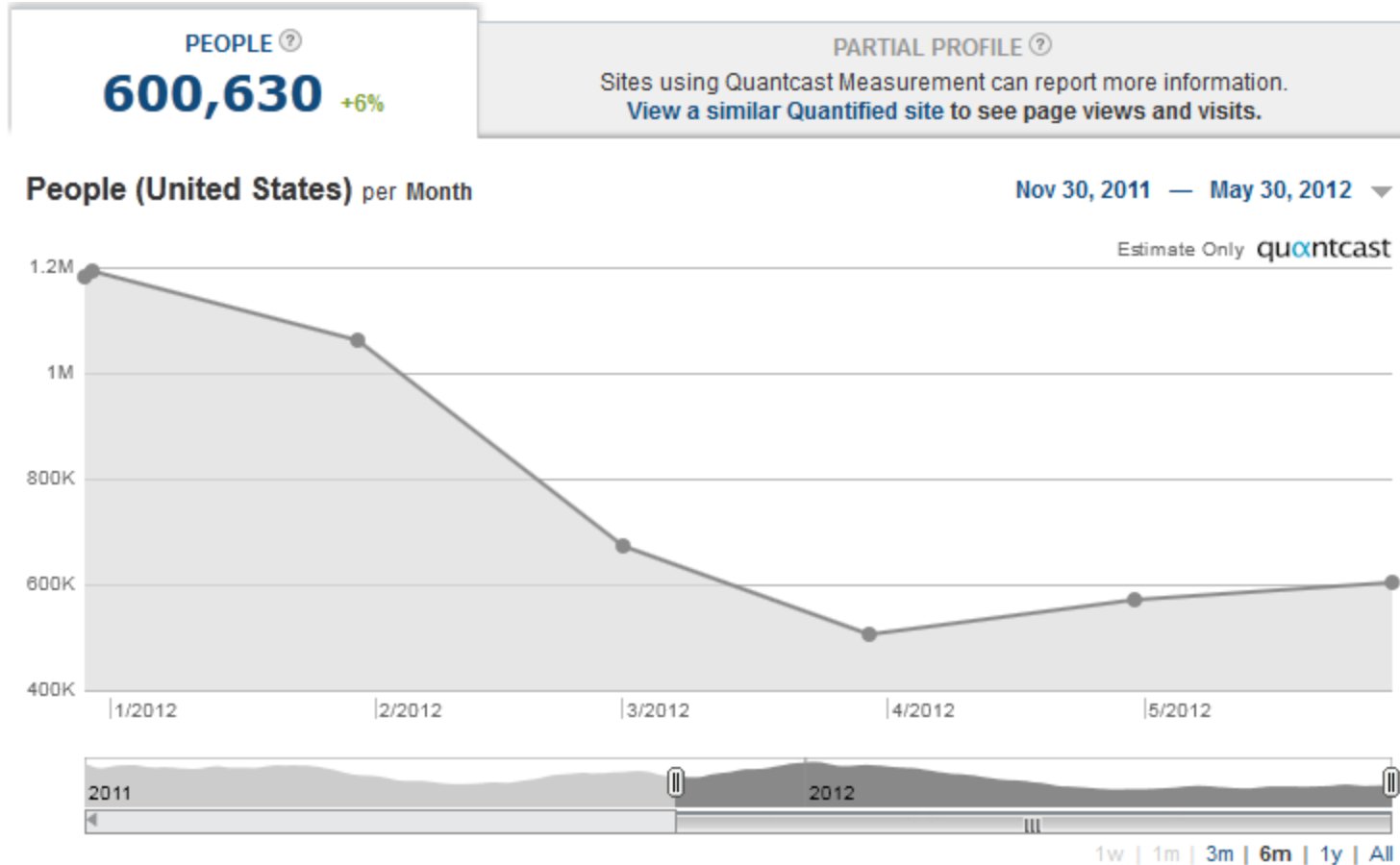
Influences

- Socialization
- Previous owner of a TGIF Franchise

Frustrations & Pain Points

- Undercooked food
- Soggy/oversaturated foods

Existing website: TGIFridays.com

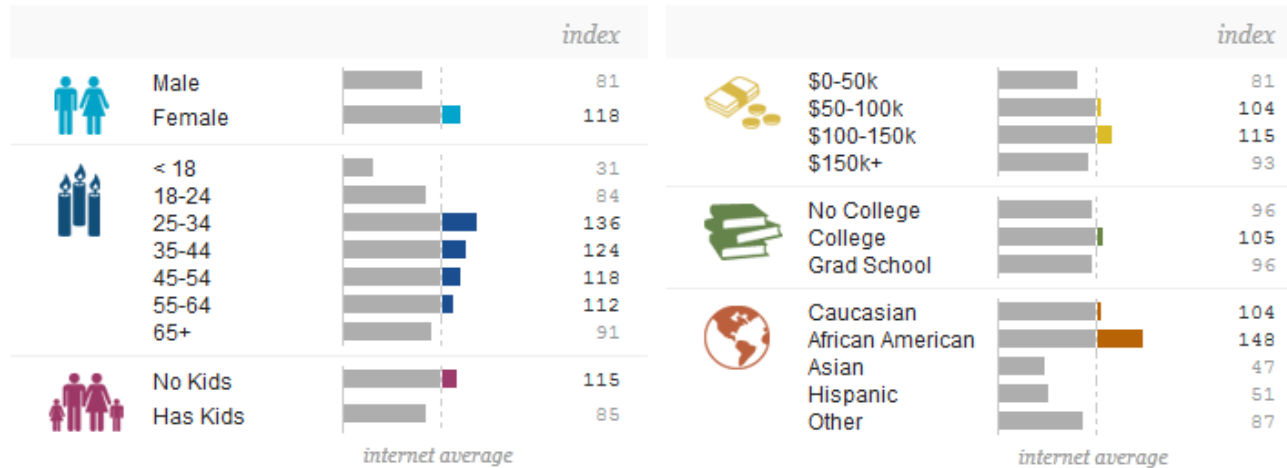


Source: Quantcast.com

Existing website: TGIFridays.com

US Demographics ?

Updated Jun 2012 • Next: Jul 2012



Audience Also Likes ?

Data Source: United States

The people who visit tgifridays.com are also likely to visit these categories and sites:

Affinity Commerce - Food
 11.1x Quizno's
 3.0x peapod.com
 1.1x KFC

Affinity Incentive
 10.3x smartsources.com
 5.7x coupons.com

Affinity News/Information
 7.5x entertainment.com
 3.2x E! Online
 2.7x TMZ
 2.5x Gawker



MENU



ORDER NOW



GIFT CARDS



Q CLUB



OWN A QUIZNOS



INTERNATIONAL

QUIZNOS IS BETTER THAN EVER!

THE CREATE YOUR OWN MENU

Introducing, the Create Your Own Menu! Create Your Own with your choice of artisan bread, dressing, freshly-sliced deli meat, all-natural cheese and fresh veggies!



FIND A QUIZNOS NEAR YOU

210 6th Ave
Pittsburgh, PA 15222

MAP IT

City

State

Zip

Search

WATCH A QRAVING. GET A COUPON.



Quiznos Qrave can strike hard at any time. Watch these videos now and receive a coupon.



Quiznos is Better Than Ever!

Quiznos now offers over 25 NEW chef-inspired menu items, including grilled flatbreads, salads and wraps, and sub sliders! We also offer only all-natural chicken, freshly-sliced deli meats and artisan breads and cheeses! Quiznos is the perfect answer to your lunchtime Qraving!

SEE THE MENU



ORDER ONLINE



Q-CLUB



FACEBOOK



Like us on Facebook and get a FREE SMALL SUB*

[CONTACT US](#)

[SITE MAP](#)

[PRIVACY POLICY](#)

[CAREERS](#)

[ABOUT US](#)

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VIEW QUIZNOS.COM IN MOBILE - STANDARD

Like Send 860308 likes. Sign Up to see what your friends like.

Competitive Analysis

Quizno's www.quiznos.com

Item	Rating (1 < 5)	Comments
Look & Feel		
Colors	5	Red and orange catches eye of viewer
Influential	4	Food samples are influential but page has distracting elements such as a video of a baby
Ease of Use		
Menu Navigation	5	Clearly listed easy to navigate
Other Navigation	5	Easy to use as well
Ease of Locating Information in Content Sections	4	Slow loading menus
Organization	5	Clear fonts and categorization
Content		
Appropriate	5	Nothing offensive
Ads?	5	Special offers and deals are easy to find
Variety of Content	5	Additional thing to do such as see videos
Depth of Content	5	All needed information is provided
Technology		
Flash	n/a	
Overall Rating		
Overall Rating	5	Easy to use site and delivers information

TODAY
TASTES SO
GOOD



STORE LOCATOR →

ABOUT US MENU NUTRITION SHOP PROMOS HELPFUL TIPS CONTACT US

TRY 6 BITES, A SIDE
AND A DRINK
FOR JUST
\$3.99



Bite Here
Bite Now ▶

*Limited time offer at participating KFC® restaurants. Prices may vary. Tax extra.

Follow the Colonel...

PRINTABLE COUPONS →

ENTER TO WIN FREE RENT
FOR A YEAR*



GROWING UP &
GETTING
OUT



ENTER NOW

*\$12,500 cash
plus \$600 in
KFC gift checks.

THE COLONEL'S
AUTOBIOGRAPHY
& COOKBOOK



FREE DOWNLOAD

VIEW THE
LATEST
COMMERCIAL

NEW ORIGINAL BLEND
BITES

VIEW NOW

JOIN THE COLONEL'S
EMAIL CLUB FOR
NEWS & OFFERS

LEARN MORE

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Competitive Analysis

KFC www.kfc.com

Item	Rating (1 < 5)	Comments
Look & Feel		
Colors	5	Red and orange, eye catching
Influential	5	Video shows product and illustrates it very well
Ease of Use		
Menu Navigation	5	Easy to use menus , simplistic design
Other Navigation	5	Simple white on red style
Ease of Locating Information in Content Sections	3	Unusual information about the food; history is provided and content of spices not provided
Organization	5	Easy to find information
Content		
Appropriate	5	All information non offensive
Ads?	5	Videos advertise products well
Variety of Content	5	Video and static content
Depth of Content	4	Most information provided, missing some features such as spices
Technology		
Flash	n/a	
Overall Rating		
Overall Rating	5	Good site overall, delivers appropriate information

Project 2:

Card Sorts, Tree diagram & Results

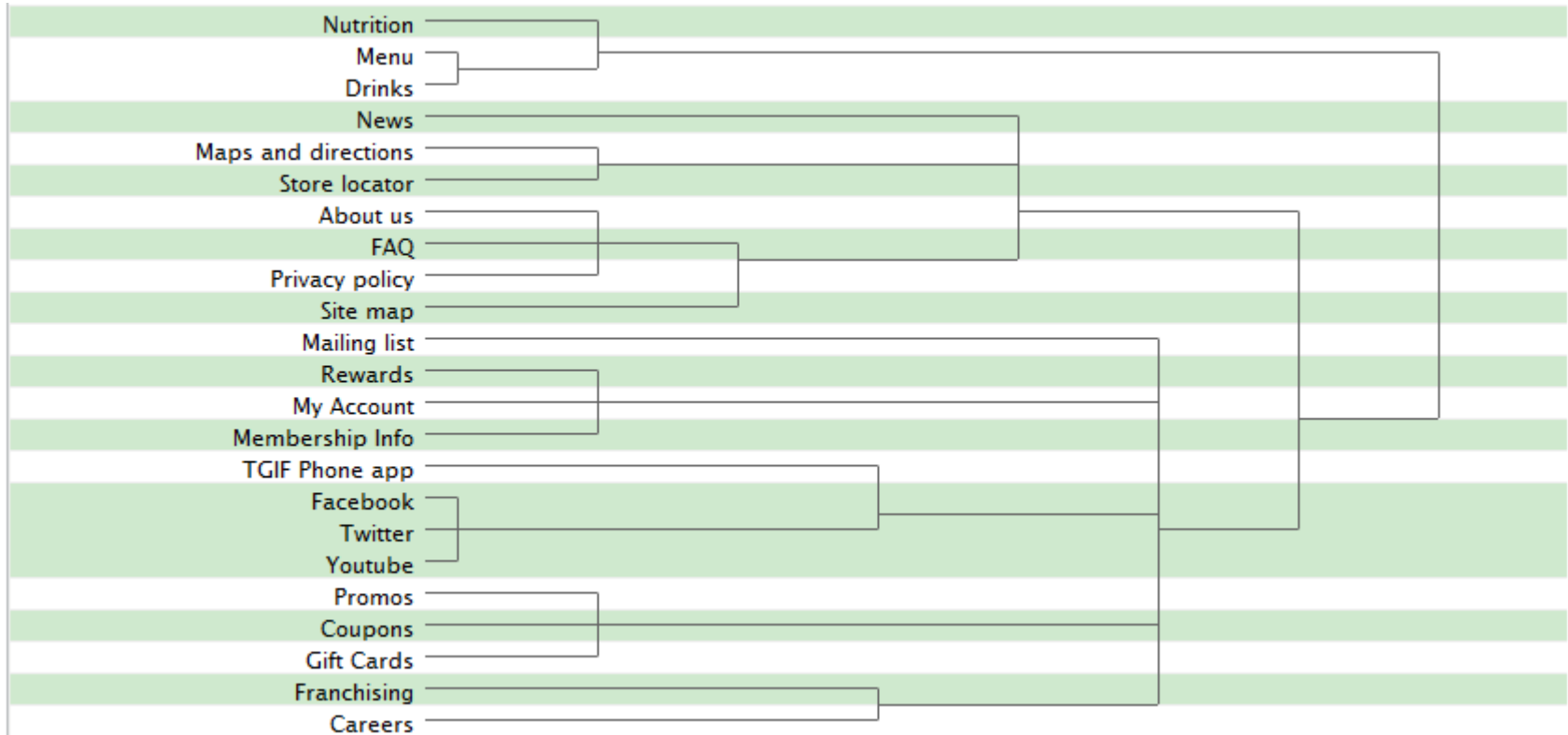
Card sort items

Labels

- About us
- Menu
- Nutrition
- Maps and directions
- Rewards
- Promos
- Drinks
- Franchising
- News
- Careers
- Mailing list
- Privacy Policy
- Store Locator
- Facebook
- Twitter
- Youtube
- Coupons
- Sitemap
- Gift Cards
- FAQ
- My Account
- Membership Info
- TGIF Phone app

Relationship Diagram

This diagram shows the relationship of each item to the other. It is used to predict what the viewer will most likely be interested in when they visit a specific page. For Example: if a visitor was to go to "Nutrition", they would most likely be also interested in the "Menu" and "Drinks" categories.

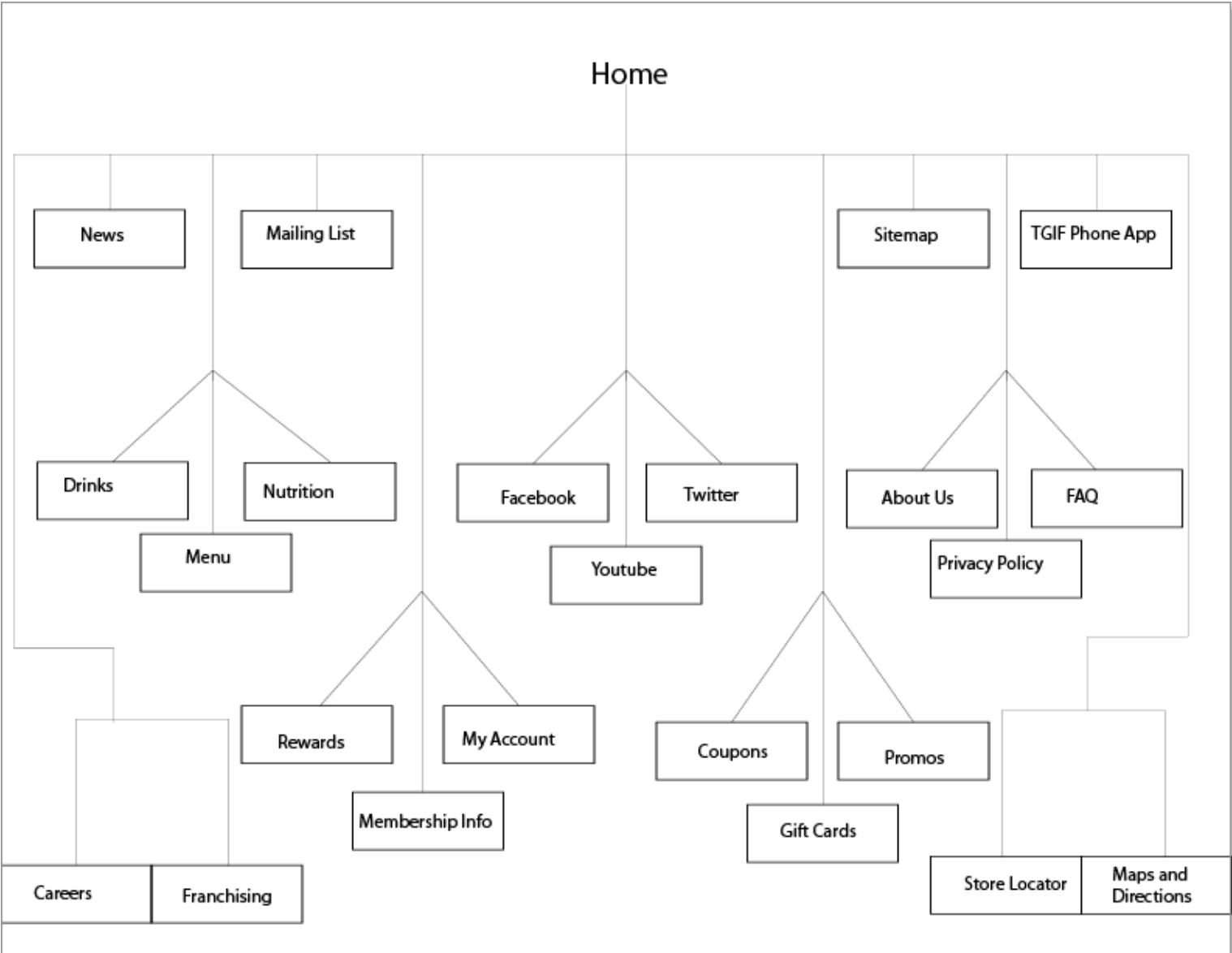


Card sorts summary

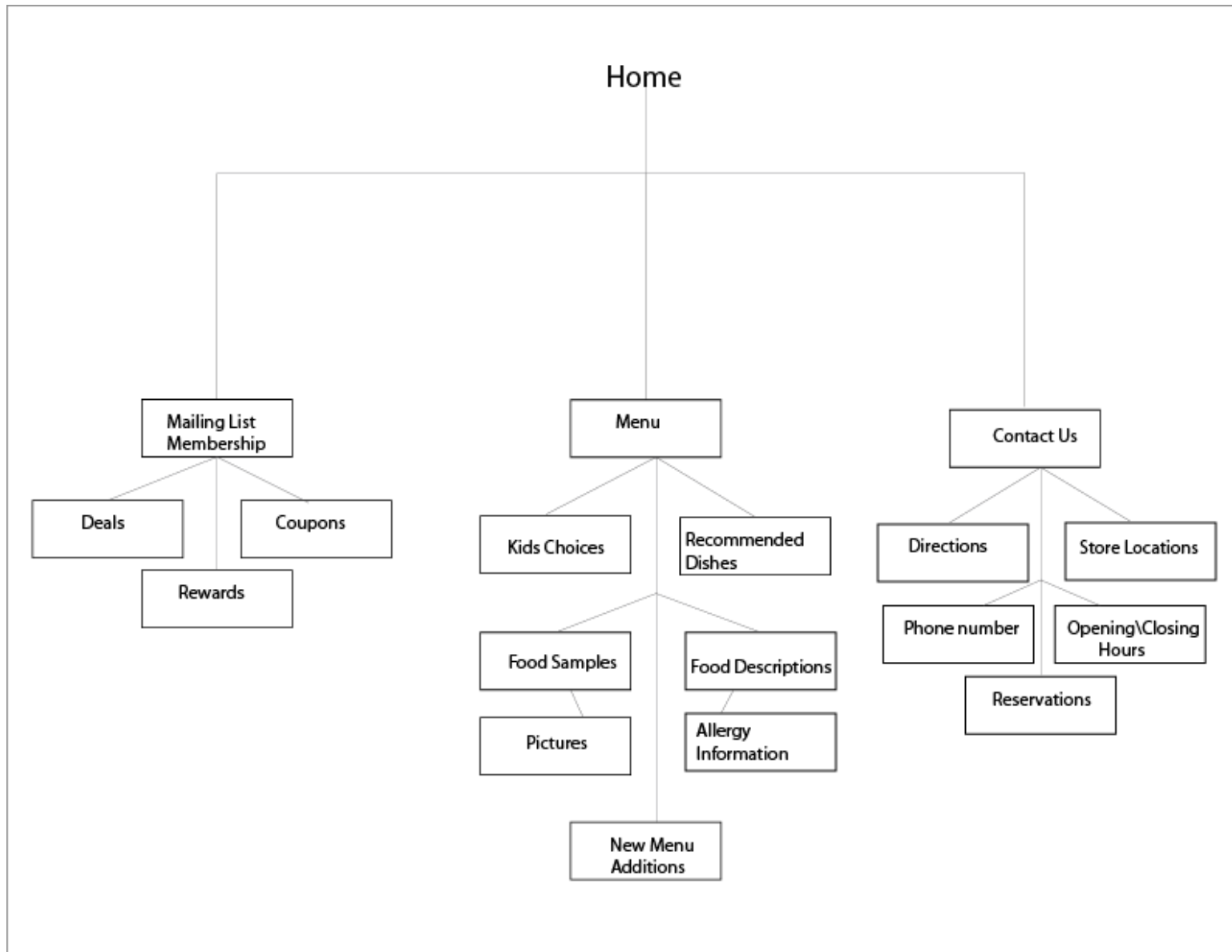
- My Closed card sort study began on July 17, 2012 and consisted of listing similar content titles between TGIF, KFC and Quiznos's main sites respectively. Personas for customers were also taken into consideration, providing key categories such as Coupons, Menu and Directions.
- These were then arranged randomly for the participants to sort by relevance. It was conducted using www.websort.net , which provided the tools for creating categories and for result evaluation.
- The participants, four in number, gave their opinions on how these criteria should be sorted for similarity, on July 18, 2012.
- Using the tree diagram tool provided by www.websort.net , the categories were grouped. Result summary of the groups as follows, each bullet signifying a group and numbers for subgroup:
 - News, Maps and Directions, Store Locator , About us, FAQ, Privacy Policy, Site map
 1. Maps and Directions, Store Locator
 2. About us, FAQ, Privacy Policy, Site map
 - Mailing List, Rewards, My Account, Membership Info, TGIF Phone app, Facebook, Twitter, YouTube, Promos, Coupons, Gift Cards, Franchising, Careers
 1. Mailing list
 2. Rewards, My Account, Membership Info
 3. TGIF Phone app
 4. Facebook, Twitter, YouTube
 5. Promos, Coupons, Gift Cards
 6. Franchising, Careers

Project 3:
Tentative
Site map and Wireframes

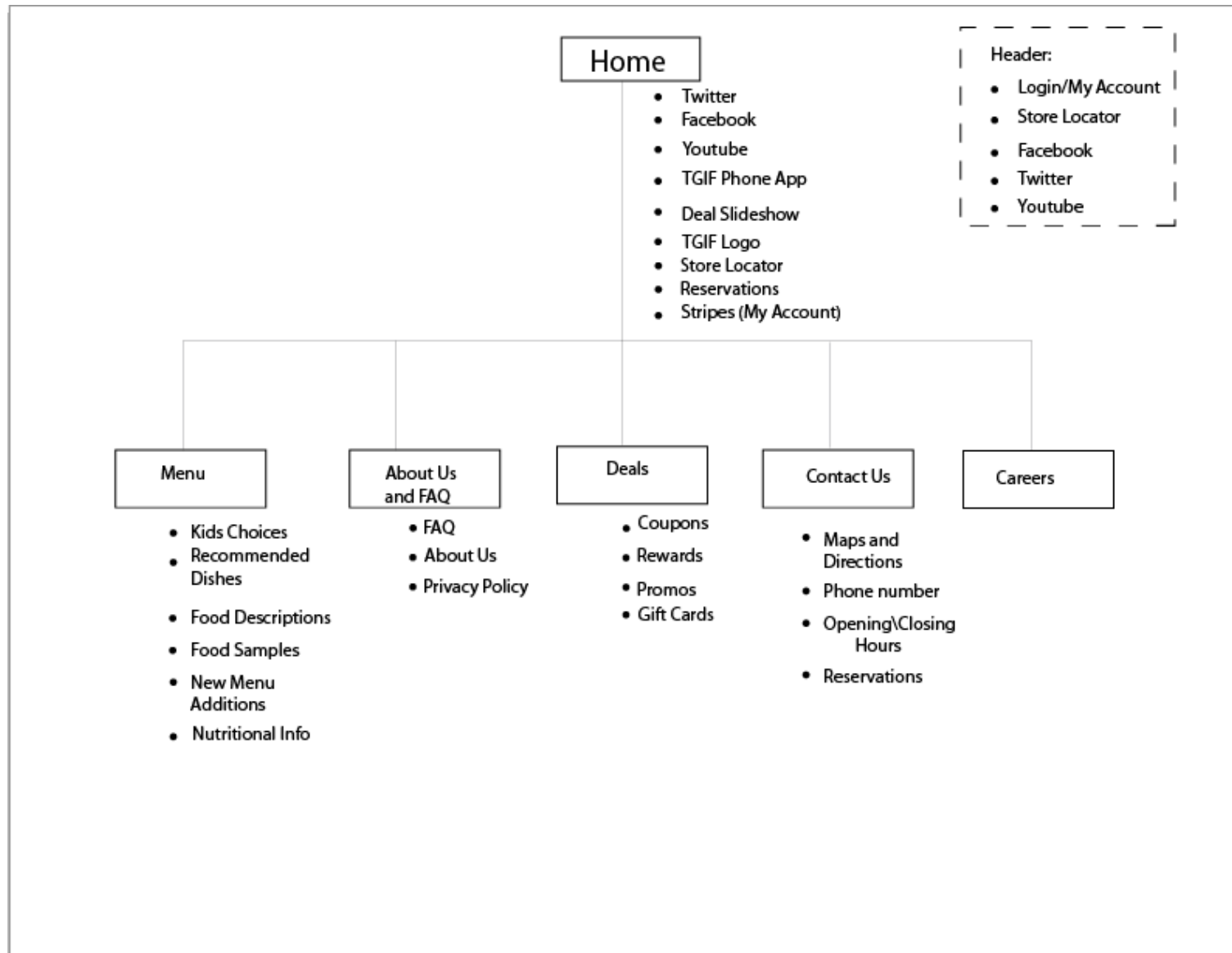
Projected site navigation paths based on Cardsort



Preliminary mapping based on Personas



Site map



Home

The screenshot shows the home page layout for TGI Fridays. At the top left is the TGI FRIDAYS logo. To its right is a 'Store Locator & Reservations' section with a 'City OR Zip' input field and a 'Find my Fridays!' button. Further right is a 'Login/My account' section with 'Username' and 'Password' input fields, a 'Login' button, and links for 'Forgot Username/Password' and 'Sign up Today!'. Below the logo are three social media icons and a 'Social networking' label. A horizontal navigation bar contains buttons for 'Menu', 'Deals', 'Contact Us & Order', 'About Us & FAQ', and 'Careers & Franchise'. The main content area features a 'News Item Image' placeholder, a news article dated 'Apr 27, 2012' about a new mobile app, and a navigation bar with 'News', 'Events', and 'New Menu Items' tabs. At the bottom is a 'Stripes Ad' placeholder for a membership mailing list advertisement. The source is cited as <http://www.tgifridays.com>.

Menu

Logo
TGI FRIDAYS

Store Locator & Reservations
City OR Zip
[Find my Fridays!](#)

Login/My account
Username
Password
[Login](#)
[Forgot Username/Password](#)
[Sign up Today!](#)

[Social networking](#)

[Menu](#) [Deals](#) [Contact Us & Order](#) [About Us & FAQ](#) [Careers & Franchise](#)

Best of FRIDAYS®
Lunch
Sandwiches
Kids
Appetizers
Chicken and Pasta
Sizzling
Nutritional and Allergy (PDF)

Bruschetta Chicken Pasta

Multi-grain angel hair pasta tossed in garlic, basil and Roma tomato marinara. Topped with tender strips of fire-grilled chicken breast. Finished with balsamic glaze and Parmesan shavings.

[Back](#) [Next](#)

Menu Item

NEW Strawberry Fields Salad

Chicken Fingers

Pecan-Crusted Chicken Salad

Jack

Source: <http://www.tgifridays.com>

Deals

Logo
TGI FRIDAYS

Store Locator & Reservations
City OR Zip
[Find my Fridays!](#)

Login/My account
Username
Password
[Login](#)
[Forgot Username/Password](#)
[Sign up Today!](#)

[Menu](#) [Deals](#) [Contact Us & Order](#) [About Us & FAQ](#) [Careers & Franchise](#)

Popular Deals Slideshow

\$2 off New Menu Entrees

Pick 2 for \$10

\$8 Food Reward

20%

Gift Card Image

Deal Image

Pick 2 for \$10


Entrée and appetizer, or entrée and dessert. It's win-win either way.

Valid for a limited time at participating T.G.I. Fridays® Restaurants.
Dine-in only. One off per person.
Not valid in conjunction with any other offer or discount.
Offer good on select items only. ©2012 TGI Friday's Inc.

Source: <http://www.tgifridays.com>

Contact us & Orders

Logo



Store Locator & Reservations

City OR Zip

[Find my Fridays!](#)

Username




Password

[Login](#)

[Forgot Username/Password](#)

[Sign up Today!](#)

[Menu](#) [Deals](#) [Contact Us & Order](#) [About Us & FAQ](#) [Careers & Franchise](#)

Social networking   

Locations for

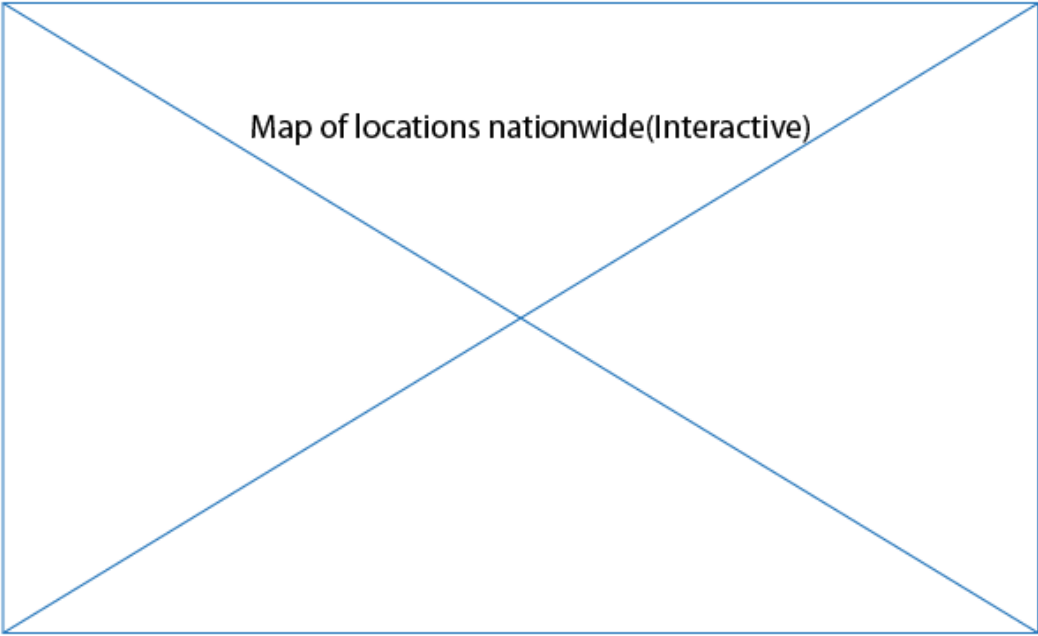
LEESBURG, VA
235 FORT EVANS RD NE
LEESBURG, VA 20176
703-737-3900 5.30 miles

Sun 11 AM - 2 AM
Mon 11 AM - 2 AM
Tue 11 AM - 2 AM
Wed 11 AM - 2 AM
Thu 11 AM - 2 AM
Friday 11 AM - 2 AM
Sat 11 AM - 2 AM

HERNDON, VA
13071 WORLDGATE DR
HERNDON, VA 20170
703-787-9630 7.51 miles

Sun 11 AM - 2 AM
Mon 11 AM - 2 AM
Tue 11 AM - 2 AM
Wed 11 AM - 2 AM
Thu 11 AM - 2 AM
Friday 11 AM - 2 AM
Sat 11 AM - 2 AM

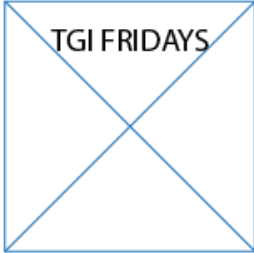
Map of locations nationwide(Interactive)



Source: <http://www.tgifridays.com>

About Us & FAQ

Logo



Store Locator & Reservations

City OR Zip

[Find my Fridays!](#)


Username

Password

[Login](#)


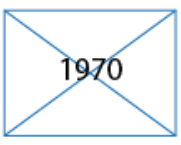
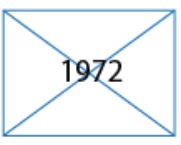

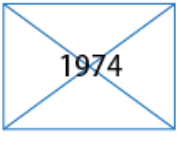
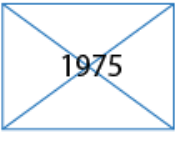
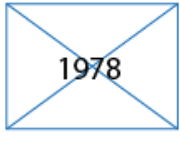
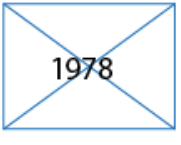

[Forgot Username/Password](#)

[Sign up Today!](#)

 Social networking

[Menu](#) [Deals](#) [Contact Us & Order](#) [About Us & FAQ](#) [Careers & Franchise](#)

Promotional and historical pics of TGIF(Hover enlargens)

1965

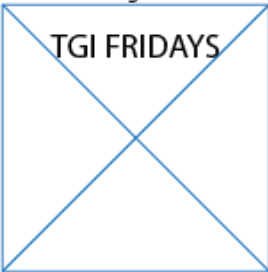
The first T.G.I. Friday's restaurant opened in New York City at the corner of First Avenue and 63rd Street quickly becoming the meeting place for single adults, with \$1 million in revenues its first year.

The first T.G.I. Friday's menu was a chalkboard.

Source: <http://www.tgifridays.com>

Careers & Franchise

Logo



Store Locator & Reservations

City OR Zip

[Find my Fridays!](#)

Login/My account

Username

Password

[Login](#)

[Forgot Username/Password](#)

[Sign up Today!](#)

[Social networking](#)

[Menu](#) [Deals](#) [Contact Us & Order](#) [About Us & FAQ](#) [Careers & Franchise](#)

Job titles

- [Server](#)
- [Bartender](#)
- [Grill Cook](#)
- [Prep Cook](#)
- [Host/Hostess](#)
- [Busser](#)
- [Dishwasher](#)
- [Kitchen Manager](#)
- [Restaurant Manager](#)
- [General Manager](#)

Splash page/Job Description

**SELF-STARTER? GOOD.
CAN GET THE JOB DONE? EXCELLENT.**

High energy can-do attitude? Even better. Bring all you got.

Soon you'll be brought to up speed and equipped with everything from tools to secrets to the very teachings of our own style of service.

Of course, in one of the best, world-class training programs in the industry.

Welcome to training the FRIDAY'S® Way.
Make it or break it time? Not hardly.
At Friday's Restaurants you'll be given the confidence and direction you need to excel.

Details & How to Apply

Friday's® core management training program provides the foundation skills and knowledge to effectively manage the restaurant on a shift-by-shift basis.

This program takes place in a Center of Excellence (COE), led by highly qualified Management and Employee Coaches.

The 10-week program is supplemented with a three-day workshop (Leadership the Rocks) that focuses on the essence of management.

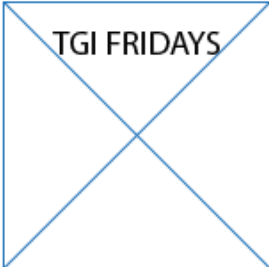
The Leadership That Rocks Workshop is delivered by your Vice President of Operations (VPO), Senior Human Resource Director (SDHR), and divisional Directors of Operations (DOs).

[Apply](#)

Source: <http://www.tgifridays.com>

Login Page

Logo



City OR Zip

Store Locator & Reservations

[Find my Fridays!](#)

Login/My account
You are logged in as
<Username>

My Account

[Sign out](#)

Social networking

[Menu](#) [Deals](#) [Contact Us & Order](#) [About Us & FAQ](#) [Careers & Franchise](#)

Benefits

Welcome<Username>!
Your birthday is coming
<number> Days
Jump the line Pass
<status>
Amount of Visits till next
Jump the line Pass
<Days>
Events
Menu tasting
28th August 2012
Herdon,VA
13071 WORLDGATE DR
HERNDON, VA 20170
703-787-9630

Now you can choose from five different Rewards, no longer just the \$8 Food Reward. Plus, the Rewards are now valid for 60 days after issuance. Along with the new choices for Rewards, you also get these great perks just for being a Give Me More Stripes® member:

Free appetizer or dessert after you join
Free Jump the Line Pass to skip to the front of the crowd (one-time use only)
Free dessert with purchase of an entrée to celebrate your Birthday
Special "surprise" treats for members only, delivered by your Server
Exclusive offers and discounts sent via email
Additional Jump the Line Pass after every third visit (one-time use only)
Special events, menu tastings and parties

Member only deals & coupons

Get a \$10 Gift Card
With purchase of two caribbean entrees

1¢ Appetizer
at the bar, with purchase of any beverage

\$1 Entree
With Purchase of an entree

Buy one entree. get one free

25% off any purchase

Source: <http://www.tgifridays.com>

Project 4: Usability Testing

Scenario	Goals
<p>You're in a hurry and need to check the site quickly to see what to have for lunch, and is a member of TGIF. How do you locate member deals quickly?</p>	<p>To see how easy navigation will be to the user from homepage</p>
<p>As a member of TGIF, you get deals in emails for member only events TGIF hosts. How would you find these events?</p>	<p>Testing navigation to a specified page that cant be directly accessed from the homepage</p>
<p>You're a new customer . Not knowing what TGIF has to offer, you need to locate the menu, along with TGIF's recommended menu items. How would you locate these?</p>	<p>To evaluate the visibility of the menu and ease of use</p>
<p>As a new customer, you need to find the closest TGIF to you , as well as opening and closing times. How would you locate these?</p>	<p>To test placement of store locator for visibility</p>
<p>You and your friends are trying to find the number of the closest TGIF to set up reservations. How would you accomplish this?</p>	<p>Evaluate the ease of use for several people at once</p>
<p>You need to pick up something quick from the TGIF menu for your kids. How would you locate the kids menu and make the order?</p>	<p>Testing how fast user can access menu options</p>

First Tester: Daisy

Good	Needs Improvement
Clear arrangement of Content	"Contact and Orders" title is misleading/unneeded since it leads to the same place as "Store locator"
Was able to complete all tasks quickly	
Categorization works; easy to navigate	
Clear layout	

Second Tester: Ayaz

Good	Needs Improvement
Clear structure and easy to comprehend	Benefits on member page need to be more clearly displayed
Works as a whole	Change "Find my Fridays!" on store locator to "Find my TGIF!" to reduce confusion
Completed every task	Categorization hierarchy needs work; important elements hard to get to

Third Tester: Vivian

Good	Needs Improvement
Clear structure, easy to understand	"New member" button needs emphasis; hard to notice
Works as a complete site	A link in "Menu" placed the user in the "Deals" area and slightly confuses user
Categorization works; information in good hierarchy and easy to locate	

Summary of Results

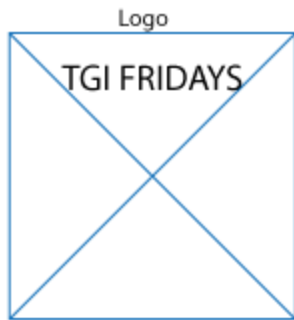
Mostly, the site accomplished its goal of being very easy to use and displayed all relevant information.

It also addresses the main concerns of the personas earlier used and demonstrates a smooth user experience.

However, there were a few items which were slightly misleading and some important elements such as “Member benefits” and “New user signup” which lacked the emphasis they needed to catch the viewer’s attention.

Overall, the site was a good try in need of a few changes to make it a success. Below is the site with the requested alterations.

Project 5: Revised Wireframes After Usability Testing



Logo



Social networking

Store Locator & Reservations

City OR Zip

[Find my TGIF!](#)

Login/My account

Username

Password

[Login](#)

[Forgot Username/Password](#)

[Sign up Today!](#)

[Menu](#)

[Deals](#)

[All Locations](#)

[About Us & FAQ](#)

[Careers & Franchise](#)



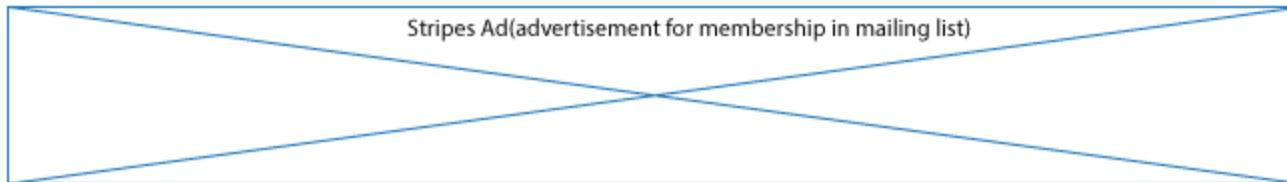
Apr 27, 2012

T.G.I. Friday's® Offers Guests More Choices with New Mobile App
First Smart App for iPhone and Android from a Casual Dining Restaurant
That Allows Guests to Pay Bill, Browse the Menu and Uncover Special Promotions

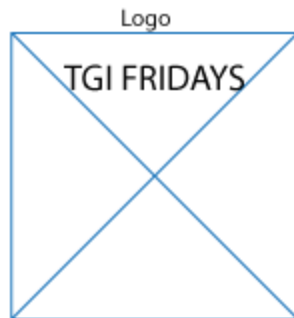
News

Events

New Menu items



Source: <http://www.tgifridays.com>



Logo



Social networking



Store Locator & Reservations

City OR Zip

[Find my TGIF!](#)

Login/My account

Username

Password

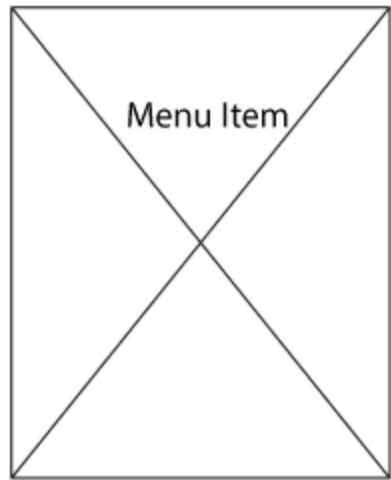
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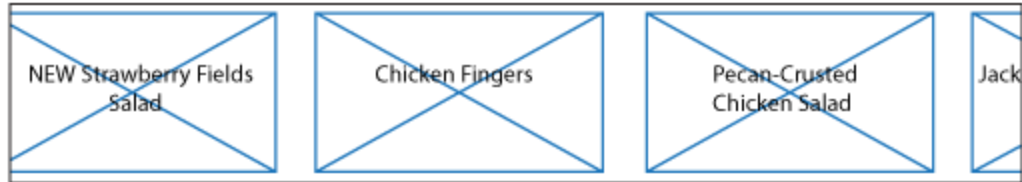
Bruschetta Chicken Pasta

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- [Chicken and Pasta](#)**
- [Sizzling](#)
- [Nutritional and Allergy \(PDF\)](#)

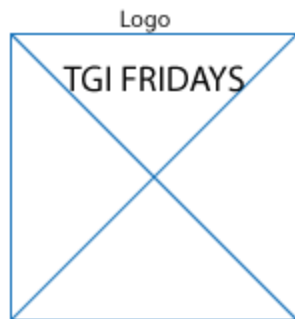


Menu Item

Multi-grain angel hair pasta tossed in garlic, basil and Roma tomato marinara. Topped with tender strips of fire-grilled chicken breast. Finished with balsamic glaze and Parmesan shavings.



Source: <http://www.tgifridays.com>



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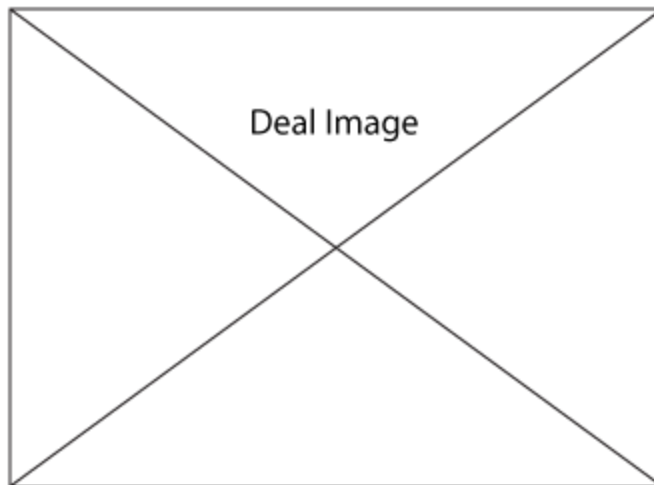
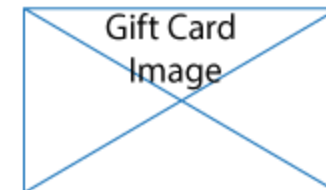
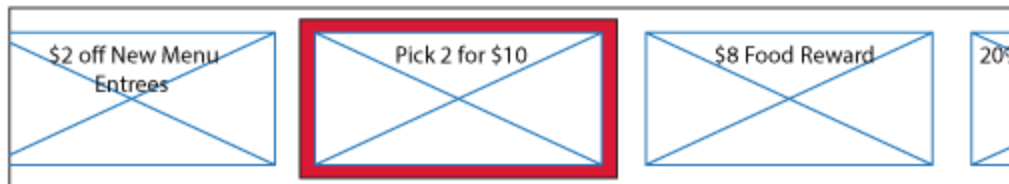
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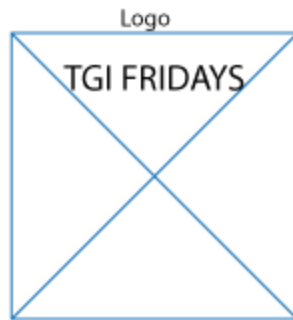


Pick 2 for \$10

Entrée and appetizer, or entrée and dessert. It's win-win either way.

Valid for a limited time at participating T.G.I. Fridays® Restaurants.
Dine-in only. One off per person.
Not valid in conjunction with any other offer or discount.
Offer good on select items only. ©2012 TGI Friday's Inc.

Source: <http://www.tgifridays.com>



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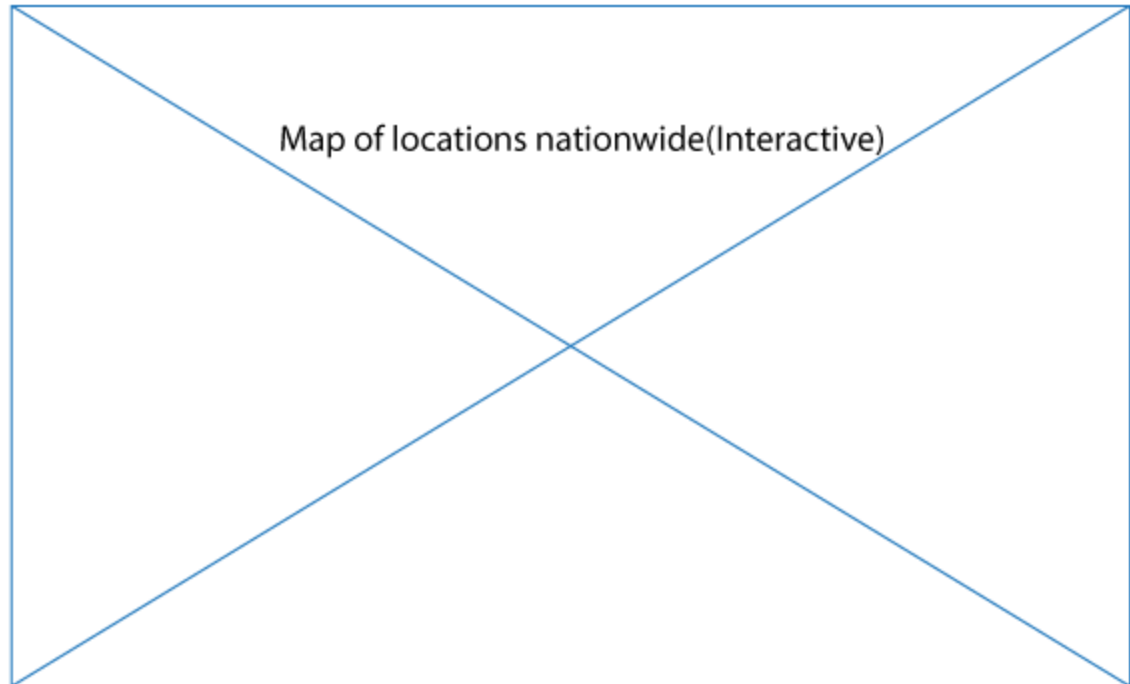
Locations for

LEESBURG, VA
 235 FORT EVANS RD NE
 LEESBURG, VA 20176
 703-737-3900 5.30 miles

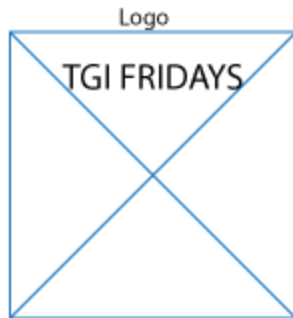
Sun 11 AM – 2 AM
 Mon 11 AM – 2 AM
 Tue 11 AM – 2 AM
 Wed 11 AM – 2 AM
 Thu 11 AM – 2 AM
 Friday 11 AM – 2 AM
 Sat 11 AM – 2 AM

HERNDON, VA
 13071 WORLDGATE DR
 HERNDON, VA 20170
 703-787-9630 7.51 miles

Sun 11 AM – 2 AM
 Mon 11 AM – 2 AM
 Tue 11 AM – 2 AM
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Source: <http://www.tgifridays.com>



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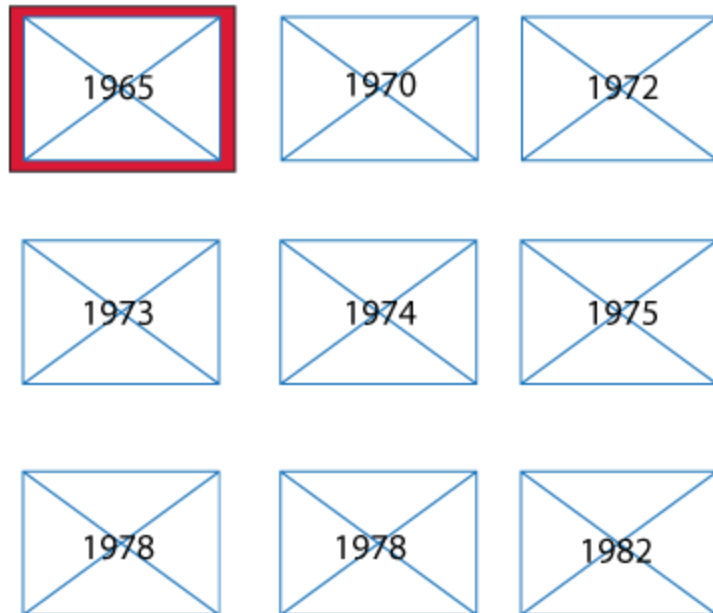
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Promotional and historical pics of TGIF(Hover enlargens)

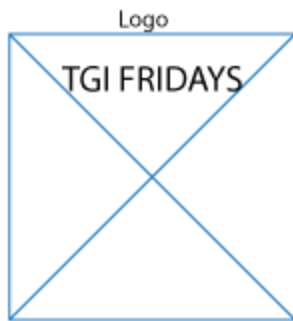


1965

The first T.G.I. Friday's restaurant opened in New York City at the corner of First Avenue and 63rd Street quickly becoming the meeting place for single adults, with \$1 million in revenues its first year.

The first T.G.I. Friday's menu was a chalkboard.

Source: <http://www.tgifridays.com>



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Job titles

- [Server](#)
- [Bartender](#)
- [Grill Cook](#)
- [Prep Cook](#)
- [Host/Hostess](#)
- [Busser](#)
- [Dishwasher](#)
- [Kitchen Manager](#)
- [Restaurant Manager](#)
- [General Manager](#)

Splash page/Job Description

**SELF-STARTER? GOOD.
CAN GET THE JOB DONE? EXCELLENT.**

High energy can-do attitude? Even better. Bring all you got.

Soon you'll be brought to up speed and equipped with everything from tools to secrets to the very teachings of our own style of service.

Of course, in one of the best, world-class training programs in the industry.

Welcome to training the FRIDAY'S® Way.
Make it or break it time? Not hardly.
At Friday's Restaurants you'll be given the confidence and direction you need to excel.

Details & How to Apply

Friday's® core management training program provides the foundation skills and knowledge to effectively manage the restaurant on a shift-by-shift basis.

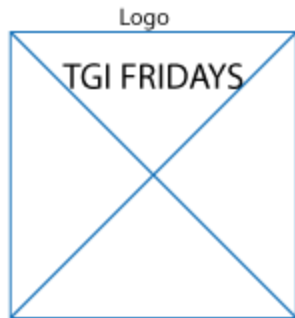
This program takes place in a Center of Excellence (COE), led by highly qualified Management and Employee Coaches.

The 10-week program is supplemented with a three-day workshop (Leadership the Rocks) that focuses on the essence of management.

The Leadership That Rocks Workshop is delivered by your Vice President of Operations (VPO), Senior Human Resources Director (SDHR), and divisional Directors of Operations (DOs).

[Apply](#)

Source: <http://www.tgifridays.com>



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Benefits

Now you can choose from five different Rewards, no longer just the \$8 Food Reward. Plus, the Rewards are now valid for 60 days after issuance. Along with the new choices for Rewards, you also get these great perks just for being a Give Me More Stripes® member:

- Free appetizer or dessert after you join
- Free Jump the Line Pass to skip to the front of the crowd (one-time use only)
- Free dessert with purchase of an entrée to celebrate your Birthday
- Special "surprise" treats for members only, delivered by your Server
- Exclusive offers and discounts sent via email
- Additional Jump the Line Pass after every third visit (one-time use only)
- Special events, menu tastings and parties

Member only deals & coupons

Get a \$10 Gift Card
With purchase of two caribbean entrees

1¢ Appetizer
at the bar, with purchase of any beverage

\$1 Entree
With Purchase of an entree

Buy one entree, get one free

25% off any purchase

Welcome<Username>!

Your birthday is coming
<number> Days

Jump the line Pass
<status>

Amount of Visits till next
Jump the line Pass
<Days>

Events

Menu tasting
28th August 2012

[Herdon,VA](#)
13071 WORLDGATE DR
HERNDON, VA 20170
703-787-9630

Source: <http://www.tgifridays.com>

Project 6:

Finalized Mockups



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Apr 27, 2012

T.G.I Friday's Offers More Choices with New Mobile App
First Smart App for Iphone and Android
From a Casual Dining Restaurant that allows guests to
Browse the menu and Uncover special promotions!



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Bruchetta Chicken Pasta

[Best of TGIF](#)

[Lunch](#)

[Kids](#)

[Appetizers](#)

[Chicken and Pasta](#)



Multi-grain angel hair pasta tossed in garlic , Basil and Roma tomato marinara. Topped with tender strips of fire-grilled chicken breast. Finished with balsamic glaze and Parmesan shavings.

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[Nutritional and Allergy \(PDF\)](#)



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Feast Every Day Like It's Friday!
Hurry in to Friday's® and get an entrée plus your choice of an appetizer or dessert for just ten bucks.

PICK 2 FOR \$10
LIMITED TIME ONLY!

1 ENTRÉE • 1 STARTER OR 1 DESSERT

Parmesan-Crusted Chicken | Spinach & Ricotta Roll-up | Vanilla Bean Cheesecake

[Click here to see full list of participating locations.](#)

Pick 2 for \$10

Entree and appetizer, or entree and dessert its win-win either way.

Valid for a limited time at participating T.G.I. Fridays Restaurants Dine-in only. One offer per person. Not valid in conjunction with any other offer discount. Offer good on select items only. 2012 T.G.I. Friday's Inc.

EVERYONE COULD USE MORE FRIDAY'S®

IT TURNS EVERY DAY INTO FRIDAY.

\$25

BUY ONE REGULARLY PRICED ENTRÉE,
GET ONE FREE
WITH THE PURCHASE OF ANY 2 BEVERAGES

25% OFF T.G.I. FRIDAYS

YOUR TABLE'S ENTIRE FOOD PURCHASE

COUPON CODE: MDD25PCTOFF

1 2 3 4



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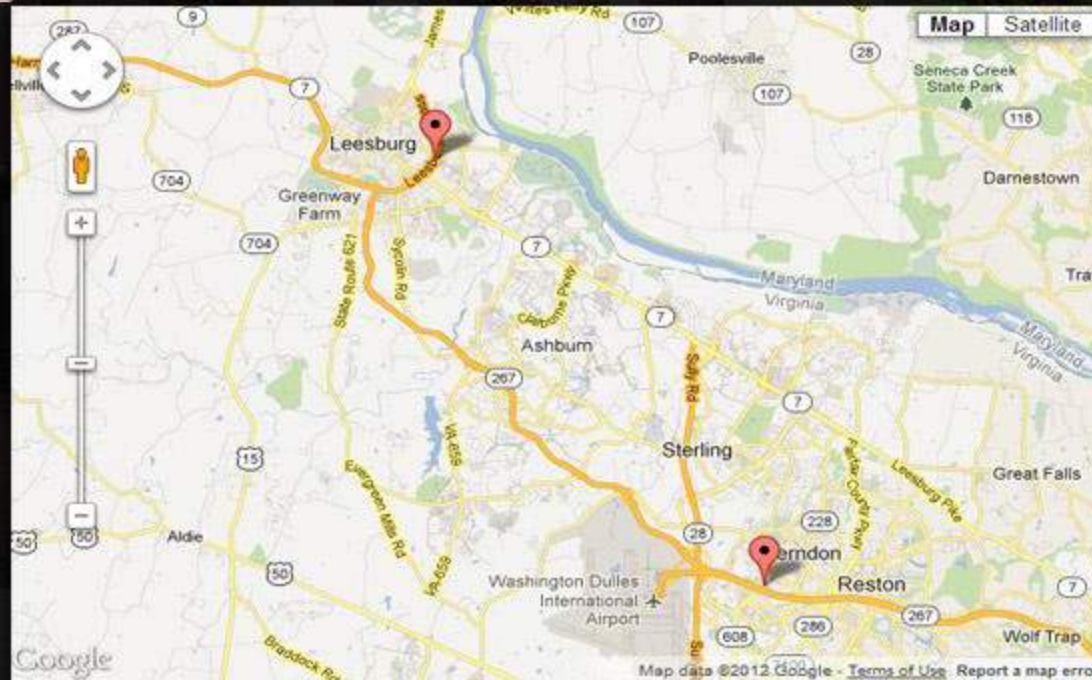
Ashburn

LEESBURG, VA
 235 FORT EVANS RD NE
 LEESBURG, VA 20176
 703-737-3900 5.30 miles

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1965



1975



1990



1993



1997



2001



2007



2008



2010

1965

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Server

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CAN GET THE JOB DONE? EXCELLENT.**

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Bartender

High energy can-do attitude? Even better.
Bring all you got.

The 10-week program is supplemented with a three-day workshop (Leadership that Rocks) that focuses on the essence of management.

Grill Cook

Prep Cook

Host/Hostess

Soon you'll be brought up to speed and equipped with everything from tools to secrets to the very teachings of our own style of service

The Leadership That Rocks Workshop is delivered by your Vice President of Operations(VPO), Senior Human Resource Director (SDHR,) and Divisional Directors of Operations(DO's).

Busser

Dishwasher

Kitchen Manager

Welcome to training the FRIDAY Way.
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Restaurant Manager

General Manager

Apply



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You are logged in as Mike

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Welcome Mike!

Your birthday is coming up in 20 Days!

2 visits to Jump the line!

Menu Tasting

28th September 2012

1307 Worldgate DR
Herndon, VA, 20170
703-787-9630

The awesome benefits you get for being a Give Me More Stripes member

- Free appetizer after you join
- Free Jump The Line Pass for skipping ahead of the crowd! (One use Only)
- Free Dessert with purchase of an entree to celebrate your birthday
- Special Surprise Treats for members only (Delivered personally by our awesome servers!)
- Exclusive offers and discounts via email
- Additional Jump The Line Pass after every third visit
- Free tickets to special events, menu tastings and parties

<p>BUY ONE JACK DANIEL'S ENTREE, GET ONE FREE</p> <p><small>Valid for one Jack Daniel's Entree purchase only. One use only. Expires 9/30/12. See participating locations for details. Offer good on all Jack Daniel's Entrees. Excludes other promotions. Tax and gratuity not included. © 2012 TGI Friday's, Inc. All rights reserved.</small></p>	<p>BUY ONE LUNCH, GET ONE FREE</p> <p><small>Valid for one Lunch purchase only. One use only. Expires 9/30/12. See participating locations for details. Offer good on all Lunches. Excludes other promotions. Tax and gratuity not included. © 2012 TGI Friday's, Inc. All rights reserved.</small></p>
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BUY ONE ENTRÉE, GET ONE FREE.

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COUPON CODE: FRIDAYS0930

THE T.G.I. FRIDAY'S® NO GIMMICKS, JUST GREAT FOOD

2 FOR \$20 MEAL DEAL

One coupon per two guests, per table per visit. Share a Shrimp Cocktail, get any two entrees from the Right Person Right Price Menu and share a dessert. Not valid with any other offer, coupon or discount. Dine in only. No cash value. Tax and gratuity not included. Valid only at participating California locations. VALID through 10/31/12 COUPON CODE: GIMMS2020

25% OFF YOUR TABLE'S ENTIRE FOOD PURCHASE

Valid for one table only. One use only. Expires 9/30/12. See participating locations for details. Offer good on all food purchases. Excludes other promotions. Tax and gratuity not included. © 2012 TGI Friday's, Inc. All rights reserved.