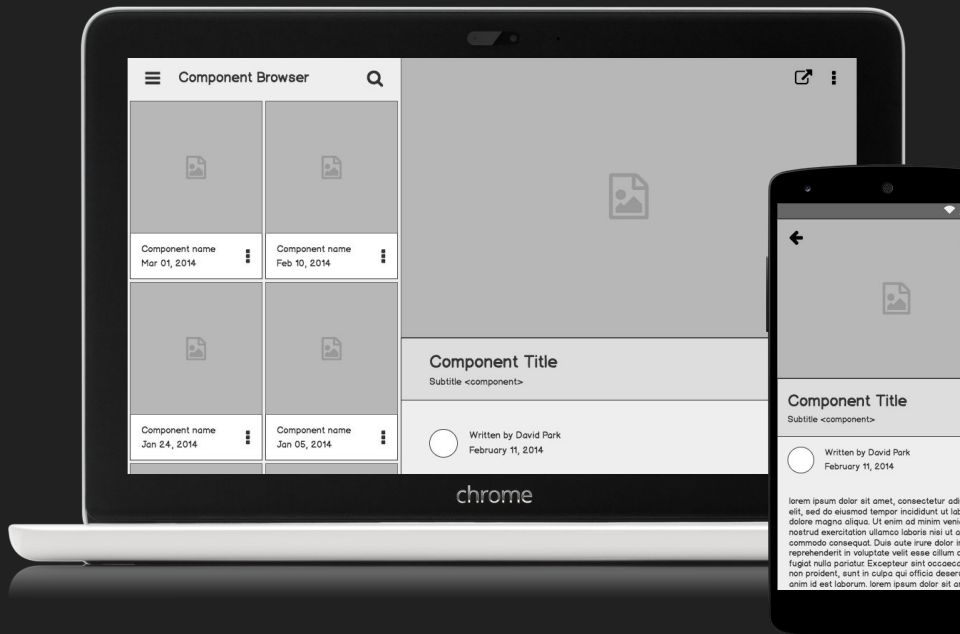


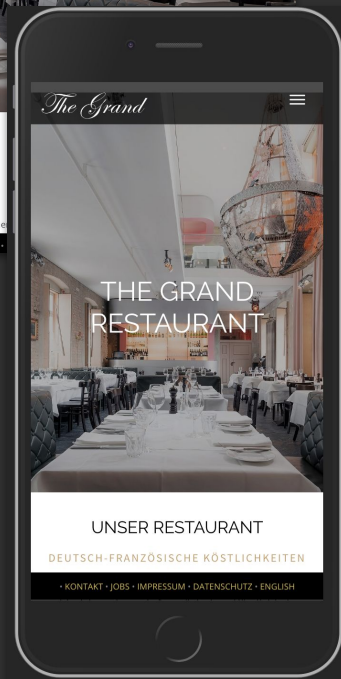
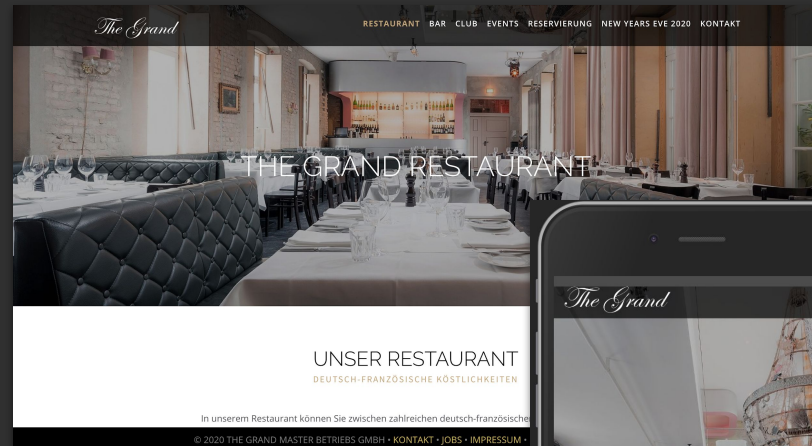
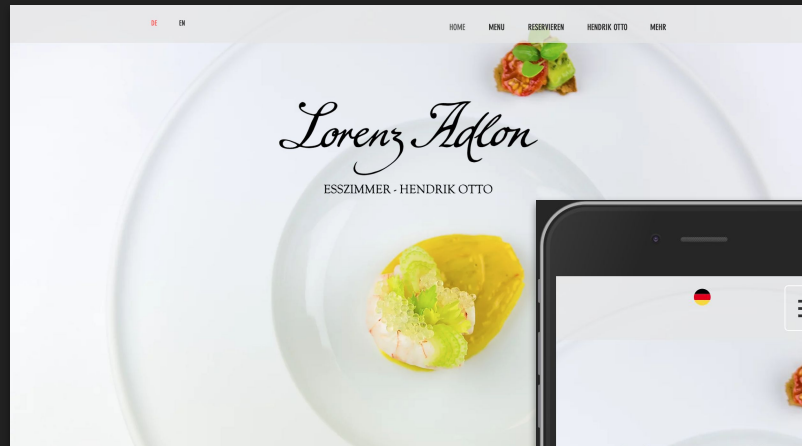
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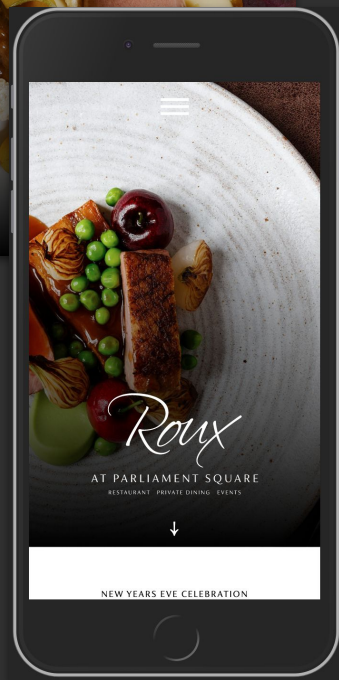
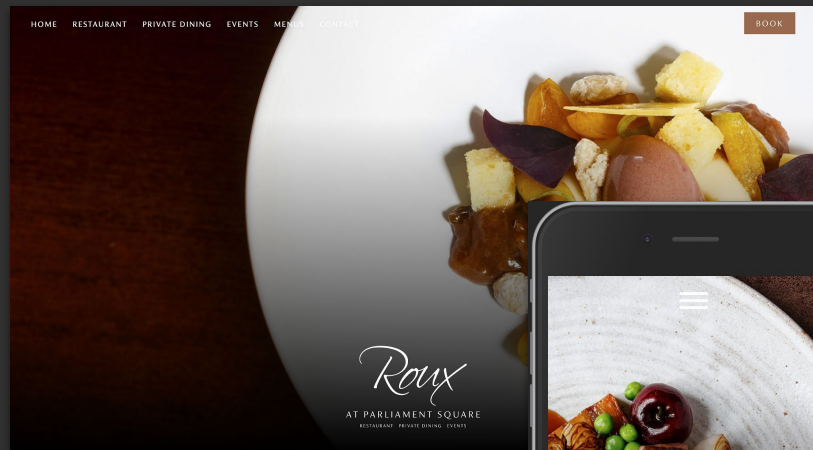
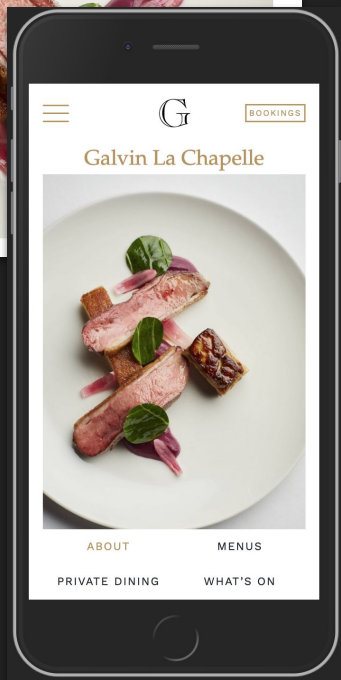
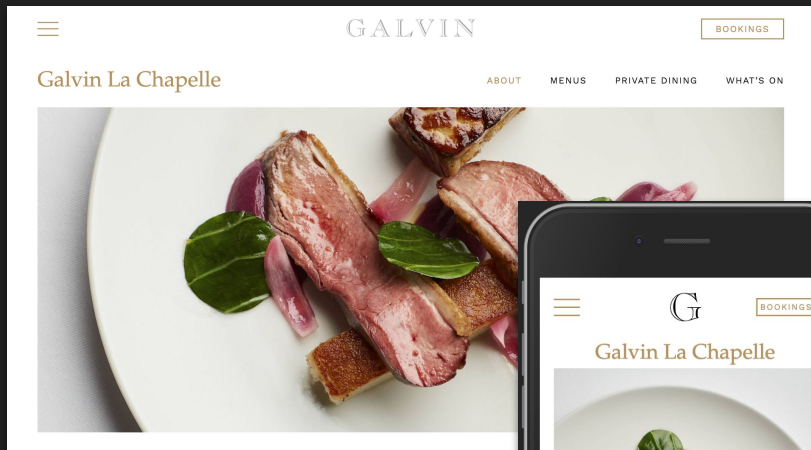
VALENTINA BEDI

- ideas & structures -



FINE DINING ALLERGEN-FREE  
RESTAURANT IN LONDON





# USER GOALS

## AS A USER...

- I want to see the menu
- I want to know the prices
- I want to book a table
- I want to know if the food fits my diet and lifestyle
- I want to see ratings and reviews of the restaurant
- I want to see where restaurant is
- I want to contact the restaurant fast and easily
- I want to know when the restaurant is open

# BUSINESS GOALS

## AS A RESTAURANT OWNER...

- I want people to book tables online
- I want people to know I'm unique on the market
- I want people to get updates about my restaurant
- I want to get feedback on what I can improve in my menu and service

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PDF opened in a  
separate tab

Form for reservations

Vision & philosophy

USPs

Trustpilot widget

Customer reviews

Contact details

Opening hours

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Social media links

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CTA to send a  
feedback

# USER GOALS

PDF opened in a separate tab	Form for reservations
Vision & philosophy	USPs
<del>Trustpilot widget</del>	Customer reviews
Contact details	Opening hours

# BUSINESS GOALS

Form for reservations	Vision & philosophy
USPs	Social media links
Email subscription	<del>Trustpilot widget</del>
Contact details	<del>CTA to send a feedback</del>



# INFORMATION

Vision & philosophy

USPs

Customer reviews

Contact details

Social media links

Opening hours

# FEATURES

Form for reservations

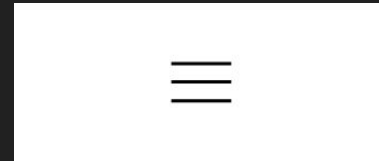
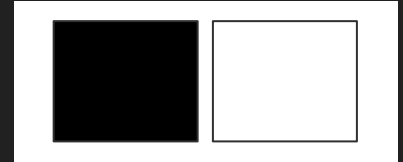
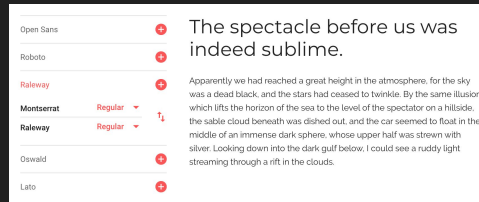
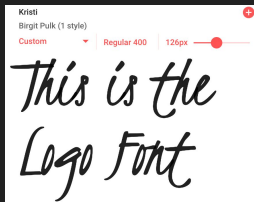
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separate tab

Email subscription

~~CTA to send a  
feedback?~~

# DESIGN DECISIONS

- Logo in handwriting (Kristi)
- H. in Montserrat - P. in Raleway
- Black as accent colour
- White as supporting colour
- Minimalistic but elegant style
- Sharp edges, rectangular elements
- Images with white dominant colour so the food pops up



# CONTENT STRUCTURE

LOGO

ABOUT MENU BOOK

HEADER  
IMAGE + TAGLINE

**Lorem ipsum dolor sit amet**

consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut.  
Commodo consequat:

- Duis aute irure
- Dolor in reprehenderit
- In voluptate
- Velit esse cillum



CUSTOMER REVIEWS

OPENING HOURS + CONTACT

FOOTER - SOCIAL LINKS, NEWSLETTER SIGN UP?

About = vision &  
philosophy

PDF opened in a  
separate tab

Booking opened in  
an overlay

