Design brief

About the company—Bon Appetit restaurant

Bon Appetit restaurant is a restaurant located in Melbourne Australia serving French cuisines in the past 10 years. This is a fancy restaurant that achieved the Michelin 3 stars honor. The mission of this restaurant is to provide an extraordinary food and beverage experience to the customers.

Aim of the project

Bon Appetit restaurant has no company website in the past, it only uses phone calls to receive bookings, people only can find comments or reviews of this restaurant from Trip Advisor but cannot find more information about this restaurant. The restaurant wants to keep up with the technology, to develop a company website that people can search on the internet. The restaurant also wants to attract younger customers, so the design of the website needs to be stylish and trendy.

The product and service

Bon Appetit restaurant is specialized in the traditional French cuisines, the menu is designed by their celebrity chefs. From the entrée to the desserts, are made with the chef’s secret recipe. The red and white wines are imported from France, the restaurant purchases these wines from the vineyard that achieves the Wine Award in France directly.

The restaurant is managed by a team of hospitality professionals. The head chef who had won several cookery competitions works together with other experienced chefs in the kitchen. The restaurant manager and the head waiter are leading all the servers in the restaurant. They ensure the food and service providing to the customers are on point.

Target audiences

This is a fancy restaurant, so they are targeting to the richer class who has the money to spend. The customer demographics is mostly aged 40+, but the restaurant would like to attract more young professionals aged from 30-40. Bon Appetit restaurant wants to renew its brand to be younger in order to capture more young customers.

Information/content of the website

It will be a 4 pages website, including the homepage, menu page, staff page, and the contact page. The homepage will talk about the history, background and mission of the restaurant, include some images of the restaurant. The menu page will show the current chef-designed menu, include heaps of food images in this page. The staff page will talk about the team that is managing the restaurant, include the title, image and some descriptions of each person. The contact page will show the general contacting detail of Bon Appetit restaurant, like phone number, address, and email. There is also a message drop-in box under the contact page for people to ask questions. Bon Appetit restaurant has set up social media accounts for easier accessibly of the general public, so on the website, it should also include links that link to Facebook and Instagram.

Take information from the contact form

There is a contact form in the contact page for people to enquire about the restaurant, they click the submit button to submit the information they have typed in the contact form, so the website needs to be able to take this information to send to someone and he will reply to the people.

Colour and layout

The colour theme and font of the website should deliver a luxury feeling to people. The main colour theme will use black, white and gold colour. Black colour for the background, white colour for the font to create a better colour contrast to the background, gold colour for decorating the website and for the colour theme of images. The images on the website will show the food, wine and the employees working in the restaurant. Some artistic fonts will be used to create a fancy feeling.

Design budget

A budget of $10000 will be allocated to this project, it will be used for creating the website, hiring a photographer to take pictures that to be used in the website, choosing a hosting company and purchasing a hosting plan.

Project implementation date

This project will start on 15 October 2019 and it should be finished on or before 31 November 2019.

Sample website

<https://tremont-demo.squarespace.com/?nochrome=true>

This is an example website that can be a reference when designing website for Bon Appetit restaurant. A similar colour theme is used in this example website, the navigation bar and the linkings with social media are all this project is looking for.