LEMONGRASS

CREATIVE BRIEF

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Content

I. Definition of Potential Product

The redesigned Lemongrass website will include updated content, images, and interactions encompassed within a structure more befitting the business' refreshing brand. While improving the user experience, these design features will also serve to market the business towards college students and potential customers - ultimately affirming Lemongrass' presence as a premier restaurant in the San Diego area.

II. Scope

a. Summary of Content

Navigation
- Navigation type - Left side navigation bar (collapsible when size of screen is reduced/on a mobile device)
- Total navigation items - 5
    - Home, Menu, About, Contact Us, Order Online

Homepage

The homepage is the first page users see when they visit the website; therefore, it must capture the user's attention and provide a good first impression. The current homepage is text-heavy and contains malfunctioning images. The redesign will eliminate these flaws and include features that align to the overall atmosphere of the restaurant.
- HOURS - It will be located directly under the logo to increase receptivity and maximize convenience.
- WHAT'S NEW? - There will images and a short description introducing any new dishes that Lemongrass is offering or announcements that the management may have. We're limiting the length of the description of the announcements to minimize the clutter on the page.
- GALLERY - The gallery will contain images of the restaurant setting, workers and ambience. This will allow users to get an overall gist of the ambience of the restaurant without having to navigate throughout the entire website.
- LOCATION - Since many students already know where Lemongrass is located, there isn't a need for a lengthy paragraph of directions on how to get to it. We will include a map for the potential customers who may not be familiar with the La Jolla area. .
- SOCIAL MEDIA - Social media links will be readily available on the bottom of every page.

Menu

The menu page will feature 2 columns that showcase all the dishes that Lemongrass has to offer. We will feature the signature dishes on top, allowing users to easily find out which dishes are the most popular. We will also include a high-quality photo with each dish and a short, concise description of what the dish is/contains, as well as the price. Moreover, it will include icons of possible allergens. We are also considering having filters for different types of items (signature dishes, side dishes, drinks, etc).

About

This page will introduce the owner of Lemongrass and the background of how Lemongrass came to be. We will also use images of the restaurant to show potential customers the overall environment of Lemongrass. We may also use a photo of the owner, which makes the page more inviting since it allows users to see the face behind the business.

Contact Us

This page will include a simple contact form that allows customers to leave feedback and suggestions. The form will require customers to leave their name, email and their feedback. This is invaluable for any restaurant as it allows the management to use the feedback they receive to further improve the customer's experience at Lemongrass. The website will also include both the restaurant's phone number and email, to provide multiple options for customers to contact the business.

Order Online

This will be a link that leads to a third party page. This allows users to order ahead of time and pick up their order at a time of their choice, which simplifies the ordering process and saves them time.

b. Estimation of Total Size

The website will contain around 4 pages: Home, Menu, About, and Contact Us. The Home page will include mostly logistical information. The first item on the page is the logo. The logo is iconic and best represents the Lemongrass brand. Underneath the logo, there will be a static image of a table top with an enlarged image of Lemongrass' signature dish. This will be sure to capture the user's attention right away. There will be an announcements underneath to display any updates the restaurant may have, for example it will be utilized to introduce any new dishes or special deals. There will also be an interactive gallery. Users can click through to view pictures of the restaurant, its workers, and the environment. This will make the overall experience more interactive and engaging for the user. The business' location will be communicated in text form and through an embedded map. The hours of operation will be next to it to minimize eye

movement and search time. The Menu page will list all the dishes sold at Lemongrass. The items will be listed in the order of popularity and grouped in categories - e.g. entrees, sides, and drinks. Every menu item will be accompanied with a brief description, price, allergy disclaimer, and high quality image. It will also list the protein options available for that item. When the cursor hovers over a particular protein choice it will change the image to correspond to the choice of meat. We decided to implement this instead of listing a each choice separately since that will be repetitive and will overwhelm the user. The About page will give users a brief background of the restaurant and owner. This will allow the user to get to know the business better and making them more personable. The Contact page allows customers to leave suggestions and feedback on their experience at Lemongrass. After interviewing our client, we decided to include this page. Lemongrass is still a relatively new business especially on the UCSD campus therefore any suggestions to improve the business will be appreciated.

III. Target Audience

Through the client and user interviews, we have identified three discrete user groups: college students, UCSD staff/faculty and non-UCSD affiliated individuals. The design decisions were made with these specific user groups in mind.

a. College students

This user group encompasses all college students living within the La Jolla/ Mira Mesa areas, therefore primarily consists of UCSD students. Throughout the day, these users are occupied with class, work, and/or extracurricular activities. As a result of their busy schedules, they often do not plan their meals in advance and decide based on convenience. The time constraint also leads them to choose meals that can be quickly prepared and are mobile - which may lower the quality of their food. Many students like to stick to what they know and expect, therefore always ordering the same dish. They are afraid that deviating from this will lead to disappointment and be a potential waste of money. Others make this decision depending on their mood. With the redesign of the website, college students will be able to view high quality pictures of all the items of the menu to aid in their decision making process and ensure what they ordered will meet their expectations. These pictures will highlight the quality of the food while remaining realistic to show that students do not have to sacrifice the quality of their food for convenience. Additionally, they will also emphasize the portions of the dishes to attract students who are on a budget. We will also include a section on the Homepage to announce any new dishes and inform students of these recently added menu items, encouraging them to try out new dishes.

b. UCSD staff/faculty

This user type consists of staff and faculty members working within the UCSD campus. They usually bring food from home as their lunches because many of them

continue to work during their lunch breaks. However, when they do go out to eat, unlike the college students, they prioritize the quality of the food over the price. They have a steady income and many also have cars which greatly expands their restaurant choices. To cater to their needs, the redesigned website will have an order online feature and advertise Lemongrass' mobile app. The users will be able to place their order in advance and select a pick up time, greatly decreasing their wait time and ultimately allowing them to get back to work as soon as possible. In addition to the images of Lemongrass' menu items, our redesigned website will include pictures of the restaurant interior emphasizing the ambience.

c. Non-UCSD affiliated customers

These users are neither students nor staff members of UCSD. They may even live beyond the La Jolla/Mira Mesa areas. They were introduced to the restaurant either by word of mouth or by reading reviews online. This user type will often view numerous pictures of the food before making a decision to go to the restaurant. Since they have to travel a certain distance to the restaurant, the website as a whole will need to convince these users to make this effort. Again, the images of the food choices will be of high importance to this user type. It is also important to note that many users of this type will be new customers, therefore our redesign of Lemongrass' website will showcase the most popular items to ease their decision process and ensure they have an enjoyable first experience. The business hours, location and an embedded map will be included on the Homepage for easy accessibility. We will also include an About page to inform these new customers about the business's background and brand. This will help the users trust the business and the food they serve.

IV. Objective

a. Client's Objectives

- Wants website to help increase the presence of restaurant on campus and to attract new customers
- Wants to promote how healthy the dishes are and that it's different from what is offered at other eateries on campus
- Communicate the products that are offered and the overall business brand
- Include background on the business
- Keep the redesign simplistic and easy to navigate
- Maintain natural and earth-toned color scheme
- Remove the elements that aren't functioning correctly from the current website

Overall, the owner wants to have a simple, but fun and interactive, website while keeping their branding natural, organic and true to what Lemongrass represents.

b. Audience's Objectives

Upon entering Lemongrass' current website, many of the user types were not impressed with the homepage. Most said that there was too much text displayed and they wouldn't read it. The audience is overwhelmed with text, so we need to keep our descriptions and words as concise as possible. Others also found it strange that the photos on the main page were static and stayed in place while they scrolled. They immediately received a negative impression due to a glitch and we need to keep our redesign simple and make sure everything on the site works and appears as it's supposed to. Some users also found it difficult to locate the main information, such as the hours, as it was located all the way on the bottom of the homepage. The audience had to work to find the information they're looking for, so we need to move the important information into a different section that's easy to find and read.

Furthermore, many of the users we interviewed stated that they wanted more high-quality photos when viewing the menu. They would like to know how the dishes look like beforehand and want to know which photos correlate to which specific dish description. The audience needs to be persuaded to go to the restaurant by seeing visually appealing, but realistic, images of the dishes offered. They want and need to know what kind of the food the restaurant offers. Because of this, we need to include an easy to read menu with high-resolution images.

V. Personality & Tone

Overall, we want the website to convey the natural and organic atmosphere of Lemongrass. Our website will largely revolve around the high quality images of the food and text will be kept to a minimum. Our descriptions will be short and provide only the necessary information for our users. We know that users avoid text heavy pages and wanted to make the information easily accessible. The images, rather than the text, will be the focus of our website since people evaluate food based on their visual appeal. We have also chosen a subtle color scheme to create a greater contrast with the vivid colors of the pictures. Any graphics and interactive elements will be fun to appeal to our main user group - college students, but also remain true to the business' simplistic brand. The choice of typefaces is also crucial in relaying the personality and tone of the website. We want the font of the website to remain cohesive to the business' brand. As a result, we will stray away from script and bolder fonts.

VI. Key Target Audience Insight

The goal of the website is to provide users with a captivating yet informative experience. The high resolution images of the food serves to make the overall experience more dynamic and communicate the business' aim to only serve high quality food. We strive to implement a simple layout and straightforward navigation so users will be able to easily locate their desired information without any hassle. The website will also be a platform to retain the interest of current customers and to attract the attention of potential new customers. In addition to providing logistical information, we want the users to know
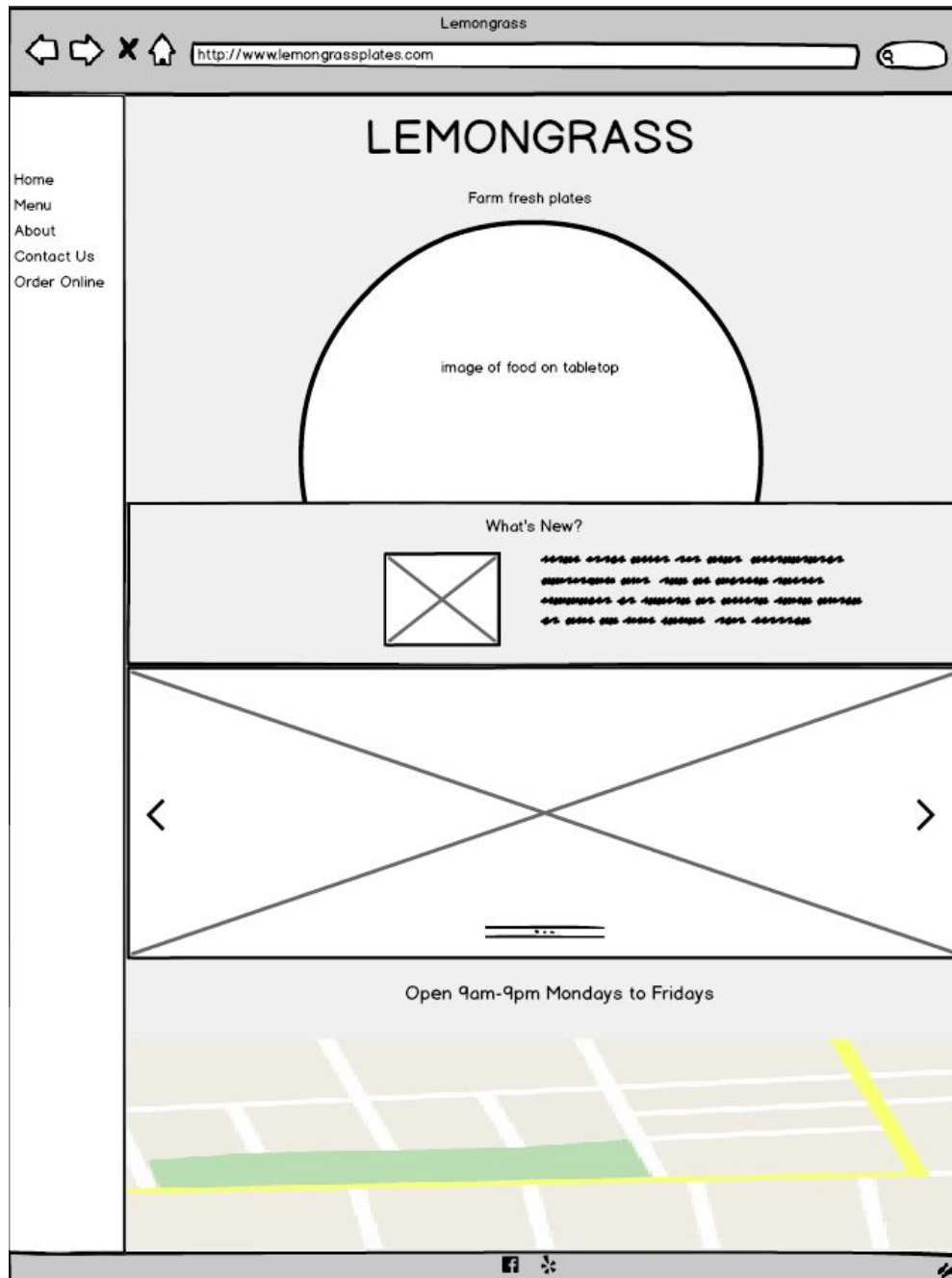
more about the business owner and her incredible journey as an entrepreneur. We plan to design a website that answers to demands of the client and user while conveying the business brand of being welcoming, refreshing, and of high quality. Ultimately, we want users to leave the website satisfied and convinced on going to Lemongrass to grab a meal.

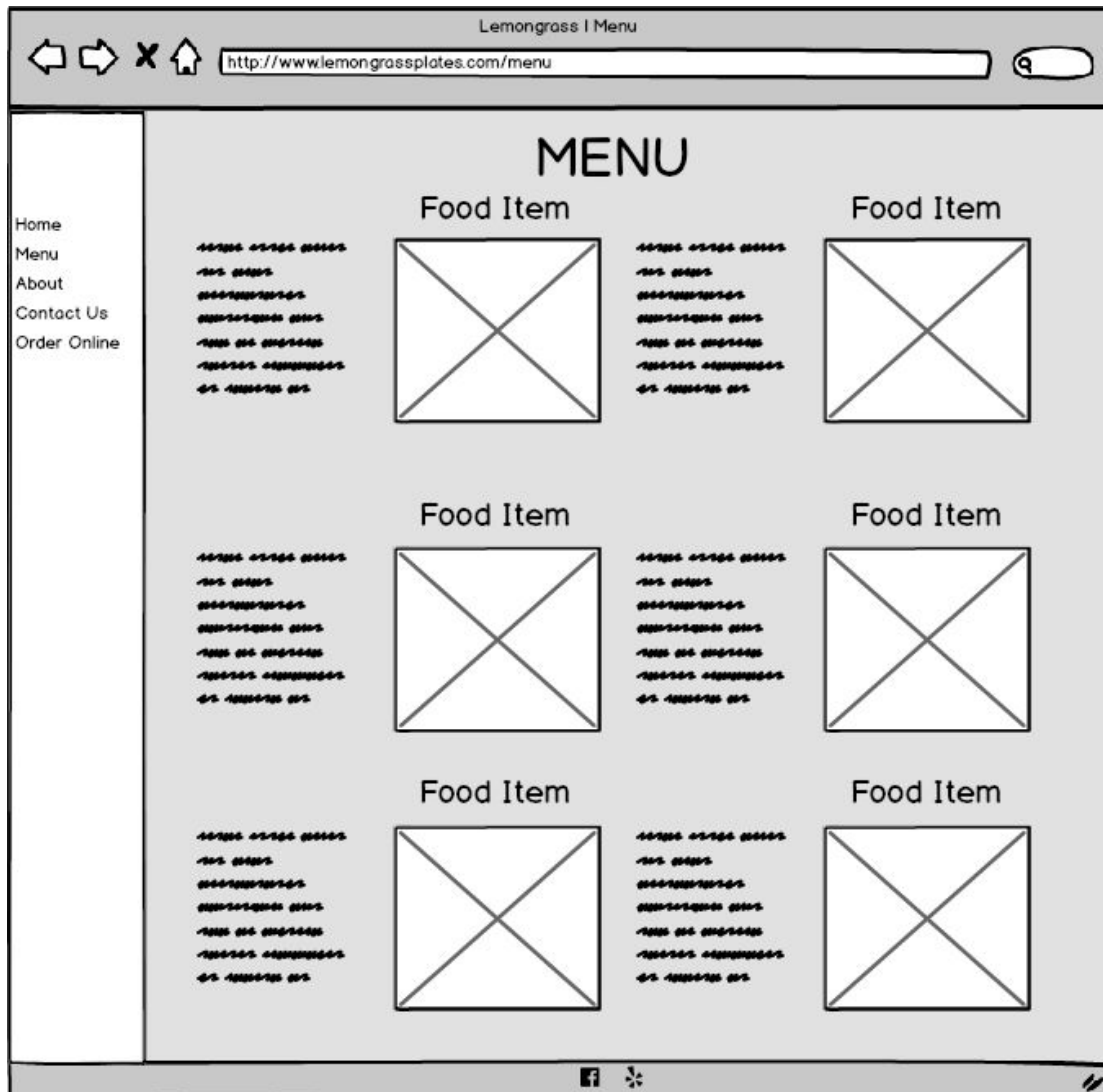## VII. Special Issues & Problems Anticipated

One problem we will encounter when redesigning the website is obtaining the high quality images of all the menu items. The client currently has images of only a few of the items. Also, although these pictures were professionally taken, they are too artistic and does not align with the impression of the website we were planning to implement. Overall, we want the website to address the needs our different user types while maintaining a simplistic layout. This may be difficult considering the difference in demand from our users.

VIII. Low Resolution Wireframe
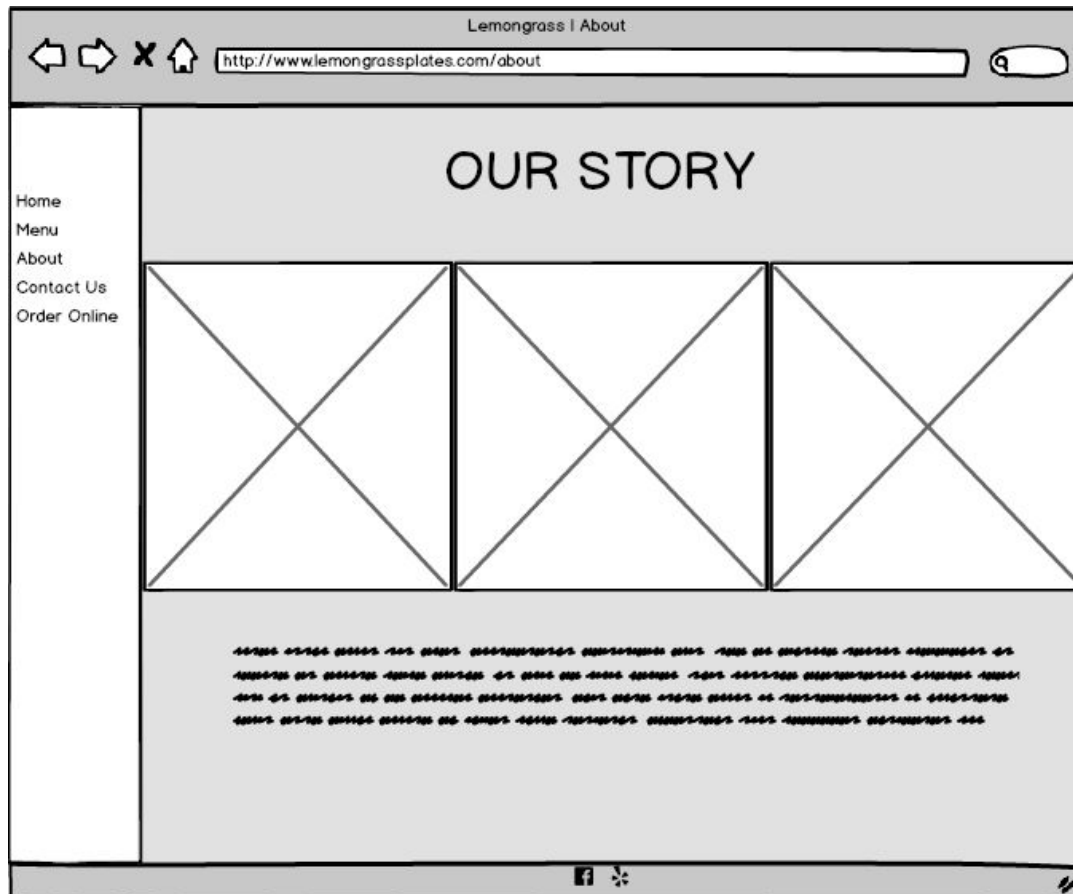
    a. **Homepage**

b. Menu Page

http://www.lemongrassplates.com/menu

MENU

Home
Menu
About
Contact Us
Order Online

Food Item

Food Item

Food Item

Food Item

Food Item

Food Item

c. **About Page**

http://www.lemongrassplates.com/about

Home
Menu
About
Contact Us
Order Online

OUR STORY

d. **Contact Us Page**

http://www.lemongrassplates.com/contact

Home
Menu
About
Contact Us
Order Online

Contact Us

Name

Email

Feel free to leave us feedback & suggestions!

Send