**Creative Brief: Website Proposal**

**Designer:** Darriel Bleasdille

**Website for:** Cocktail Catering Server & Bar: “ Smooth Flavaz ”

**01. Who are they and what do they do?**

“Smooth Flavaz “ is a Cocktail Catering Server & Bar.

Located in Beverly Hills  
Owner: Old Man Ben

Founded by Giusseppi Alfredissimo in 1954.

**02. What is the scope of the project?  
  
USER STORY FLOW:**Someone enjoyed the catering service at a wedding and looked up Smooth Flavaz website.  
Now he wants to visit their bar and would like to book Smooth Flavaz for his birthday party next month.   
  
For web-users to visit the website to check:   
→ Menu  
→ Packages/VIP Packages  
→ Dates  
→ Booking Page

**03. Who’s their audience or target market?**

People from beverly Hills:   
  
→ Boujee people  
  
→ Rich people

→ Because of Smooth Flavaz’s elegant atmosphere and wide variety of exotic cocktails these stature of people is going to feel at home. ( Very affordable for Boujee people )

**04. Who’s their competition?**  
→ Other Catering Services in Beverly HIlls   
→ Catering Services that deliver finger foods   
→ Night Bars in Beverly Hills   
  
Although the competition may have lower prices, the uniqueness of Smooth Flavaz and it’s wide variety of tropical cocktails makes them hard to compete with. Moreover price is not a problem for our customers.

**05. What tone or image do they need to portray?**

→ Smooth Flavaz appeals to one mian crowd: High Class Wealthy People.  
  
→ This is why they creative a very warm inviting royal atmosphere they Beverly Hills customers.

**Six Adjectives:**

→ Outstanding-Service, Warm, Upscale, Reliable, Fun, Tropical .

**06. What is their ultimate goal and how will they measure it?**

→ For More Exposure  
  
→ To have more customers  
   
→ Wants to become the main cocktail catering service in LA ( for parties and weddings)

→ This would be measured monthly via feedback from website.   
  
  
  
  
  
  
  
 **Content List**

1. HOMEPAGE : (background image of bar)  
   1. About   
      → Hours [ text ]   
      → Location of the restaurant [ text ]  
      → Founding of the restaurant [ text/image ]
2. MENU:  
     
   → Packages (4) :  
    → Party Package [ description/ images / prices ]   
    → Birthday Package [ description/ images / prices ]  
    → Wedding Package [ description/ images / prices ]  
    → Graduation Package [ description/ images/ prices ]  
     
   → VIP Packages(3) :  
     
    → Custom Package [ Make your Own Cocktail / IMAGE GALLERY ]   
    → Tropical Blends [ DESCRIPTION / IMAGE GALLERY ]  
    → Originals [ DESCRIPTION / IMAGE GALLERY ]  
    → IMAGE GALLERY COCKTAILS   
     
     
   → Specials [ description/ images/ prices ]  
     
     
     
   CONTACT:  
      
   →Booking [ calendar, dates & upcoming events / book a date for catering]  
   →Phone # [ Contact for bar and catering service]  
   → Email [email address]  
   → Instagram   
   → Reviews of Previous Customers and Clients  
     
    (Three Page Website)