

# FISHWIFE

Small Business Website

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# FISHWIFE

FRESH SEAFOOD & PASTA

## Design Brief



### Timeline

Assigned: April 15th, 2020  
Due: May 21st, 2020



### Target Audience

Tourists around the Bay Area are the primary target since they make up the majority of sales. Locals are the other part of sales.

### Deliverables

- Competitive analysis
- Persona
- Wireframe
- Style tile
- Mockup
- HTML / CSS

# Competitive Analysis



Fishwife - [www.fishwife.com](http://www.fishwife.com)

Fishwife is a Seafood Restaurant located in Monterey, Ca. It was started in memory of Mercy, the fishwife in the early 1800's. Fishwife has a dine-in restaurant, with a full bar. Fishwife has a website that is simple and clean, but would like to add information about the bar, happy hour, their special sauce and promote take-out through apps like uber eats and grubhub.

## Content

Accurate menu / prices	*****
Photography / Creativity	****
Location / Contact Information	*****
Hours of Operation	*****
Appearance	***

## Technical features

Social Media Integration	***
Take out - Accessibility	•
Reservations platform	•

## User Experience

Page loading time	*****
Organization of information	***

## User Interface

Approachability	*****
Matches Ambiance of Restaurant	***

# Competitive Analysis

Competitor	Fishwife	Monterey's Fish House	Old Fisherman's Grotto	Sea Harvest Restaurant
Category	Restaurant	Restaurant	Restaurant	Restaurant
Platforms	Building / Online	Building / Online	Building / Online	Building / Online
Free / Paid	Paid	Paid	Paid	Paid
Company Background	1980	1994	1967	1987
Revenue Models	Meal / Drink sales	Meal / Drink sales	Meal / Chowder sales	Market / Meal sales
Target Audience	Locals / Tourists	Locals / Tourists	Locals / Tourists	Locals / Tourists
Time on Market	40 years	26 years	50 years	30+ years
Main Features	Restaurant	Restaurant	Restaurant / Bar / Views	Restaurant / Market
Major Pain Points	Appearance	Website	Reservations / Website	limited parking
Customer Ratings	★★★★	★★★★★	★★★★★	★★★★★
Customer Review Insights	Friendly Staff	Large portions	Excellent food	Food is okay

# Persona



*"Better to see something once than hear about it a thousand times."*

## Madeline Wells

**AGE**

38

**EDUCATION**

MBA

**OCCUPATION**

Human Resources Generalist

**LOCATION**

Mountain View, CA

**MARITAL STATUS**

Married

**BIO:**

Madeline works as human resources generalist in San Francisco, California. She lives in Mountain View with her husband and 4 year old son. She has a busy life between her job and home. She tries to spend more time with her son on the weekends. Her son Henry loves aquariums, animals especially penguins and whales. Madeline and her husband love traveling a lot. They usually travel around the Bay on the weekends. Since Henry loves sea aquarium they visit Monterey once a month to see the aquarium and beautiful beaches. Also they are seafood lovers. They have a lot of opportunity to try a new seafood restaurant at Monterey.

**PAIN POINTS**

- Hardworking family, no time,
- Don't like cooking at home,
- The kid has a schedule that creates traveling time limitations.

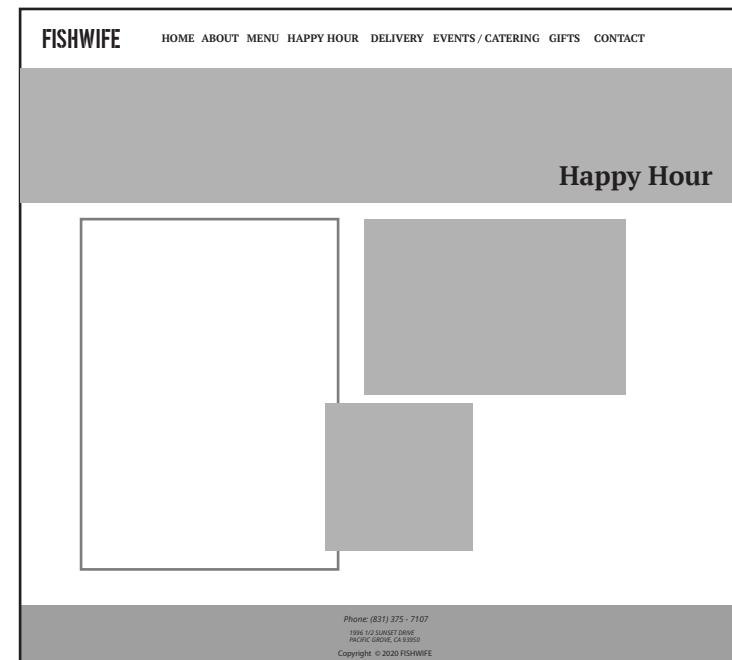
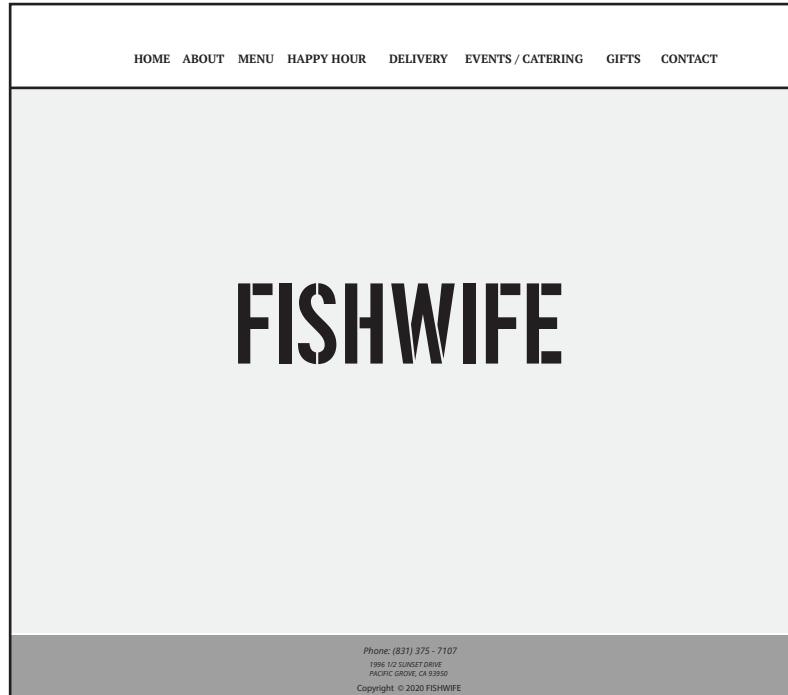
**PERSONALITY**

- Extroverted
- Confident
- Friendly
- Optimistic

**TECH KNOWLEDGE**

- Social Networks 83%
- Mobile Apps 76%
- Software 78%
- IT & Internet 69%

# Wire Frame



# Style Tile



# FISHWIFE

Ombudsman Stencil

# HEADLINE

PT Serif - BOLD

## SUBHEAD

PT Serif - Regular

This is the main type face, used for the type across all pages.

Open Sans - Regular



#64C6C2

#5f9EA0

#E97F24

#FFFFFF

#000000

OCEAN

BREEZE

FRESH

DELICIOUS

LOCAL

# Mock Up



HOME ABOUT MENU HAPPY HOUR DELIVERY EVENTS / CATERING GIFTS CONTACT

# FISHWIFE

Phone: (831) 375 - 7107  
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PACIFIC GROVE, CA 93950  
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## About

### Delicious seafood and your favorite cocktails

Fishwife offers a menu of award-winning American cuisine with a Caribbean accent since 1986. With many daily specials, fresh seafood as well as homemade pastas and dishes for children, there is something for everyone. Daily specials spotlight seasonal fish. Desserts are homemade as well. The atmosphere is casual with a full bar and friendly service, making it a great place to visit with groups and family. Just a short walk from Asilomar Beach in Pacific Grove. Some of the most popular dishes are Clam chowder, Calamari, Alfredo Combo, Green Lip Mussels, Barramundi and famous homemade Key lime pie. You can also enjoy surf and turf or gluten-free options like the vegetarian bowl.



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## Happy Hour

### Happy Hour Cocktails

MARGARITA \$5.00 house tequila, sweet & sour, triple sec, lime, splash of orange juice

PINEAPPLE EXPRESS MARTINI \$6.00 pineapple infused rum, triple sec served up in a martini glass

POMEGRANATE DROP \$6.00 house vodka pomegranate liqueur, sweet & sour served up in a martini glass

RASPBERRY COSMO \$6.00 citrus vodka, splash of sweet & sour, cranberry juice, chambord, served up in a martini glass

HOUSE WINE \$6.00  
Chardonnay / Merlot \$6.00



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**Prototype:**

<https://www.figma.com/file/r6HpV3iH8jh6GbqPEehjPo/FISHWIFE-PROTOTYPE?node-id=0%3A1>

**FISHWIFE URL:**

<https://aysunsenyaz.github.io/Fishwife/Fishwife.html>