

portside tavern

# Creative Brief

## Project summary:

The new Portside Tavern site will allow access to all the important information that possible visitors will be interested in. Communication of this information will be done in a one page structure so that even a person with the most basic knowledge of internet navigation will have an enjoyable experience when it comes to using the restaurant's website. The website will only ask a few limited things from the user and that will only be seen in the reservation tool as well as social media implementation.

## Target audience:

The target audience is quite simply the people that will be interested in the type of food that Portside Tavern has to offer. An importance will be placed on the area that it is located in, being near a waterway more specifically.

## Perception:

A minimal aesthetic followed by extremely easy to use and understand the information that you are looking for. A curated experience that also allows the user to see what the user wants to see, and only that. Social interaction will also be a part of the main view, allowing people to see the idea that this is a great place to gather, especially with the addition of live music.

## Goals:

Create a curated view of the most important information to understand about the restaurant itself while allowing the user to properly navigate that information without being overwhelmed by the choices in front of them. A clear hierarchy of information based on what people want to use this website for.

## Simplest message:

Create a manageable interface for users to research the restaurant and all the important information that they will want to know before deciding on where to go.

# Personas

## Student:

Maria the college student isn't concerned as much about the social offerings of the restaurant, as much as she is the prices and the location of the restaurant. She would like to see the full menu, including drinks, as well as photos so that she can quickly compare choices.

## The Couple:

Darci and William are looking for a restaurant in their city to go to on the weekends that has a good atmosphere, as well as a good selection of food and drinks. They want to know that there is a lively atmosphere, but also a focus on quality dining options, as well as easy directions as they are new to the area.

## The Young Professional:

Jenny is looking for a place to take prospective clients out for a drink as well as a great atmosphere. She needs a place that has a variety of drinks, as well as food options, should they get hungry. The entertainment isn't as important to her, but it'd be nice to know when that is happening, just as an option. Social media integration is also a great aspect to have for Jenny.

## The Parents:

Jeff and Jackie have been in the area awhile but they are looking to try some new places. They don't frequently use the internet to find places, but their friends have all run out of ideas. They want an easy to use site so that they can quickly decide on where to go so they can get there before the crowd. The entertainment is more of a burden on them, as they would like to enjoy talking to each other than listening to a live band play as they eat.

# Competitive Analysis

## Competitive Landscape:

These restaurant websites are some of the more well designed sites out there for restaurants, but each are lacking in some areas, where others are stronger in some areas. Some are very dense with information and become difficult to navigate, while others are very broad in their information.

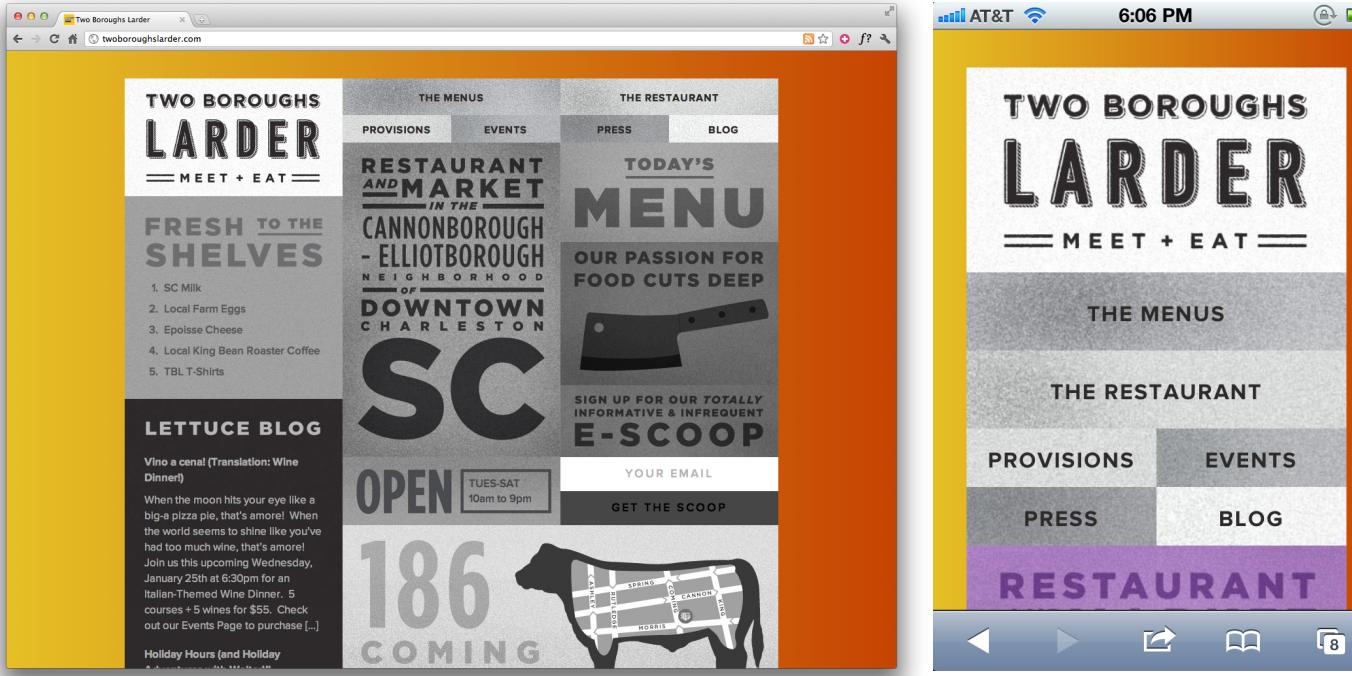
## Criteria:

- Information Hierarchy
- Full Menu Display
- Location/Contact Integration
- Ease of Navigation
- Mobile Friendly

## Competitors:

- Two Boroughs Larder  
[twoboroughslarder.com](http://twoboroughslarder.com)
- Brooklyn Fare  
[brooklynfare.com](http://brooklynfare.com)
- Auberge de l'ill  
[auberge-de-l-ill.com](http://auberge-de-l-ill.com)
- G2 | Geogeske  
[g2geogeske.com](http://g2geogeske.com)
- Caravan  
[caravanexmouth.co.uk](http://caravanexmouth.co.uk)

# Two Boroughs Larder



## Overview:

Two Boroughs Larder is more on the forefront of web design when it comes to restauraunt sites. The integration of mobile design is a great step forward, as well as it being a responsive site. The location integration takes a few steps backwards, the hierarchy of the page that it the location information is on is a bit skewed, and the pretty tame colors throughout make the eyes guess where they should go a little more than it should. A solid design sense and attention to the web standards of today makes this site successful, but it still has a few things to grow upon. The hierarchy on the top of the page also is a bit difficult to navigate as it is roughly the same size as everything else on the page.

## Analysis:

Information Hierarchy: • • •  
Full Menu Display: • • • •  
Location/Contact Integration: • • •  
Ease of Navigation: • • •  
Mobile Friendly: • • • •

# Brooklyn Fare

The screenshot shows the desktop version of the Brooklyn Fare website. The header features the "Brooklyn Fare" logo and navigation links for Home, Products, Prepared Foods, Chef's Table, Catering, Customer Service, Rewards, and Our Story. Below the header is a grid of four images: a chef holding a tray of tomatoes, two loaves of bread, a plate of salad, and a person carrying a bag labeled "We started Brooklyn Fare with three simple things in mind: good foods at great prices offered up with outstanding service". A call-to-action bubble says "Click here to email us, or stop by and say hello in person." At the bottom, there are links for Terms and Conditions, Contact Us, and a map showing the store location at 200 Schermerhorn St., Brooklyn, NY 11201. The address is also repeated below the map, along with phone numbers (T: (718) 243-0000, F: (718) 243-0926) and operating hours (Monday-Saturday: 7:00 am - 10:00 pm; Sunday: 8:00 am - 9:00 pm). A small image of the storefront is also present.

The screenshot shows the mobile version of the Brooklyn Fare website on an iPhone. The top status bar indicates it's 6:08 PM with signal strength, battery level, and AT&T connectivity. The page title is "Brooklyn Fare" and the URL is "www.brooklynfare.com/". Below the header is a grid of four images: a chef holding a tray of tomatoes, two loaves of bread, a plate of salad, and a person carrying a bag. The navigation menu includes Customer Service, Delivery and Email Orders, Products, Chef's Table, and Specials. A call-to-action bubble says "Click here to email us, or stop by and say hello in person." To the right, there is a sidebar with text about the company's mission and a photo of a chef. At the bottom, there are links for Terms and Conditions, Contact Us, and a map showing the store location at 200 Schermerhorn St., Brooklyn, NY 11201. The address is also repeated below the map, along with phone numbers (T: (718) 243-0000, F: (718) 243-0926) and operating hours (Monday-Friday: 7:00 am - 10:00 pm; Sunday: 8:00 am - 9:00 pm). A small image of the storefront is also present, along with a blue navigation bar at the bottom.

## Overview:

A prepared food a grocer combined into one online site makes Brooklyn Fare a bit difficult to navigate, though the large photo navigation is a plus it is not the best decision aesthetically. The menu page is not full, it only introduces the menu as, “these are things that are often carried.” From what I can tell from the images, the website pays well to the restaurant itself. The website itself is seemingly successful although it does come off as more of a template based site than one designed for a purpose.

## Analysis:

Information Hierarchy: • • •

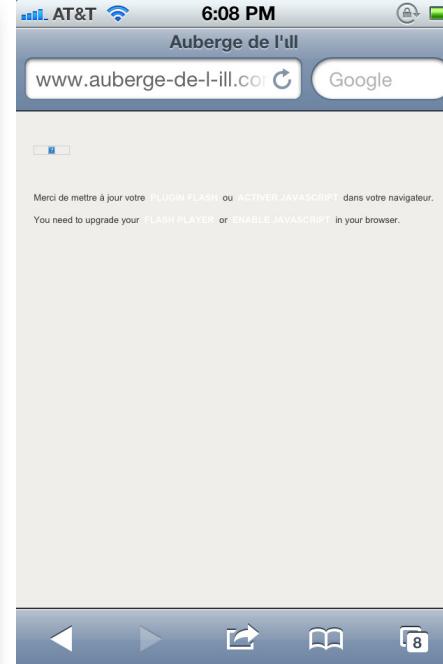
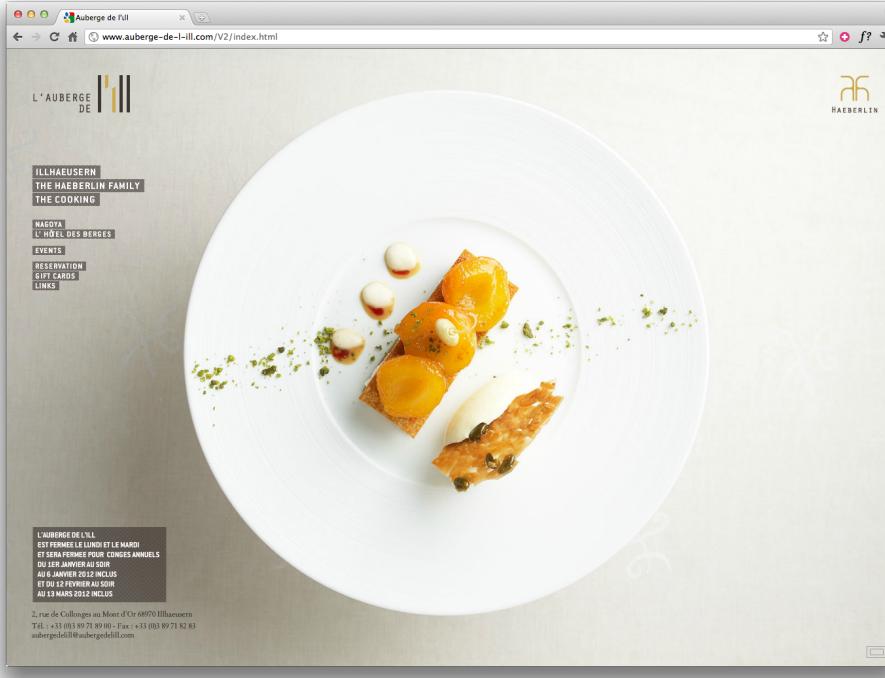
Full Menu Display: • • •

Location/Contact Integration: • • •

Ease of Navigation: • • •

Mobile Friendly: • •

# Auberge De L'ill



## Analysis:

Information Hierarchy: • •

Full Menu Display: • • •

Location/Contact Integration: • • •

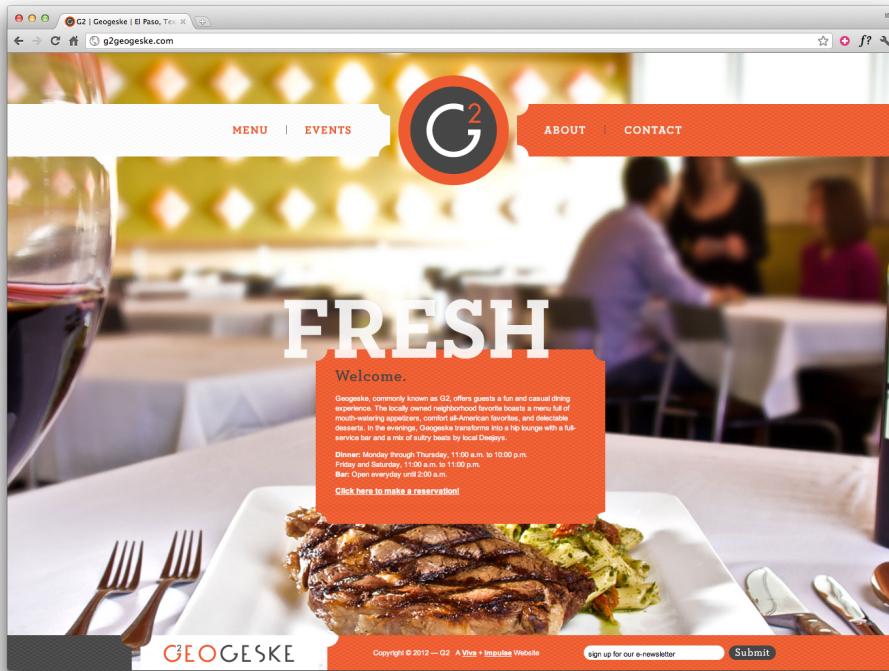
Ease of Navigation: • •

Mobile Friendly: Flash

## Overview:

One of the more difficult pages to navigate among the five, and one of the least compliant, if not the post. Still based in flash this website has some limitations, like being viewed on an iOS device. The large pictures do well for those of us who eat with our eyes but navigating through the menu takes quick awhile, and is a bit difficult to find. The type choice is difficult to read at the size on the site, and there is a lot of information that seems as though it is just fluff to the rest of the restaurant info, and not necessarily something users would be very interested in.

# G2 | Geogeske



## Analysis:

Information Hierarchy: • • •  
Full Menu Display: • • • (PDF)  
Location/Contact Integration: • • •  
Ease of Navigation: • • • •  
Mobile Friendly: •

## Overview:

A prepared food a grocer combined into one online site makes Brooklyn Fare a bit difficult to navigate, though the large photo navigation is a plus it is not the best decision aesthetically. The menu page is not full, it only introduces the menu as, "these are things that are often carried." From what I can tell from the images, the website pays well to the restaurant itself. The website itself is seemingly successful although it does come off as more of a template based site than one designed for a purpose.

# Caravan



## Overview:

Caravan is a great execution of a twosided storefront website. The button on the right takes you to their coffee bar site, which is a great functionality. It displays all information very well, and is quite easy to navigated, the only problem being that there is a lot of information on the site that has to be navigated, all with individual links, making it all very link-heavy. Using the site on a mobile device is also a bit frustrating as the image in the background take a bit to load out correctly.

## Analysis:

Information Hierarchy: • • •

Full Menu Display: • • • •

Location/Contact Integration: • • •

Ease of Navigation: • • •

Mobile Friendly: • •

# Analysis Roundup

CRITERIA	Two Boroughs Larder	Brooklyn Fare	Auberge De L'ill	G2   Geogeske	Caravan
Information Hierarchy	• • •	• • •	• •	• • •	• • • •
Full Menu Display	• • • •	• • •	• • •	• • •	• • • •
Location/Contact	• • •	• • • •	• • •	• • •	• • • •
Ease of Navigation	• • • •	• • •	• •	• • • •	• • • •
Mobile Friendly	• • • •	• •	n/a	•	• •