PERSONAS

Marcus
College Kid

Motivation & Needs

When Marcus visits a restaurant website he likes to check the prices due to his low budget college lifestyle. He just turned 21 and now likes to view the alcoholic beverage menu. He loves to use his smart phone to get directions and phone numbers of the places he goes to.

Scenario

It's Friday night, Marcus is finally done for the week. Him and his friends want to eat out because they are sick of the cafeteria food and they have no food left in the fridge. There is a cool restaurant he keeps hearing about that just opened up on the other side of town. Marcus gets on his iPhone and visits the restaurant's website to find directions and menu to show his friends. Chris grabs the phone from Marcus and says, "this mobile site looks fresh and the beverages and food are legit, let's go!"

Jason
Hardworking Father

Motivation & Needs

When Jason visits a restaurant website his main goal is to read the reviews to make sure the restaurant will be a good experience for his family. Jason always checks to see if they have a kids menu for his children. Photos of the restaurant are a plus for convincing him.

Scenario

Jason's number one priority is to provide for his wife and kids. At least once a month he plans a night out with the family at a nice restaurant. During his lunch break at work, Jason likes to read reviews of different restaurants with the little time he has. If the restaurant doesn't have a review section on its website then he is very hesitant about choosing that restaurant. Eventually he finds one, and calls to make a reservation.

Anne
Grandmother

Motivation & Needs

Anne frequently visits her favorite restaurant websites to look for new specials. She likes to see large photos of the food because she is very picky. She doesn't like driving so she always looks for delivery times.

Scenario

After a long day of reading her new book, Anne is ready to eat. She is very forgetful of the prices, delivery times, and the phone number of her favorite restaurant. She goes on her computer and the website has it all easily visible on the homepage. Anne see's a beautiful picture of a new sandwich and is instantly sold. She calls the restaurant to make a delivery.

ANALYSIS OVERVIEW

Competitive Landscape

The five websites that are examined here are categorized under the same market as Portside Tavern. Each of these businesses are taverns located in Baltimore and could be considered competition for Portside Tavern. It is important to point out their website's strengths and weaknesses to make successful design decisions for Portside Tavern's new website.

Criteria

ease of navigation
aesthetics
clear menus
review section
photos of food

Selected Competitors

Blue Hill Tavern
Bluegrass Tavern
Lebanese Taverna
Salt Tavern
Yellow Dog Tavern

CRITERIA OVERVIEW

Description

The five criteria points that are examined here are important aspects of a restaurant website that should be addressed successfully.

Criteria	Blue Hill	Bluegrass	Lebanese	Salt	Yellow Dog
ease of navigation	4	3	4	5	3
aesthetics	2	3	4	4	2
clear menus	4	2	5	4	5
review section	yes	no	yes	yes	no
photos of food	yes	no	no	no	no

WEBSITE 1

Blue Hill Tavern
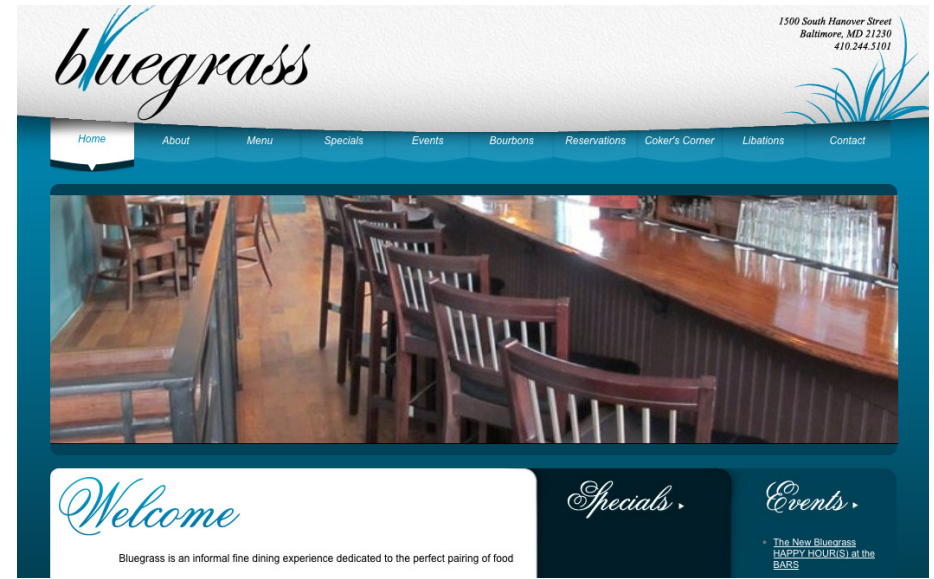

http://www.bluehilltavern.com/

Notes

The overall look of the site is not very inviting or appetizing. There is a gallery section that displays images of the restaurant and food which is nice, but there are no captions telling the visitor what the food is.

WEBSITE 2

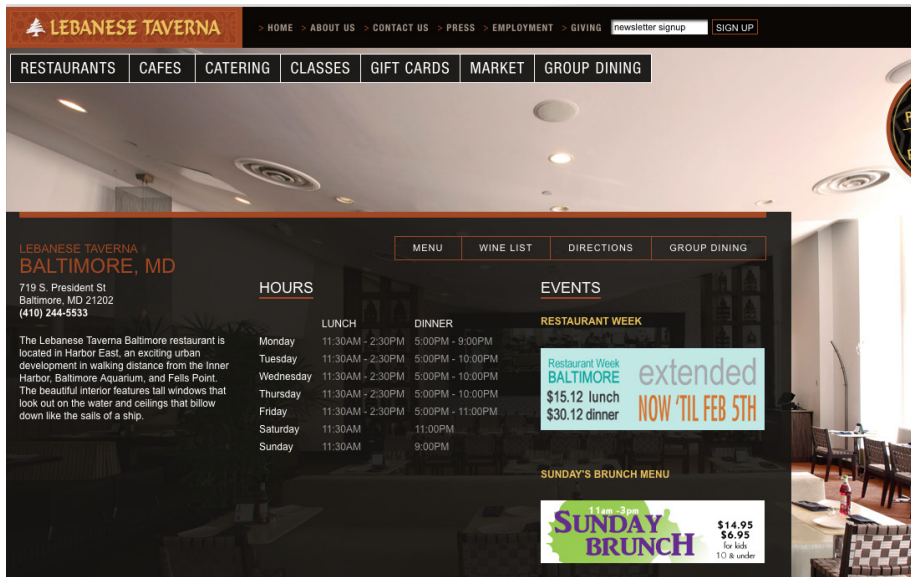### Bluegrass Tavern

http://www.bluegrasstavern.com/

Notes

The menu isn't visible on the website but there is a link to download the pdf. The navigation is a bit confusing because there are sections that are blank that should be eliminated. There are no photos of the food or a review section.

WEBSITE 3

Lebanese Taverna

http://www.lebanesetaverna.com/

Notes

Overall, the website is quite successful. The menu is very clear and organized. There are no photos of the food which is a downside.

WEBSITE 4

Salt Tavern

http://www.salttavern.com/

Notes

Aesthetically, the site is appealing but is too simplified and should have more content. There are great photos of the restaurant but none of the food.

WEBSITE 5

Yellow Dog Tavern

http://www.yellowdogbaltimore.com/

Notes

The website is fun and inviting but unprofessional looking. The menu is very clear with descriptions of the food but it is lacking photos. A review section is missing as well.

RECAP

Criteria

For a restaurant website to be successful it must be aesthetically pleasing and appealing to the intended audience. The navigation should be very clear and easy to use. The menu should be organized with photos included. A review section is a great addition and should be implemented.

CREATIVE BRIEF

Overview

For the redesign of Portside Tavern's website I want to create an inviting experience for the visitor. I would like to use warmer color tones because I feel the current site is a bit too cold. I would like it to appeal to all audiences, young and old. I especially want to improve the menu by making it easily accessible and easier to navigate.