

# Creative Brief

Djamika Smith // One-page website // Research Compilation //

## Overview

I will create a one-page website for the Canton Portside Tavern that will feature a dinner menu, drinks menu, contact information, photographs of various dishes, and various other information such as location, contact information, etc. One aspect of the site that I will focus on will be the hierarchy and organization of the page. I want it to be easily navigable and I want to prioritize the information in a way that will make the most logical sense. Users will go to the restaurant site and be able to browse the menu and prices, view images of the food, and get a feeling for the style of restaurant it is. Aesthetics will be important, but organization is even more crucial because this site is meant mainly to inform people and answer their questions.

## Goals

Create an easily navigable site  
Showcase the menu  
Make information easy to find  
Aesthetically sound

## Target Audience

The target audience for my site are restaurant frequenters from the ages of 18 to 50. People visiting the site will go there with the intention of going out for dinner, probably with another person or a group of people. They will want to know what is served and how to get there. These people will be most interested in getting their questions answered, but they would appreciate getting a visual taste of the restaurant in an unobtrusive way.

## Tone/Guidelines

Accessible and enjoyable. The purpose of the website is to serve as an introduction to the Portside Tavern and provide pertinent information clearly. The site should have an established quality, as if the restaurant has been there for a while. When people visit the site they should be able to get a clear picture in their mind of what it would be like to dine there. From pictures, to menu items, to color all aspects of the site should support an overall aura of warmth and friendliness, with a sense of naval novelty.

## Simplest Message:

Here's what we're all about.

# Personas

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## SANDRA

the web  
enthusiast

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Sandra is a technologically savvy mom. She is comfortable with the internet and uses it for an array of different things from shopping to social networking. When she looks at restaurant sites she's mainly checking for the menu items and hours. She's usually looking to find a nice place to go out with other people so she also wants to get a feeling for the ambiance. She would read restaurant reviews. She owns many of the hip latest gadgets and uses her iphone for a lot of different things. She's comfortable with using the applications on her phone.

Sandra looks up the website after hearing about it from a friend. She's invited some people to go out for dinner the following week and is looking to get a feeling for the place and check the menu.

## DEVEN

the adept casual  
college student

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Deven is a laid back college student. Typical of many people his age he is very comfortable using the internet. He browses the internet for fun and spends his free time checking blogs, shopping, facebook, and twitter. He looks at restaurant websites either when he's researching a place he's never been that he wants to take someone to, or if he's hungry and wants something to eat at that very moment. He looks for the basic information; menu, prices, location, delivery options, and hours.

Deven visits the website when he's looking for a nice place to bring a date. He's looking for prices, location, and phone number.

## MELANIE

the infrequent,  
bare-bones user

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Melanie is an internet novice. She doesn't like spending time in front of the computer. Coming from the hippie generation she uses the internet for its most basic functions and for researching. Going online is a tool, not a recreational activity. Often Melanie gets confused if there are too many things happening on a site. When she goes and looks at a restaurant site she is looking for practical information. She usually already knows of the place she wants to go and ends up looking online for a phone number and/or address.

Melanie goes to the website when looking for restaurants in a new city. She wants to get a quick read of what its like so she can decide whether to stay on the site longer or not.

# Analysis Overview

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## Competitive Landscape

All these sites are similar to the Portside Tavern in that they are restaurant sites that feature menu's, hours of operation, and information about the restarutant. They range in success, some are easy to navigate while others are difficult, some are more aesthetically pleasing than others.

## Criteria

Navigaton  
Aesthetics  
Hierarchy of Information  
Photography  
Menu Legibility

## Selected Competitors

Martino's / Macaroni  
Pasta Piatti  
Tabu  
Kobe  
Wiley's World

# Criteria Overview

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## Description

My criteria are a blend of functional site necessities and visual aesthetics. The functional aspects such as navigation and hierarchy facilitate ease of use while the visual aesthetics communicate the atmosphere and essence of the restaurant.

	Tabu	Pasta Piatti	Martino's	Kobe	Wiley's World
Navigation	5	3	3	5	5
Aesthetics	2	4	1	3	3
Hierarchy	4	5	2	4	5
Ambiance	4	3	1	5	3
Menu Legibility	1	3	3	3	4

# Martino's/Macaroni's

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[martinosashland.com/](http://martinosashland.com/)

## Description

Martino's/Macaroni's is a generic restaurant serving many classic american favorites inspired by italian dishes. They have a one page site and information is scattered around it. You can access the pdf menus relatively easily. The ambiance of the restaurant doesn't come accross very well from the aesthetics of the website.



# Tabu

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[tabuashland.com/about.html](http://tabuashland.com/about.html)

## Description

Tabu is a tapas bar serving new spanish dishes. It also serves as a salsa club on certain nights. On the website it's easy to navigate to specific information whether it's event information, contact information, or dinner menus. The site has a lot of emphasis on ambiance. There are a lot of images, animated movements, and unfortunately, music.





[thaipepper-kobe.com/kobe/index.html](http://thaipepper-kobe.com/kobe/index.html)

## Description

Kobe is an upscale Japanese restaurant that serves sushi and a few other dishes. They have all of their menu's online in pdf form as well as a short introduction about the restaurant. From the website you can make reservations, cater events, and look at their sake collection.



# Research Overview

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*Through my informal interviews, competitive analysis, and creation of personas I identify the following issues as important in the creation of my restaurant website.*

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Typographical composition is crucial.  
This especially for the menu items.

The aesthetics of the site should be  
tasteful and somehow convey the  
atmosphere of the restaurant.

There should be a clear distinction  
between different sets of information  
(an about section, a contact section, a  
gallery section).

Important information such as  
location, hours or operation, and  
menu's should be easy to locate and  
navigate to.