CREATIVE BRIEF

project **summary**

The Owl Bar is a pilar of the uptown Baltimore bar scene. It's website should be accessible to a diverse group of visitors whether they have been to the restaurant or not; the contents and presentation should quickly satisfy users who know exactly what they're looking for and users who need things laid out in front of them.

target **audience**

The bar element makes this restaurant appealing to a range of ages from college students to working professionals. It's Mt. Vernon location draws "have a drink after work" business types, particularly around happy hour. There is also enough historical relevance to appeal to tourists who want to experience classic Baltimore.

simple **message**

Our drinks are always tall, our burgers are always thick, and our smiles are always wide.

perception / **tone**

Classic

Concise

Functional

Straight forward

Simple

OLGA

the **out of towner**

Olga loves to travel and make detailed itineraries of meals and activities for her family. She is traveling to a new city and wants to be sure that the restaurant she chooses for the first night of their vacation is family friendly, reasonably priced, and has large enough portion sizes to keep everyone satisfied. Images that show both food and atmosphere are helpful as is a clear and easy to use reservation system to ensure that dinner fits into their days plans.

primary **goals**

Make reservations

Get a sense of local culture via history/bios on the site

See prices and detailed menus to plan budget ahead

CONNIE

the **conscious eater**

Connie is a strict vegetarian who usually opts to cook for herself rather than go out to restaurants. Her parents insist on taking her to lunch to celebrate her birthday and allow her to choose where they dine. She is only willing to consider restaurants that include clearly labeled dietary information with their menus and disclose the source of their ingredients. Prominently featured accolades from local magazines, blogs, and reviewers help her to trust the quality of the menu from individual, potentially vegetarian perspectives.

primary **expectations**

Find vegetarian/vegan/gluten free key system for menus

Restaurant mission that emphasizes quality of ingredients

Easy access to reviews by like-minded parties

GREG

the **glancing patron**

Greg frequents a number of local bars and restaurants and is generally satisfied with his knowledge of their menus. He and a group of friends are hungry on a Sunday evening and trying to find an open restaurant nearby. He goes to the websites of a few of his favorite spots looking primarily for hours of operation and a location map to give his friends who are driving an idea of how to get there. He also checks for a twitter feed to see if there are any special promotions or current information he should be aware of.

primary **expectations**

Hours of operation prominently displayed

Social connectivity offering current information

Local map easily accessible

COMPETITIVE ANALYSIS

competitive **landscape**

The chosen restaurants represent a wide cross section of the DC Metro area; they have varied enough menus to attract both tourists and locals as well as people with a range of dietary habits. Their weaknesses are as plentiful as their strengths in most cases.

judged **criteria**

Hours & Location Prominence

Embedded Menu

Diet-conscious Labeling

Social Networking/Review Availability

Images of Food w/ Menu

selected **competitors**

Liquid Earth

Good Stuff Eatery

Sticky Rice

Shanty Grille

Mellow Mushroom

CRITERIA OVERVIEW

description

The website should be successful in conveying the most basic information associated with a restaurant clearly upon arrival. Many similar sites have admirable features that are overshadowed by over-designing or over-simplified designs.

| criteria	liquid earth	good stuff eatery	sticky rice	shanty grille	mellow mushroom
hours and location	***	**	***	**	****
embedded menu	***	*****	n/a	***	*****
diet-conscious labeling	****	n/a	*****	****	n/a
social/reviews	**	*****	*****	n/a	n/a
images w/ menu	n/a	*****	**	n/a	****

LIQUID EARTH

pros

* Menu is the primary focus of the site, other info is supplemental

* Navigation is clear and simple

cons

* Obnoxious music can't be turned off

* Flash animations block menu
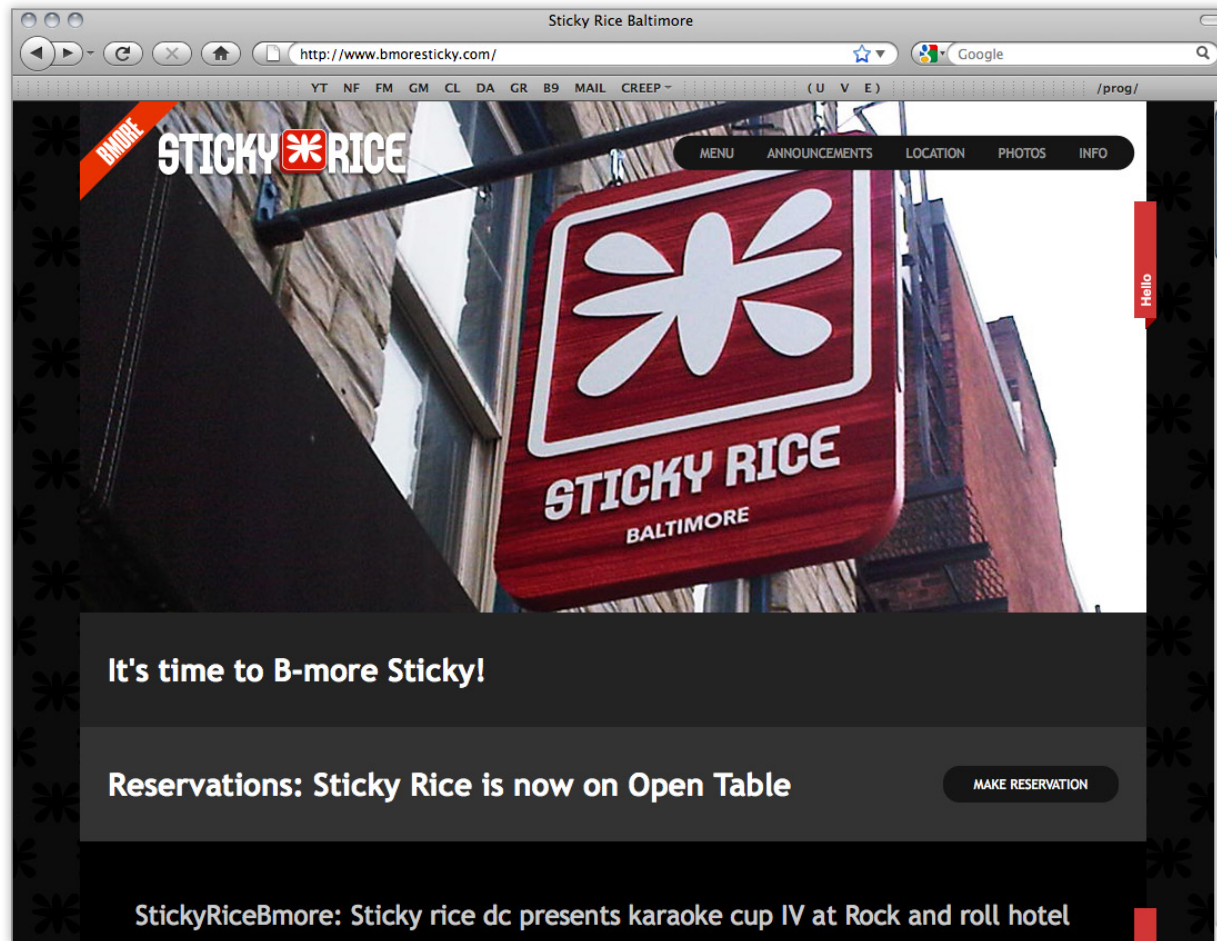
* Menu in script font

GOOD STUFF EATERY
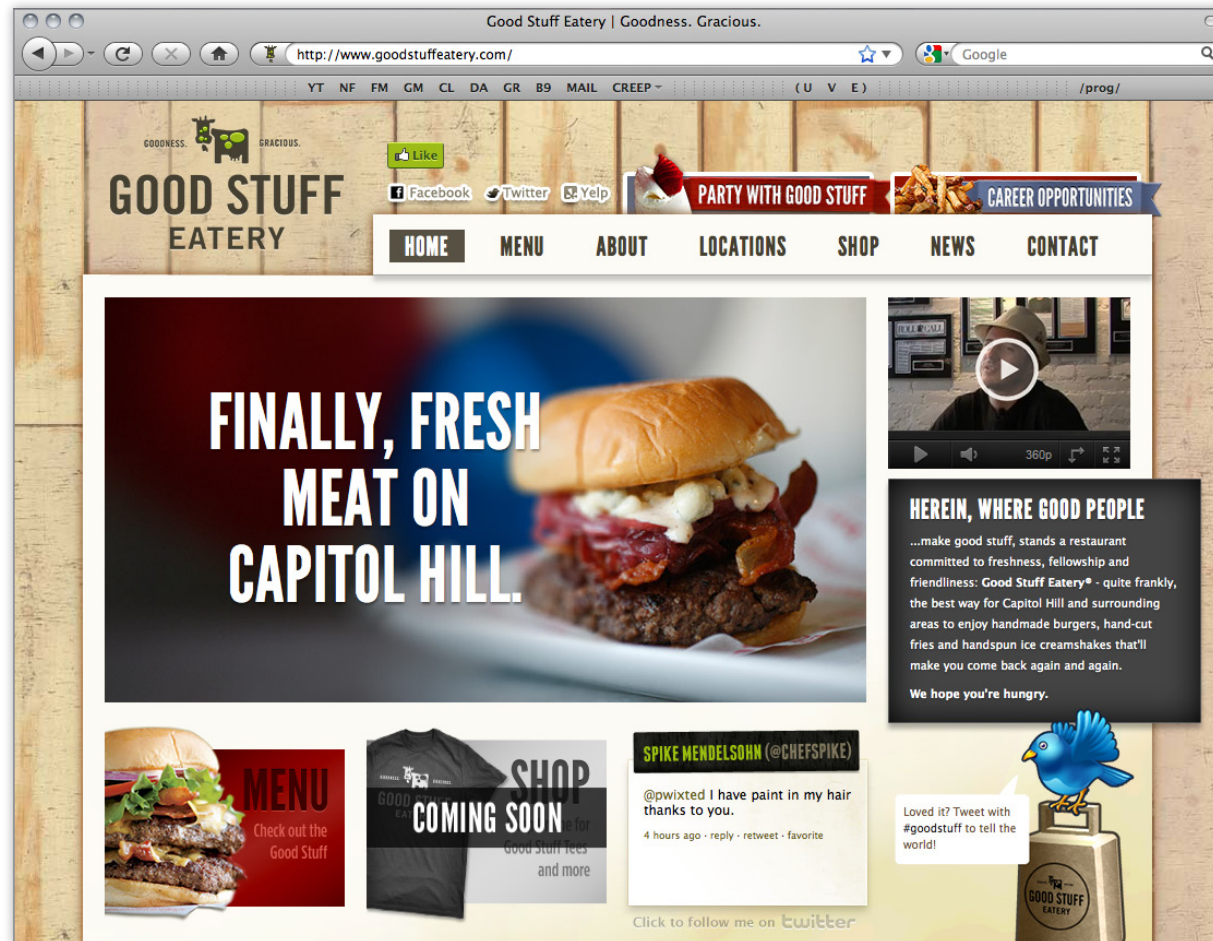
pros

* Hover-activated images of menu items

* Dessert and salad menus as sidebar and sides as footer

* Reservations and social networking placement well-considered

* Ecofriendly practices disclosed and encouraged in about section

cons

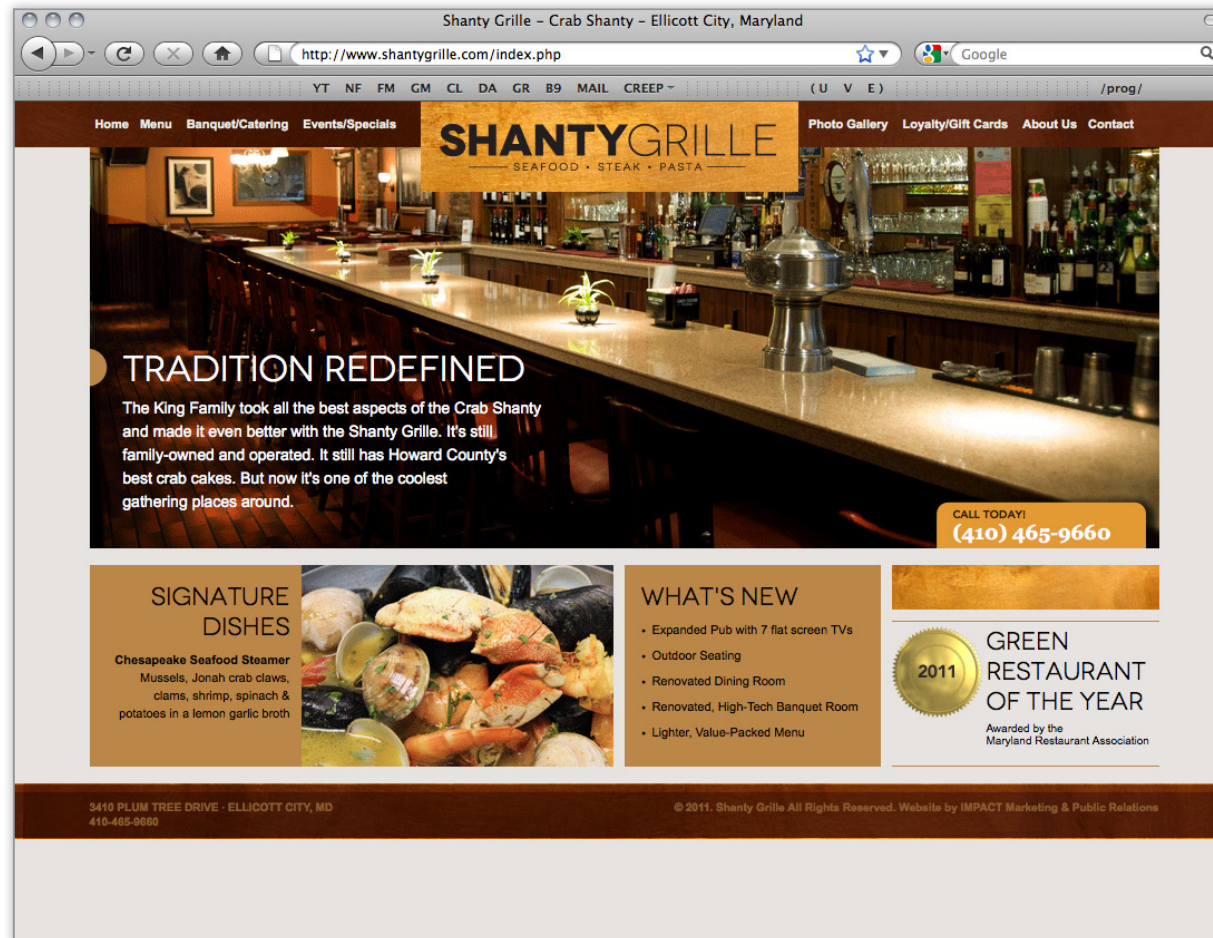* Assumes prior knowledge of celebrity owner

STICKY RICE

pros

* All info contained on one page with horizontal scroll

* Facebook and twitter feeds prominently displayed

* In-page map with link to external directions

cons

* Perfect layout to include menu, yet menu is only available via pdf download

* Simple yet bulky design, hard to take in

* Dead links

SHANTY GRILLE

pros

* "Gluten Free" and "Under 600 Calories" key in menu

* Sidebar drop option for PDF menu download allows you to choose which menus to download while viewing menus on the site

cons

* Hours and location in footer

* Reservations section does not allow for online reservations and lists no contact info

MELLOW MUSHROOM
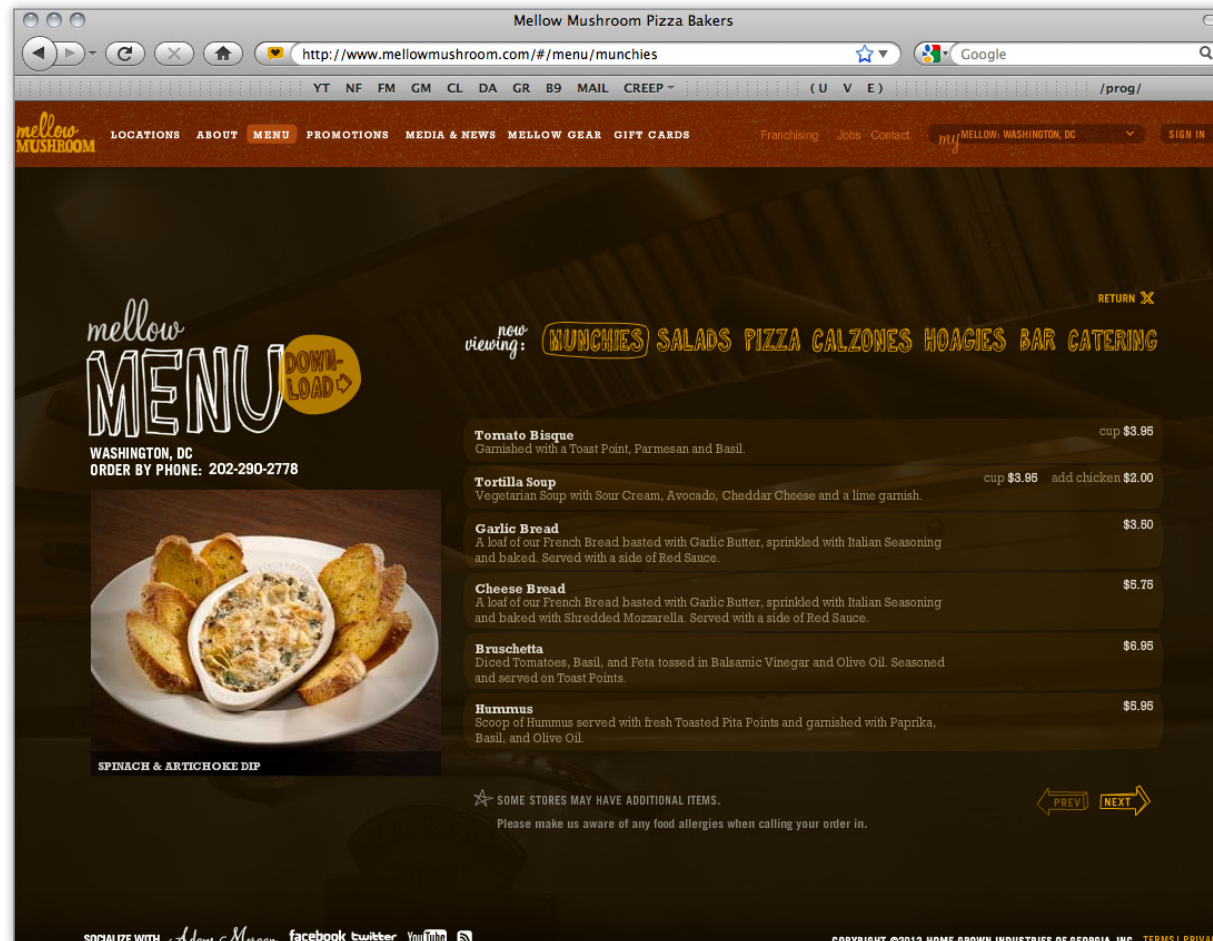
pros

* Slideshow of food for each menu category

* Promotions and discounts always available on the site

cons

* Every section has nested subsections that don't default to the first subsection

* Flashy presentation caters to the young hip user, other users are excluded by the design