

Client Intro

321 Donut is a single-location, artisan donut bakery and storefront located in Manhattan, New York City. Serving up daily specials based on seasonal ingredients, as well as our staple fan-favorite, the "The Whatnut." Because of our location, we cater to both NYC residents and tourists to the city. We'd like to be able to provide the exact amount of information to our customers to allow them to find us and know what they want to try before they even arrive. We're a counter-service bakery selling exclusively donuts.

Look + Feel

We like simple, clean design. Think light, bright, open space and big, colorful photographs. Donuts are not cold art protected behind glass. Their fun, messy, delicious treats for people of all ages. Don't be afraid to get a little playful with imagery, messaging, or any other creative way you see fit. Try some new fonts out. Colors matter when selling food!

Site "Must-Haves"

Our site must be Mobile-Responsive. Based on our analytics, more than 80% of our foot traffic is derived from visits to our website from a mobile phone! It's gotta work on a phone and look just as appetizing.

We'd like to showcase our donuts visually and provide information about our core product (The Whatnut) in a separate manner to how we present our daily specials. The specials sell out before we close, so we need a way to notify that a donut has been 86'd.

We need to let people know how to find us. We take orders over the phone and most importantly, people need to be able to find our store. Our Insta game is on point, but we don't really care about the other platforms. Donuts are visual creatures and so Instagram is one of our main forms of marketing. If you could design our site with a spot to hold Instagram images, we can have our programmer buddy hook it up to the real feed at a later date. Just put some sample images in there or something.

Other than these things, any creative layouts you can come up with will help us stand out from the pack. Our website is going to primarily be a business card/menu and be almost purely informational. We think our donuts speak for themselves so things like testimonials and books worth of detail about our mission will only clutter our site. Our goal is to get a donut in the customers face as quickly as possible.

Sitemap

We want you to make this site as a "on-pager" website with all the content on a single longer page. Here's how we think it would be best to organize the structure:

- Header
- Specials
- The "Whatnut"
- Contact Details
- Instagram Feed (optional)

Technical

You should only be using HTML and CSS for this project. There are some sample layouts on the reverse, feel free to deviate. I will provide a bunch of stock imagery that you'll be able to pick from. Feel free to source additional creative.

Sample Layout Ideas

☒ = image

■ = text

⊙ = donut

