

Creative brief - 20 Spot

20 SPOT is a wine bar and restaurant located in a former record shop on the ground floor of an historic 1885 Victorian building just off Valencia Street in San Francisco's Mission district. It's a warm and welcoming social space, topped off with great food and wine. Inside you'll discover the glow of vintage lighting, post-war furnishings, hand crafted tables and Eucalyptus bar, and leather sofas for lounging.

Goal: Upgrade the website of hip and trendy SF wine bar/ restaurant. Modernizing the design as well as figuring a better way to minimize words but still reflecting back on the restaurant's style and maximalist personality.

Challenges: Challenges for this project will be me not being able to code my exact design via css /bootstrap and having to compromise on my the designs.

Target Audience: Upper middle class people who enjoys to wine and dine. These people have a expensive pallet and like to let loose with a high end meal. They have to be over 21 and be able to afford to eat at this establishment.

Competitors: Other wine bars around the Mission especially when they are at a lower price point, serving cheaper food and drinks.

Primary messages: that this is a fun place to eat and drink with loved ones. The food and drinks are meticulously crafted for the patrons of our wine bar. It is also a great place to host company events as well as personal events. We try to be unique with our wine selection as well as our edible dishes created with our chef. We only use the best, most sustainable, fresh, local ingredients that is then crafted via sous vide or raw for the modern SF palette.

Persona: Andrew Sawyer

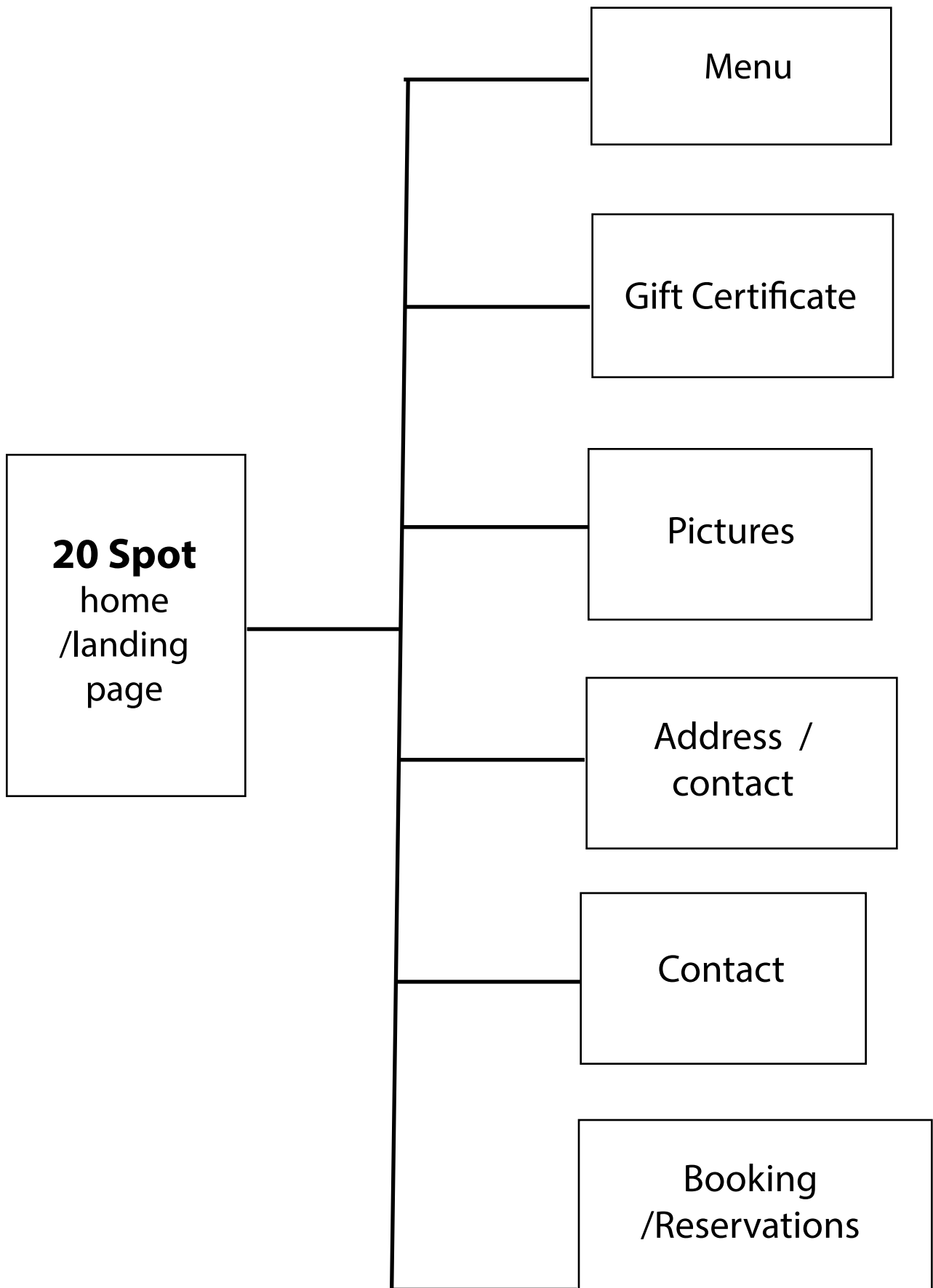
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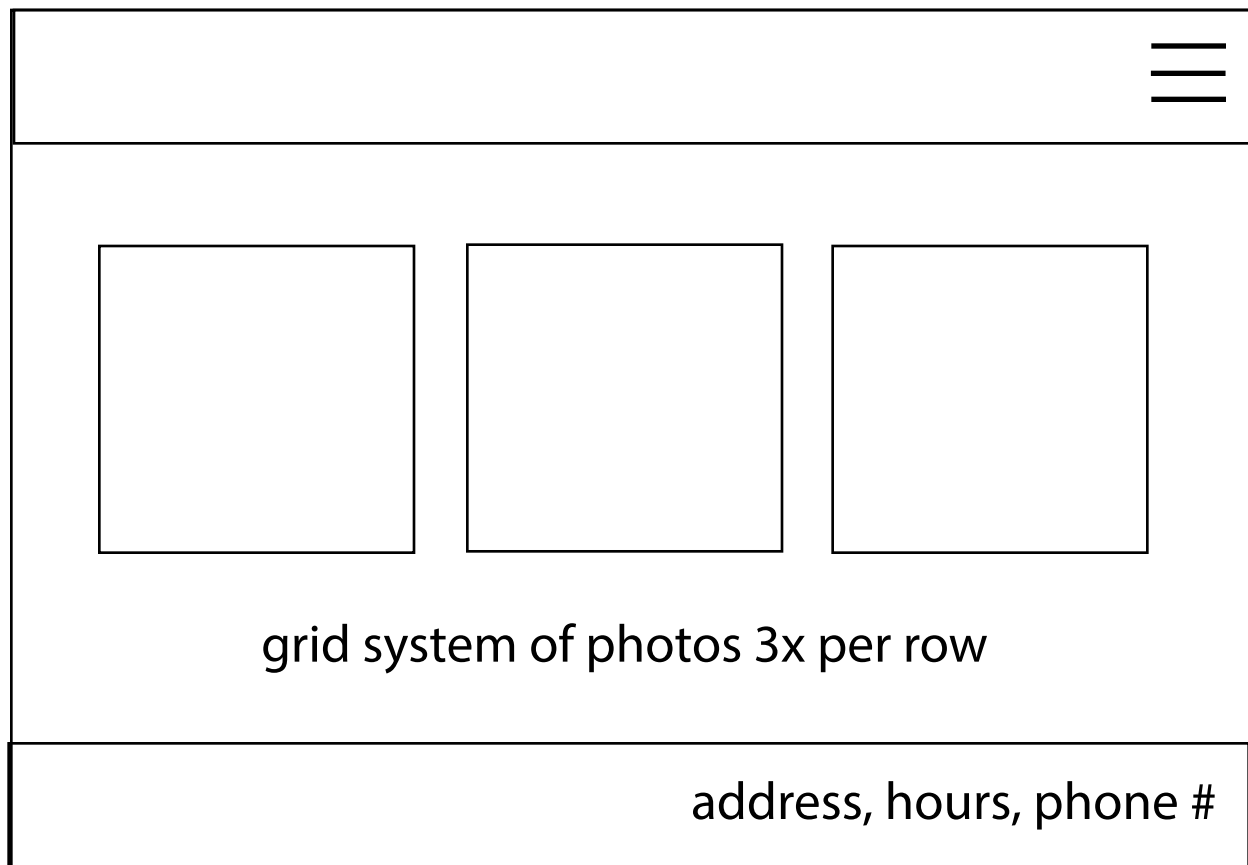
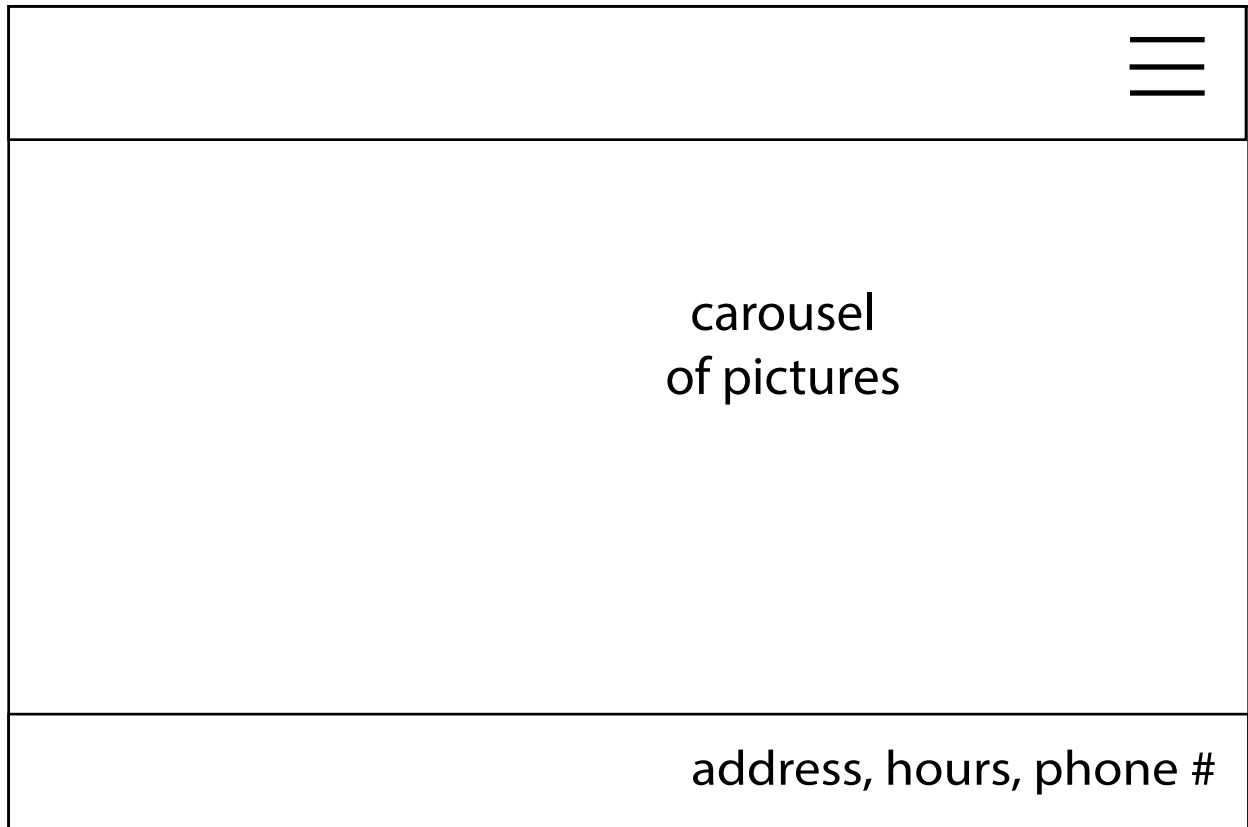
Work: Digital Designer at SF tech company


Family: Single/ Dating

Location: SF transplant but grew up in Upper New York

Character: Andrew grew up with an upper class family. His family cooked a lot together, growing up, as well as being somewhat involved in the restaurant business so he has a very upscale taste pallet. Coming from such a bougie setting, Andrew has always grown up playing with the newest and up to date kitchen tools. He spends a lot of his free time baking, buying kitchen goods, as well as going out to eat/ try new restaurants. He is the type of person that would spend his last check on good food, delicious drinks, zand kitchen goods. Andrew spends his free time window shopping at William Sonoma and other uppity kitchen supply stores. He loves to host and invite people over to his apartment. On the weekends, he is first to suggest brunch or a weekend wine tasting get away. He constantly tries new recipes, check yelp for new restaurant around him, and experiment with contempory cocktails. He is the person that sets the bar high super high, bringing amazing food and the best wine to all the friends/family gatherings.





	
booking	
reservations	
address, hours, phone #	