



Creative Brief/Site Questionnaire

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10.21.10

WHO - Target User

The target user for the Della Fattoria site is anyone who wants more information about the restaurant. However, Della is not JUST a restaurant - it is many things, and therefore the audience range is quite wide. Della Fattoria serves breakfast and lunch six days a week, and provides an upscale dinner experience on Friday nights, sometimes paired with a wine flight. Della is also known for its parties and coffee, all of which is made fresh on location. Lastly, and maybe most importantly, Della is known for its bread. Della bakes fresh bread at its ranch in the Petaluma countryside, and distributes it not only to the cafe/restaurant in downtown Petaluma, but to many upscale grocery store and to fine restaurants all over Sonoma County and the Bay Area.

The target user would most likely be in their 30s to 60s, as that tends to be the age range that visits the cafe. As for culture and ethnicity of the people who come in. or who at least buy the products from the various locations, the range is also wide, as people come from all over to try Della's famous bread, or eat the farm-fresh, local, delicious, and elegantly prepared food.

Most of these people would probably be viewing the site from a computer, as it would be easier to view the numerous photos of the cafe, kitchen, ranch, pastries, bread, and platters of food. Also, it would be easier to view the menus this way. However, if the person simply needed directions on how to locate the cafe, they would have an easy time accessing this information my cell phone, too.

WHO - Representation

The client of this site would be the family who runs the cafe/restaurant/ranch. What's so nice about Della is that it's all run my one tight-knit family, which comprises of The 'Mama' and 'Papa' bosses - Kathleen and Edmund Weber, and their grown children who run the cafe and the baker - Elisa and

Aaron Weber. So, because it’s all in the family, they would maintain the site themselves after it is created.

Fortunately for Della and the Weber family, it will be easy for them to stand out against competition, because they are already well established in the bakery and fine food world. They make Della unique because one - it’s family-run, two - it has an elegant, classy feel, and three - it still has that rustic charm that’s very rare in more upscale restaurants, and Della’s customers love that!

WHAT - Site Purpose

This site will show off Della’s rustic elegance, first and foremost, because it’s a rare combination, and one that should be displayed to its fullest extent. The site will be image heavy, because images speak louder than words, in most cases. The site will contain a home/welcome page with a strong image, and then a side bar where the site visitor can click to view the MENU, and ABOUT DELLA section which talks about the Weber family, and the close-knit staff, a RESERVATIONS section, a LOCATION/DIRECTIONS section with directions from multiple areas, as well as a map, a GIFT CERTIFICATE section, where one can order and be sent an gift certificate by filling out some information online, a CONTACT section, and last but definitely not least, a photo gallery. The gallery will show images from the cafe, the food/desserts/bread/coffees, Friday night dinners, the kitchen, the Weber family, the Ranch/gardens, and so on. It will give the site visitor a good feel for the wide range of services and goods that Della offers.

WHERE - Fitting In

Site visitors are coming from many places. They may have picked up a business card or postcard when they visited the cafe, and type the website in online for more informations. They could be people who buy the bread at a store and similarly type in the website into their computer from the printed address on the bag that the loaf comes in. They may order food at a different restaurant which serves Della bread, and upon asking where it comes from, be referred to the site by that restaurant’s server.

People will also be able to find Della from sites like Yelp, where people comment and give ratings on the restaurant, or from simply googling tags such as ‘Petaluma restaurants,’ ‘great bread in the bay area,’ and so on.

Traffic is generated from publications such as Zagat and the Bohemian newspaper, who often rate or review Della on a yearly basis. Traffic is also generated by postcards and business cards. and the additional ad in local magazines or newspapers.

After leaving the Della site, people may go to other restaurants/cafe/bakery sites, since that is who Della’s competition would be.

WHEN - Accessing the Site

Content of the site remains the same, except for the weekly change of the menu, since that is about how often the menu changes. There is also a special Friday night menu, which would require weekly changes, as well. But other than than, other information and photos need not be changed nearly

as often, if ever. Those types of changes would be more of a personal choice for the Weber family, rather than a mandatory change, like that of the menu.

If people are interested in menu changes, visitors might come to the site as much as once or twice a week to see what’s new. They may want to see the new lunch or dinner specials, to order a special occasion cake or dessert, to order a gift certificate, to sign up for one of the summer Ranch Tours that the Webers organize ever year, to leave feedback on their experience at the restaurant, to find the location of their downtown restaurant, or maybe simply to look at the beautiful pictures. The typical site visitor may stay anywhere from 2 minutes (to check on a diner menu) to 20 or 30 minutes, if they’re reading all the menus along with looking at the numerous pictures.

Visitors’ reasons for coming to and going from the site would be to see the newly changes menu, along with any of the reasons stated above. They would leave the site once they have accomplished and found what they initially came for.

WHY - Existence

The site will exist mainly to show visitors what a beautiful environment it is, as well as to show them the updated menus. The Webers want the visitors to be informed about the family and the business so that it can grow and prosper. The site will not be trying to generate money, but it WILL be trying to get people to come into the restaurant, or to buy the bread at local stores or framers’ markets, if they haven’t already. And if they have, the Webers want them to see all the pictures and wonderful menu, so that they will come back, and hopefully turn into ‘Regulars.’

As for branding recognition, it’s not so much about a logo or memorable image as much it is about the fee and vibe people take with them after visiting the restaurant or website. But, because branding is always a necessity, it would no doubt be something that shows how classy, elegant, and upscale Della is, which still being very rustic, fresh, local, and homey...the most unique of combinations!

HOW - Achieving Goals

The site achieves its goals by bringing people into the restaurant, or by having them buy the bread when they see it in local stores. The site itself wont generate any income (except for maybe gift certificates) - it’s all about getting people to come in, and fall in love with the beautiful ambience. setting, decor, food, drinks, and customer service.

The site experience will be one that epitomizes efficiency combined with luscious, strong, sensory images of the food everything else previously stated. The images and menu will show the visitors that this is a classy restaurant, but still has all the homey, rustic things that would appeal to anybody. It’s the best of all possible worlds combined, and the site layout and design will demonstrate this.