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WEB 1- GDES 256

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March 7th, 2016

Creative Brief

Flavor of India is an Indian restaurant serving a variety of traditional home-style recipes using natural spices, ingredients, and flavors. The family-owned restaurant opened in 1998 by two brothers, Darshan and Sam. Darshan serves as the co-owner and master chef, while Sam is the owner and proprietor of Flavor of India. Their newest location is in Studio City, Los Angeles, and the two others are in Burbank and West Hollywood. The family has goals to expand the restaurant and allow people from diverse backgrounds and cities to appreciate Indian cuisine.

The restaurant’s website includes many different features including the menu, an option to order online, reservations, contact information, and Yelp reviews. Based on the Yelp reviews and the website’s option to make online reservations, it is evident that Flavor of India has a solid customer base with people from various backgrounds and ages. The online menu includes a link to download a PDF of the To-Go Menu, the regular menu with images and prices, weekly buffet, and catering menu. According to the site’s photo album, or “Celebrity Wall”, the restaurant attracts several celebrities including Dolly Parton, Tyra Banks, Keith Urban, Justin Bieber, and many others. Flavor of India has been successful in spreading the word and promoting itself as a reliable Indian restaurant to many different people. The restaurant has also made it possible for its customers to access a wide variety of information through its website with hopes of maintaining a positive and well-known identity.

My goal for Flavor of India is to re-design its website and apply the new logo and title I created for it. The new logo takes a fresh outlook on Indian cuisine identity by merging the elements of fire, bay leaves, and ampersand together with the new title, Savor and Zest. The logo’s motifs and color palette will be consistently applied to the website’s main page, and that theme carried through to the remaining pages. My goal is to reorganize and restructure the navigation with omitted, simplified, or added pages. This step will allow for a more user-friendly interface and layout in order to access important information in a logical manner. Similar pieces of information will be grouped together under the main categories of the website while maintaining the most important aspects, such as the online menu and contact information, for users to see. The pages will be highly reliant on photographic imagery and hierarchy of information through typographic color, scale, placement, and grid to increase legibility. It will also be important for Savor and Zest to promote its new identity and re-branding through social media; therefore, this aspect will be emphasized through the site. Access to social media links, customer reviews on Yelp, and contact information will allow users to support the restaurant through their own efforts and word-of-mouth. By pursuing these different goals, Flavor of India will successfully promote itself as Savor and Zest while encouraging more people to taste their traditional Indian cuisine and spreading its cultural value through every prepared dish.