

Creative Brief

The redesign of Havana Road's Website and Mobile view will provide a cleaner, more modern and more fashionable interface. The web interface will feature one page with all the necessary information to make a reservation. The user can also view the menu and get directions and the phone number to the restaurant.

Although the splash page has all the necessary information on it, it will feature several clean, simple links to extra information such as a map, reviews and an about section.

I want the food to be front and center, and the design clean and modern. I do not want to distract from the food, but I hope that the user of the website appreciates the design without it being the main focus. My goal is to create a restaurant website where the user can get all the information they need to decide if they want to eat there, without them having to click through a bunch of pages. There will be links on the side for extra information about the restaurant, but all the necessary information such as menu, reservation information, hours, address and phone number will be on the main page.

Target Audience

The target audience is a young adult that appreciates design, but don't necessarily have to be internet savvy to access and understand the content of the web or mobile view.

Goal

The goal of redesigning Havana Road's website is to provide an easier, simpler way of getting the necessary information about the restaurant without any extra distractions. I also wanted to create a more stylish and modern design so it doesn't look like a cliché badly designed, confusing and annoying "restaurant website."

Simplest Message

To create a trendy, easily readable interface that makes a viewer want to come to Havana Road.

Tone/Guidelines

Clean
Modern
Fun
Inviting

Little Havana

Little Havana is a Cuban restaurant located in Federal Hill, South Baltimore. It has been around for fifteen years. They also have a catering service called Bent Fork. The website features large images that take up about 2/3 of the screen.



Navigation 3/5

Aesthetics 3/5

Hierarchy 2/5

Legibility 4/5

The Brewer's Art

This is an American restaurant located in a renovated townhouse. They brew some of their own beers on site. The site features a two garish-looking greens. The hours of the restaurant are nestled within a paragraph instead of clearly defined. To make a reservation you have to view the menu, and then a link takes you to an external website.

Welcome!

Set in a grand Mt. Vernon townhouse, The Brewer's Art offers many temptations for your palate. Chef Ray Kumm's seasonally changing menus feature meats, fish, seafood, pasta, and vegetarian offerings. Dinner is served daily between 5:30pm - 9:00pm (later on Thursdays, Fridays and Saturdays) and light fare is available from 4:00pm - 10:00pm. Our creative pastry chef prepares our homemade desserts.

In addition to brewing our fine beers on the premises, we offer a carefully picked selection of beers and fine wines from around the world, and one of Baltimore's best selections of scotches and spirits.

See us on Facebook and follow us on Twitter.

Our Main Entrance on Charles Street

Navigation 2/5

Aesthetics 2/5

Hierarchy 1/5

Legibility 3/5

Personas

Patrick

Patrick is an on-the-go businessman. He is internet savvy, yet is often away from home. He uses his iPhone5 to use the internet as he is going from place to place. He needs a website that he can navigate easily with one hand on his phone. He often makes plans with friends on a whim and doesn't want to search through a lot of information or click through a lot of links to get what he needs.

He would access this website walking down the street with a cup of coffee in one hand and his phone in the other.

Marcy

Marcy is a 48 year old foodie and cooking enthusiast. She is often wary of restaurant websites. If they are badly designed, she thinks badly of the restaurant. If they are very well designed, she is afraid that too much attention has been paid to design and not the actual food.

She would access this site on her home computer, looking for a good place to eat. She would analyze the menu carefully and probably look up reviews of the restaurant on other websites before making her decision.

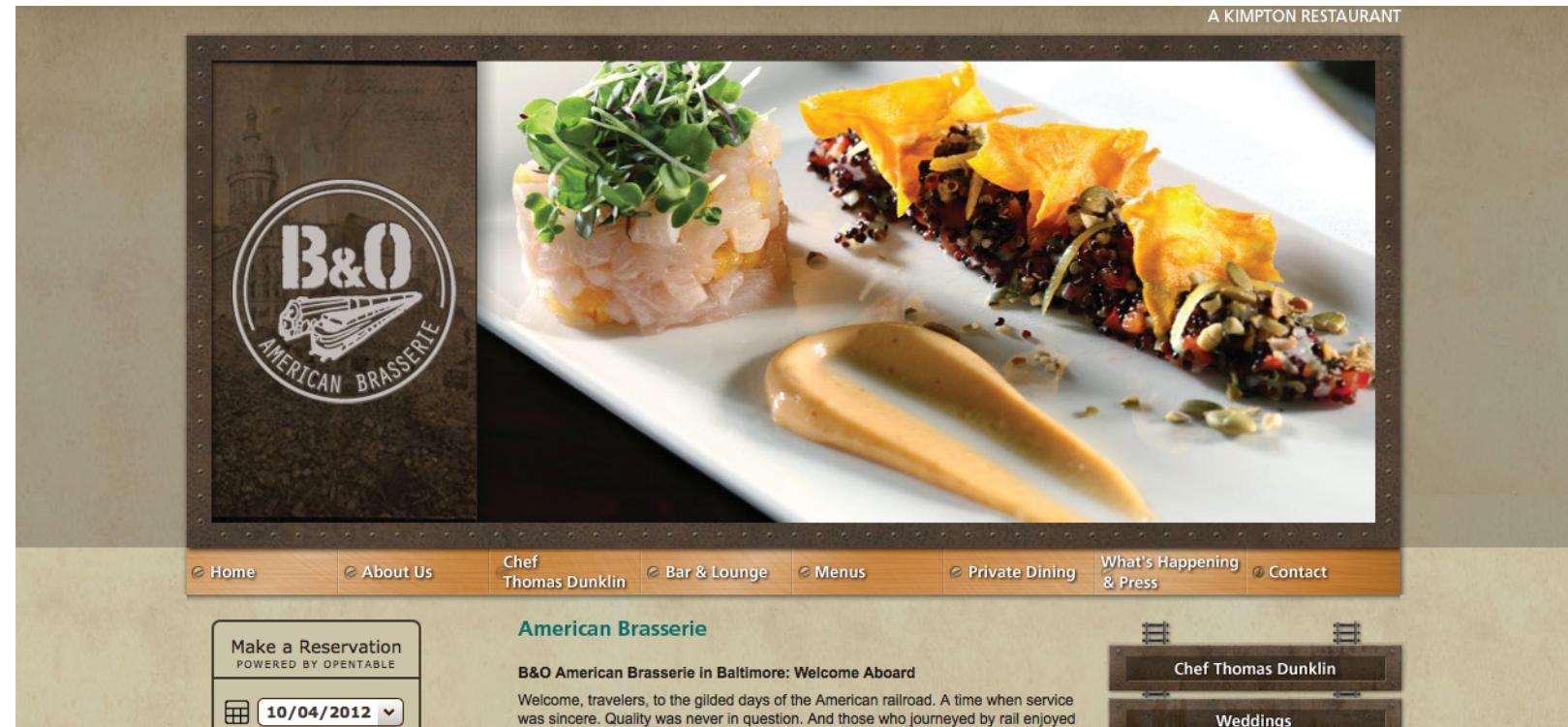
Sarah

Sarah is a party girl living in New York. She wants to find a restaurant with good food, and that has an atmosphere suitable for her and her friends. She is picky about design, and decides at the front page whether she will stay on the website or not. She is looking for a fashionably designed, trendy look. She wants to know that the restaurant is welcoming and has a friendly atmosphere good for a group of people immediately after the page loads. If she gets the wrong vibe from a splash page of a restaurant site, she will leave immediately.

She would arrive at this page on her laptop, while planning a girls night out with her friends.

B&O

B&O is a fancy american bistro located in downtown Baltimore. The website features a picture slideshow with cliché, powerpoint like dissolves. The menu is not visible on the front page, but the option to make a reservation is. It is not very stylishly designed, and there is a lot of information in small text paragraphs on the front page. This almost scares the viewer away with all the information.



Navigation 4/5

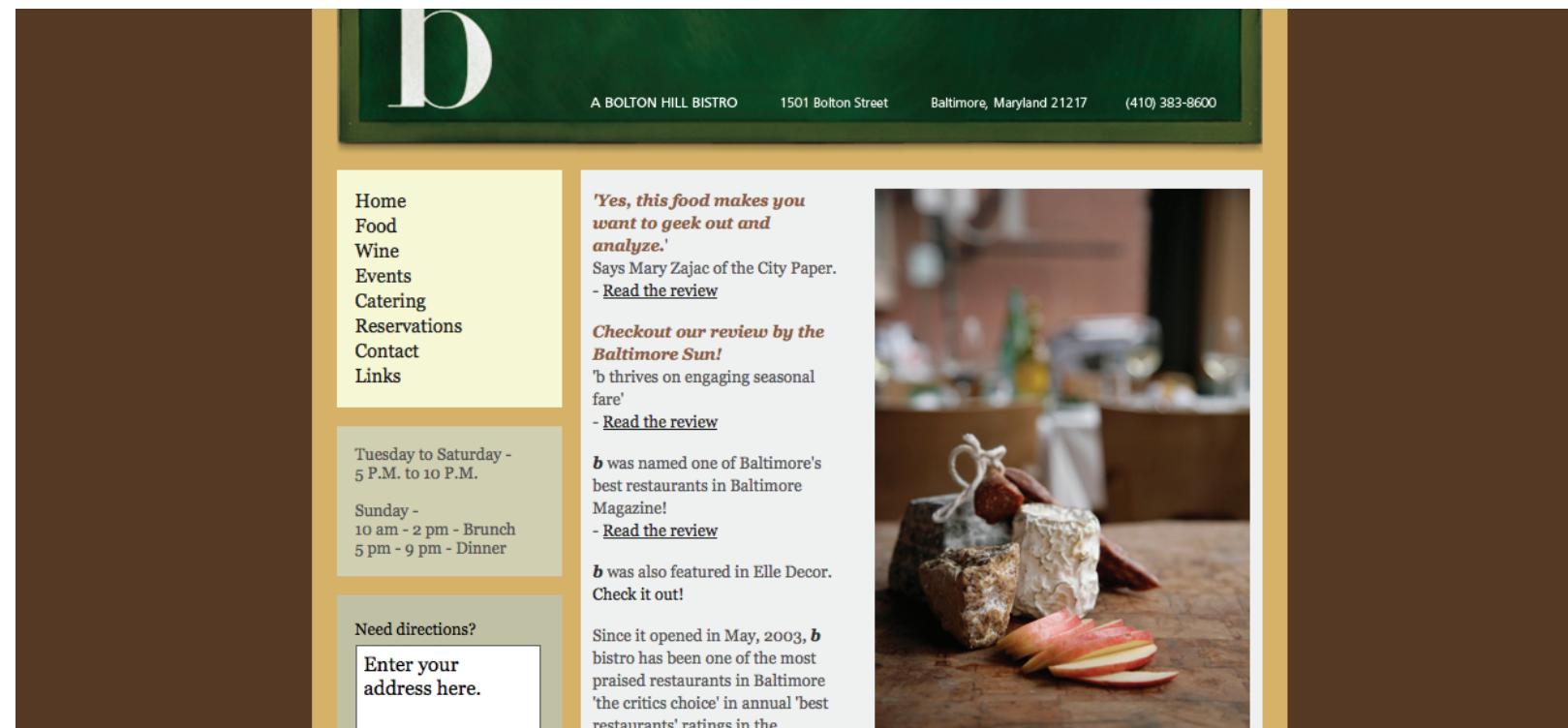
Aesthetics 3/5

Hierarchy 4/5

Legibility 3/5

B - A Bolton Hill Bistro

This bistro has a rustic feel to its website. Although the font/design isn't perfectly clean, it seems as though that is the style they were going for. The hours, some reviews, and links to the menu are all easily found on the main page. This site also features a box to enter your address to get personalized directions.



Navigation 4/5

Aesthetics 3/5

Hierarchy 2/5

Legibility 3/5

Havana Road Cuban Café

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Baltimore County Restaurant Week Exclusive Menu

Available August 10-17

Lunch \$15.12

Soup: Cucumber and Watermelon Gazpacho

Entree: Sweet Vidalia Onion and Toasted Parmesan Cheese Sandwich on an English Muffin with Sweet Potato Fries.

Dessert: Tres Leches Cake

Dinner \$30.12

Soup: Cream Style Bourbon Corn Chowder

Salad: Baby Spinach Salad with warm Olive Oil, Walnuts and Pears

Entrée: Red Snapper Filet Buerre Blanc, made in house with Spanish Dry Vermouth,
Poached filet of Red Snapper in a delicate Fish Stock with a Buerre Blanc Sauce served with fresh Yucca with Mojo.



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CALL
410.494.8222



8 West Pennsylvania Avenue Towson, MD 21204

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