

# CREATIVE BRIEF FOR DEVELOPING A WEBSITE

## Summary

Francesco is an Italian restaurant in Montreal. Francesco is seeking to renew its logo and create a website for reaching new clients and became more popular and aware in the market.

## Target market

Usual customers of the restaurant are celebrities (both American and Canadian), VIP guests, well-known and wealth people of the city, who prefers traditional Italian cuisine and likes spending mealtime in private atmosphere.

## Brand description

Francesco is well-known high-end restaurant in Montreal. It has more than a half century history which was started as a small family restaurant with homemade food. Today Francesco is a brand that represents fidelity to traditions, ultimate quality, exclusivity and highest privacy. Its UCP could be described as "the greatest celebrity dinner spot where you'll never be spotted".

## Business goals

The main goals that website should achieve are:

- attract more customers
- increase awareness among VIPs
- gain more coverage in niche media
- get representation in the web

## Website content

A website should have at least 5 pages that contain the following data:

1. short description of the restaurant and its history
2. menu with dishes photos and outlines, list of signature dishes
3. chef's profile
4. photo gallery with pictures of interiors and celebrities who visits the restaurant often
5. wine list
6. form of online booking
7. awards list and links to reviews in popular magazines and online medias
8. testimonial page & contact page

The most important items are 2, 3, 4 and 6.

## Technical requirements

Technical requirements to the website are as following:

- the photo gallery should be implemented in thumbnails grid style; when clicked, gallery images are displayed in full-size carousel view; all images should have high quality and resolution
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## FRANCESCO

- while booking, client should be able to see available time and places in the hall / private rooms; user have to fill name, number of guests, visiting time, preferable seats, e-mail or cell phone number for contact and notifications, commentary (if necessary)
- contact page must contains google map frame which should be styled in the same way as website colour layout

### Competitors

Our main competitors are

- Ritz-Carlton Montreal - <http://www.ritzcarlton.com/en/hotels/canada/montreal/dining/maison-boulud>
- Bouillimbik - <http://bouillonbilk.com/>
- Maisonboulud - <https://www.maisonboulud.com/montreal/>
- Tenuta - <http://www.restauranttenuta.com/en/>
- Da Vinci - <http://www.davinci.ca/en/>

### Design direction

Feeling words: super high-end, luxury, privacy, famous, exclusive, minimal.

Design should be sleek and minimal. It should not relate to both food and Italy. Simple logo with the name only is a must.

Colour pallet:

- simple not bright colours
- dark theme is preferable
- no green or red
- as a mark of luxury gold and purple colours could be used

### Timeline

24-Mar-17: Documentation, Research

07-Apr-17: Sitemaps, Wireframes

28-Apr-17: Mockups

19-May-17: Coding

26-May-17: Revision, Testing & Debugging

02-Jun-17: Final Adjustments, Test and Presentation

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