DESIGN BRIEF

Client/Company: Restaurant Verdevine

Project Name: Website

Final Approver: Tom

Collaborators: Tom & John

Main Contact: Tom

Budget: /

BRANDING KEYWORDS

elegant, minimalist, eco-friendly,

vegan, welcoming, sustainable

Branding Guidelines Supplied **Yes**/No

Design System Supplied Yes/**No**

TONE OF VOICE

Formal ▬▬▬▬ Casual

Young ▬▬▬▬ Mature

Luxury ▬▬▬▬ Economical

Playful ▬▬▬▬ Serious

Modern ▬▬▬▬ Classic

ABOUT THE CLIENT

Restaurant Verdevine is a premier dining destination located in the scenic seaside town of Rijeka, Croatia. Known for its elegant and minimalist design, the restaurant offers a vegetarian menu that emphasizes eco-friendly, carbon-neutral practices. The interior is styled in warm tones with accents of white and gold, providing a cozy yet luxurious dining experience. Verdevine prides itself on being pet-friendly and aims to offer a welcoming atmosphere to both local patrons and tourists.
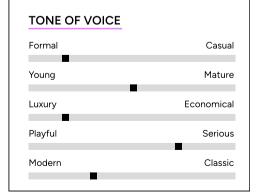
TARGET AUDIENCE

The target audience for Restaurant Verdevine green consumers who prioritize sustainability and vegetarian cuisine. This includes:
- Local residents who value high-quality, sustainable dining options.
- Tourists visiting Rijeka who are looking for a unique, upscale dining experience that reflects the local culture and cuisine.
- Young professionals and families who appreciate a sophisticated dining atmosphere that is also welcoming to children and pets.

SCHEDULED SESSIONS

Main revisions:
1. Sitemap (1st revision)
2. Wireframe & Content (2st revision)
3. UI (3rd revision)
4. Development (4th revision)

PROJECT GOALS

The primary goals for the Restaurant Verdevine website project include:
- Enabling visitors to easily browse the menu, make reservations, and access information about the restaurant's sustainability practices.
- To enhance online visibility and attract a broader audience by integrating SEO best practices and responsive design.

DELIVERABLES

- A fully developed, live website.
- Source files and assets used in the website's creation.
- Documentation on the website's structure and how to manage it.
- Training for the client's team on how to update and maintain the website.

EXTRA NOTES

- Branding guidelines and a design system have been supplied, ensuring consistency in the visual elements and functionality of the website.
- The tone of the website should be formal yet approachable, with a blend of modern luxury that matches the restaurant's physical atmosphere.
- Some inspirations include Restaurant Zigante website and Hotel Marina website by Hexcode.