

GR DES 66

FALL 2018

Project Presentation

HAREN SORIL

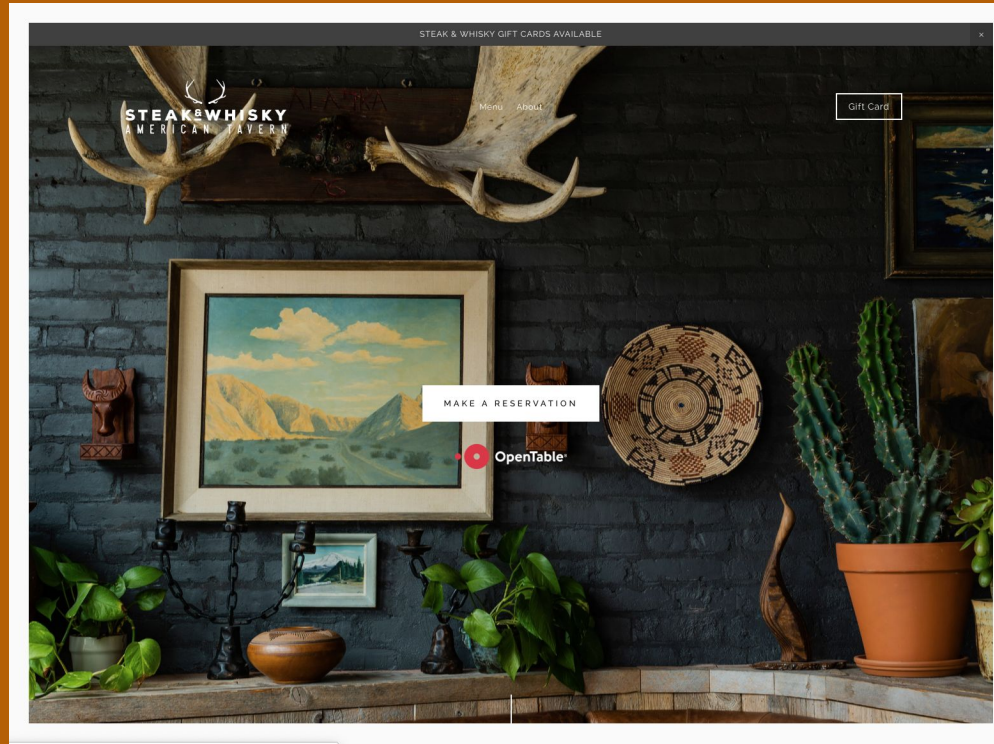
STK & WHSKY

Responsive Web Redesign



STEAK & WHISKY
AMERICAN TAVERN

Existing restaurant branding



Existing restaurant online presence



Restaurant location

Population

18,442 population

Income

\$109,509 median household income

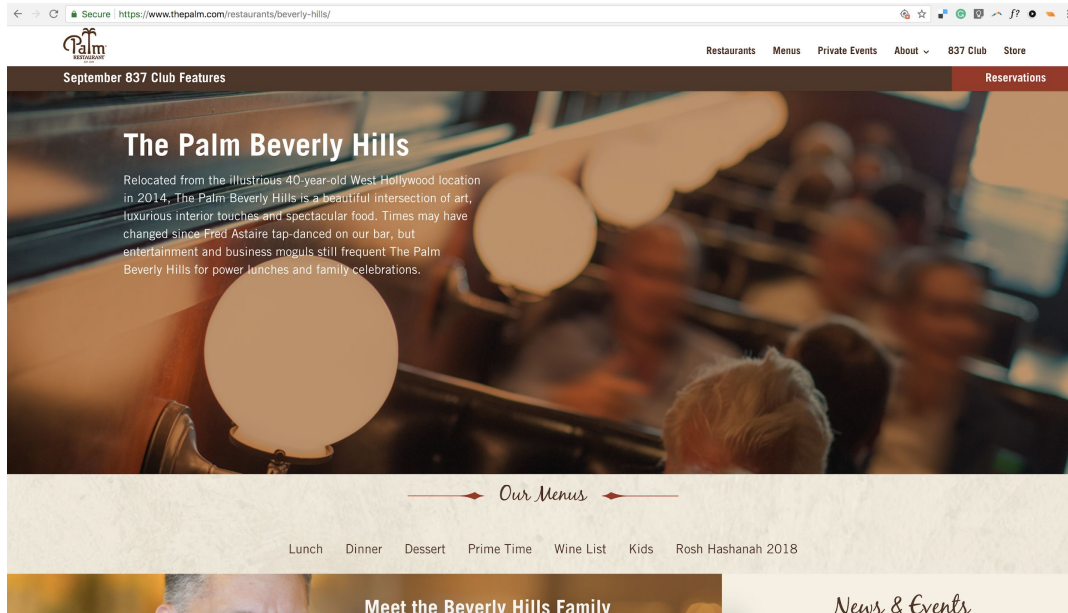
Education

67.6% of residents 25 and older have a four-year degree

Age

The median age is 33

The Palm, Beverly Hills

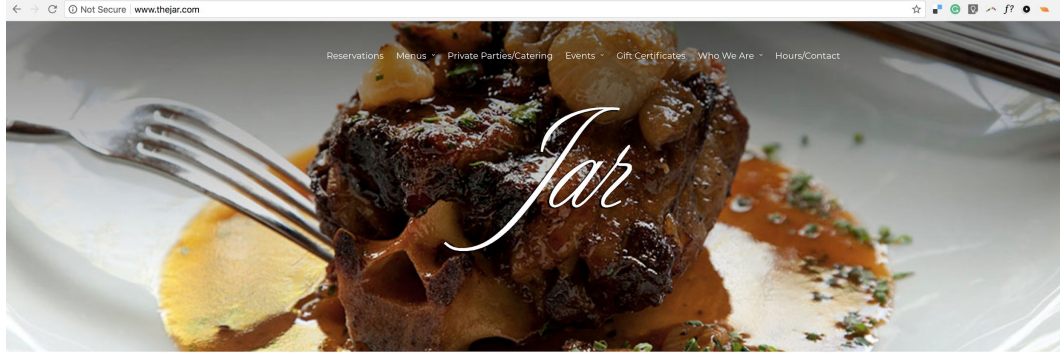


The Palm in Beverly Hills is similar casual fine-dining steakhouse in comparison to Steak & Whisky. This website may not be the best example in terms of readability, however, the information architecture and content are structured in a way where it's easier to navigate and understand. The menu is quite great--not in pdf or image format which makes it easier for the user to understand. Also, the in terms of disability and semantics, a typed out menu is more effective.

<https://www.thepalm.com/restaurants/beverly-hills/>

Competitive analysis

The Jar, Los Angeles



A MODERN AMERICAN CHOPHOUSE

Jar, a modern chophouse in the heart of Los Angeles, dazzles Angelenos with the allure of Chef Suzanne Tracht's familiar retro dishes from the American culinary repertoire, including her signature Pot Roast, Kansas City Steak, wild and sustainable Fish, Lemon Grass Chicken, Black Mussels with Lobster Bearnaise and Fennel Salt, award winning French Fries, market-fresh sides and perfect martinis.



The Jar Restaurant is a modern American chophouse primarily specializing in braised, broiled, and sauteed dishes. They are similar in terms of dining, however different in cuisine. The website delivers a clean and easy-to-read interface. The sticky menu help keep navigation in tact. The drop-down menus make it easier to divide the lengthy content into sections that are easy for the user to navigate. Good information architecture; great use of proximity.

<https://www.thejar.com/>

Competitive analysis

5 GOALS FOR THE DESIGN

1. Increase readability and legibility of written content
2. Establish a prominent and engaging navigation
3. Organize IA into sections easier for the user to understand and navigate
4. Develop a written menu; get rid of menu in image and pdf format to increase SEO through semantics
5. Promote social media links

STK
an
american
tavern
& WSKY

STK&WSKY WEBSITE REDESIGN

Style Tile
version:1

Possible Colors



ON THE MENU

Font: Mukta #000000

hors d'oeuvres

Font: Mukta Semibold #7d7566

chicken wings **\$18**
jalapeno poppers **\$10**
salumi & cheese **\$16**
watermelon Scallops **\$14**

Font: Mukta Regular & Extra Bold for pricing #1c1c1c

Textures



Enter Email Here

SUBMIT

Interested in booking our venue for your event? Contact Us here.

Wood Fresh

Clean and Open

The American Family

A Contemporary
Classic

Intellectuals

Conversationalists

STK&WSKY
AN AMERICAN TAVERN

STK&WSKY WEBSITE REDESIGN

Style Tile
version:2

Possible Colors



ABOUT US

Font: Cabin Bold #000000

A Californian Take on The American Tavern

Font: Cabin Semi-Bold #1c1c1c

Enjoy a hand-crafted cocktail or one of our many by-the-glass wines, a selection from our chef-driven menu, and the cozy ambiance of our intimate dining room. Signature dishes include our Shrimp & Grits Skillet, Butter-Poached Whole Lobster, and our hand-selected steaks, including the Tomahawk, Filet Mignon, and Prime Porterhouse.

Font: Cabin Regular #282b1e

Textures



RESERVATIONS

SUBMIT

For more information, click here.

Luxury Cabin

Old Hollywood

The American Dream

Uncle's Grill

Modern Classic

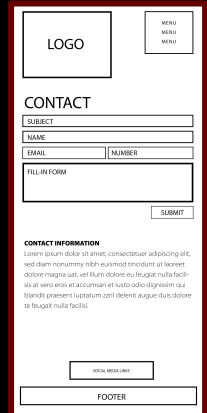
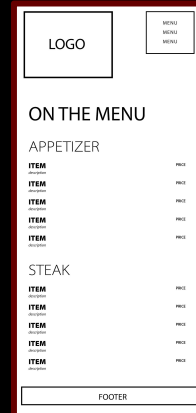
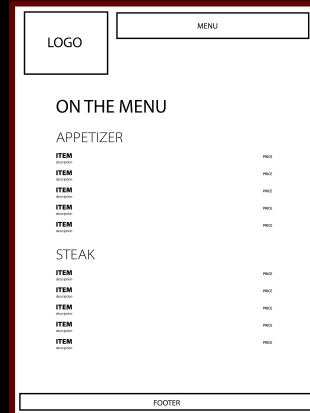
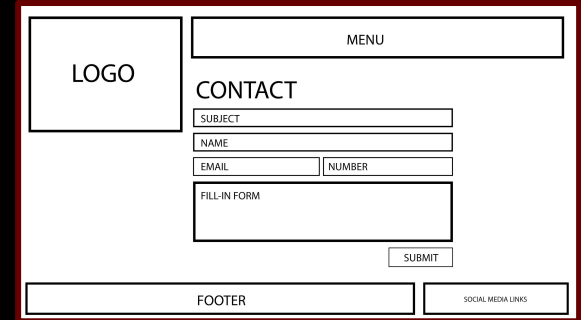
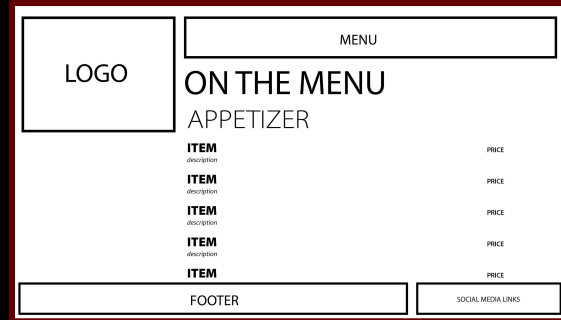
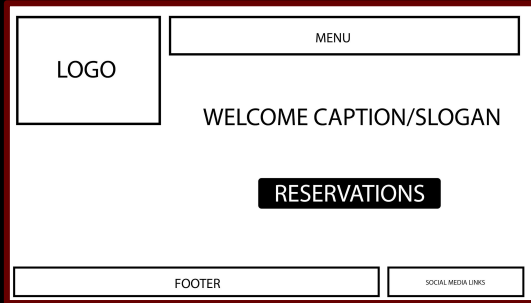
Warm and Welcome

Redesigned restaurant brand
(with new name)

STK an
american
tavern
& WSKY

Redesigned restaurant logo mark
(with new name)

Wireframes



Comps

