



ANNE BUSSELL

Nonprofit Branding

Web Design

Social Media

Graphic Design

Photography

www.altruisticbee.com

FULL DESIGN PROJECT _ VINNIEROSES ITALIAN RESTAURANTE WEBSITE



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VINNIEROSE ITALIAN RESTAURANTE - CLIENT BRIEF

Project name: Website

| | |
|--|--|
| About the client/company Family Friendly Medium Price Point Rose's traditional Sicilian recipes Overriding Emotion: Comfort, Inviting Brand keywords Family, Comfort food, Italian, Tradition | Project goals and objectives <ul style="list-style-type: none">• Develop branding• wireframe responsive website• What we offer<ul style="list-style-type: none">○ Menu○ Catering○ Takeout/dine-in |
| Target market/audience <ul style="list-style-type: none">• Families• Singles• Corporate Events• Parties• Weddings | Key project deliverables <ul style="list-style-type: none">• Logo & Branding• Website• Menu• Online ordering |
| Creative direction <ul style="list-style-type: none">• Fun, familiar, family• Italian Flag Colors• Rich, Inviting | Primary contact person Vince Fasse |
| Marketing <ul style="list-style-type: none">• Frequent Diner – app/punch card• Business Card Fishbowl – drawing• Social Media• Google Business | Success Increase in sales/revenue Increase in Frequent Diner members |



CLIENT BRIEF SUMMARY

The purpose of the website is representing and providing information about the restaurant with a platform for online ordering and bookings.

The focus is on family and tradition. Rose cooks traditional family centric Sicilian recipes. Vinnie and Rose Love cooking and feeding family. Tagline : "Come join our family"

Features:

- Landing page w/hero image carousel showcasing photos of Rose's Signature meals.
- Menu Integrated with takeout/delivery "shopping cart".
- Catering menu with discrete "shopping cart/booking feature.
- About us section with history and meet us video
- Map and photo gallery of restaurant

Website Success:

- increased customer loyalty members
- increased catering booking
- increased reviews on Google Maps



Made With *Xtensio* The new way to create, manage and share visual documents and presentations.

Web Designer - Sophia

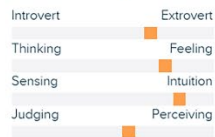


"One of the greatest things you have in life is that no one has the authority to tell you what you want to be. You're the one who'll decide what you want to be. Respect yourself and respect the integrity of others as well. The greatest thing you have is your self image, a positive opinion of yourself. You must never let anyone take it from you."

- Jaime Escalante

Age: 30
Work: Web Designer
Family: Single
Location: Detroit
Character: Lunch

Personality



Bold Casual Natural Smart

Goals

- Finish Masters Degree.
- Purchase a home in Detroit and fix it up.
- Start a Web Design business and hire new designers.

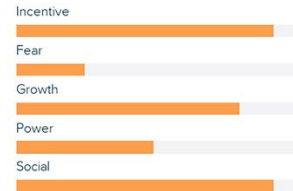
Frustrations

- Would like to avoid being alone.
- Hard to work full-time and go to school.
- Doesn't enjoy online classes or working from home.

Bio

Sophia, who lives in Detroit, is a freelance web designer. She goes to school full time working on a Masters Degree in Marketing.

Motivation



Preferred Channels



Young Family-The Elliots



"The memories we make with our family is everything."

Age: 28, 4, 26, 1
Work: Dad: Painter
Mom: Hairdresser
Location: Warren
Character: Family

Personality



Bold Casual Natural Smart

Goals

- Raise children
- Homeschool kids
- Create memories to last a lifetime

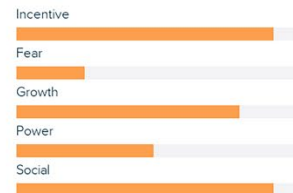
Frustrations

- Would like to spend more time together.
- Hard to both work full-time and raise family.

Bio

The Elliots live and work in Detroit. They both have Associates degrees in General education. Dad works as a painter and Mom is a hairdresser. Both are contract laborers and can adjust their schedules. They try and eat out together as a family at least once a week.

Motivation



Preferred Channels





Made With *Xtensio* The new way to create, manage and share visual documents and presentations.

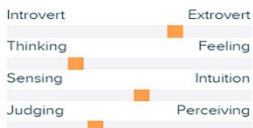
Single Guy-Jeff



"Life is too short to hang out with people who are not fun."

Age: 26
Work: Sales Manager
Family: Single
Location: Troy

Personality



Bold Casual Fun Passionate

Goals

- Increase sales
- Go out a lot and make friends
- Become a leader in his Church

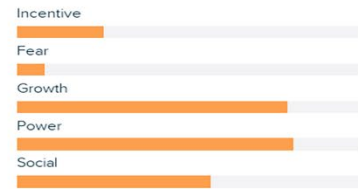
Frustrations

- Boring people
- Not enough time to study the Bible

Bio

Steve lives in Troy and works as a Sales Manager. His Church is important to him. He likes to go out on the weekends and have fun.

Motivation



Preferred Channels





USER ANALYSIS SUMMARY

The website users have three distinct lanes.

- Family checking for value meals – birthday events
- Single tech savvy looking for a quick lunch
- Dating – looking for companion – possible parties/wedding??

Website design considerations based on the user analysis:

- Build an easy to use website
- Mobile friendly website

Design considerations based on the user analysis:

- Easy to read menu
- Easy to order takeout
- tasteful representative imagery
- Create inclusive fun atmosphere

General

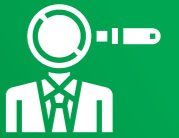
- Family focused. Build traditions.
- Social Media Sharing
 - Pinterest, Instagram, Facebook



BRAND PROMISE

We will care for you like cherished family.

PERSONALITY
Fresh, Friendly, Fun.



Caring, Supportive, Inclusive

VALUES

BENEFITS

Comfort, Sustaining, Nourishing



Delicious, Award winning

PRODUCT

CUSTOMER

Active, Savvy, Family
Oriented, Busy

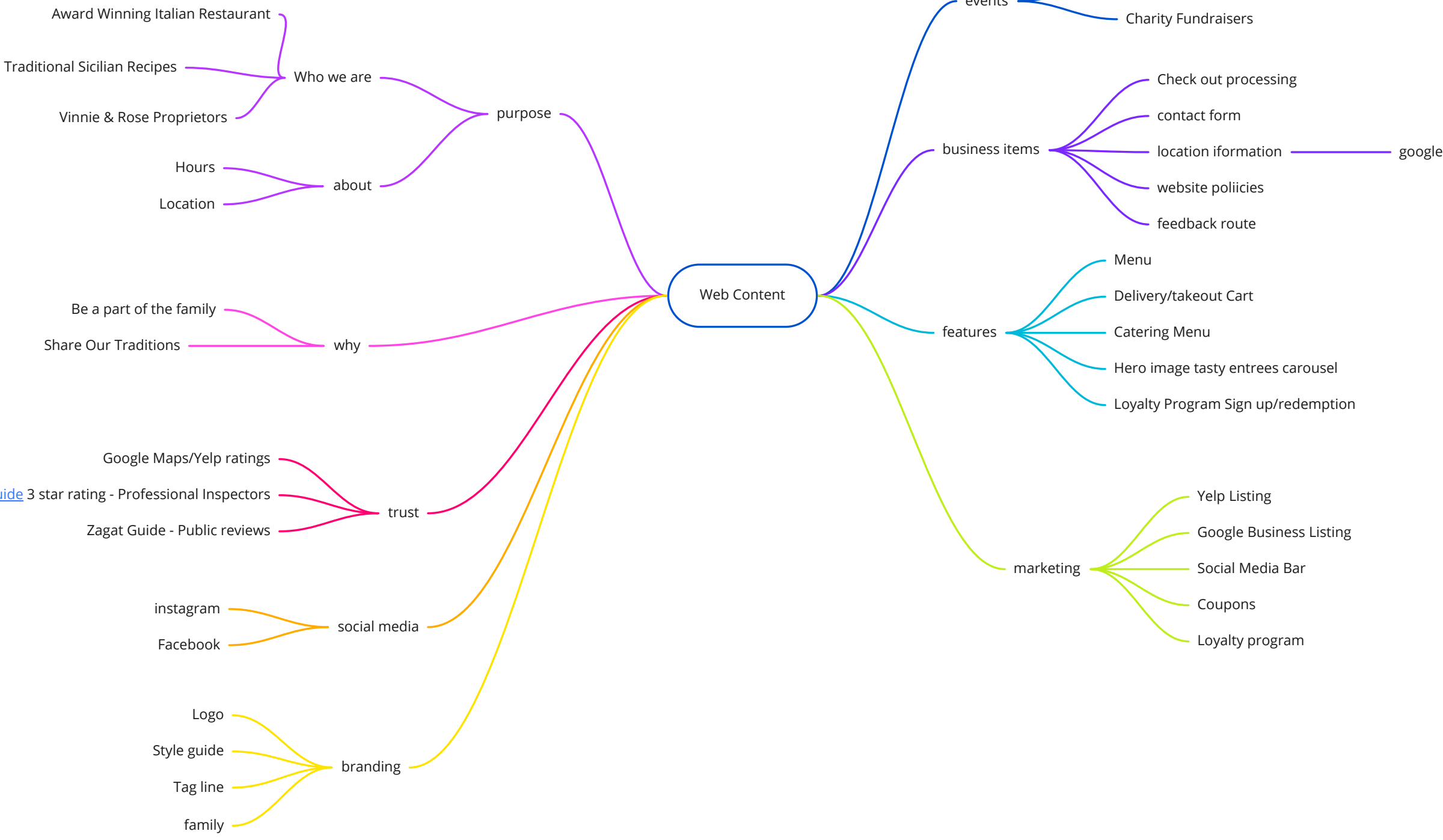




1. Landing page.
 - a. Identity
 - b. Hero image tasty entrees carousel
2. Menu Integrated with takeout/delivery “shopping cart”.
 - a. Itemized Menu sections
 - i. Entrees
 - ii. Appetizers
 - iii. Sides
 - iv. Family Value Meals
 - v. Desserts
 - vi. Drinks/Wine list
 - b. Shopping cart
3. Catering menu with discrete “shopping cart/booking feature”.
 - a. Meal Bundles images and descriptions
 - b. booking/shopping cart
 - i. Schedule
 - ii. Cart
4. About us section
 - a. History
 - b. Intro/Welcome to the family video
 - c. Awards
 - d. Testimonials/ratings
5. Restaurant
 - a. Map
 - b. Photo gallery
 - c. Instagram/Social media posts
 - d. Hours of operation
6. Contact us page
 - a. Form
 - b. Address/phone content block
 - c. Chat
 - d. Social Media Widget
7. Loyalty Program
 - a. Signup/sign in
 - b. Reward redemption
 - c. Reward Earning History

All pages have consistent header and navigation bar
Headers contain CTA for Loyalty program
Footers contain Awards
Use style tile for logo, colors, and fonts

Good for determining the information units (cards);



Web Content

purpose

Who we are

- Award Winning Italian Restaurant
- Traditional Sicilian Recipes
- Vinnie & Rose Proprietors

about

- Hours
- Location

why

- Be a part of the family
- Share Our Traditions

trust

- Google Maps/Yelp ratings
- 3 star rating - Professional Inspectors
- Zagat Guide - Public reviews

social media

- instagram
- Facebook

branding

- Logo
- Style guide
- Tag line
- family

events

- Catering/Party Calander
- Charity Fundraisers

business items

- Check out processing
- contact form
- location iformation
- website policies
- feedback route

features

- Menu
- Delivery/takeout Cart
- Catering Menu
- Hero image tasty entrees carousel
- Loyalty Program Sign up/redemption

marketing

- Yelp Listing
- Google Business Listing
- Social Media Bar
- Coupons
- Loyalty program

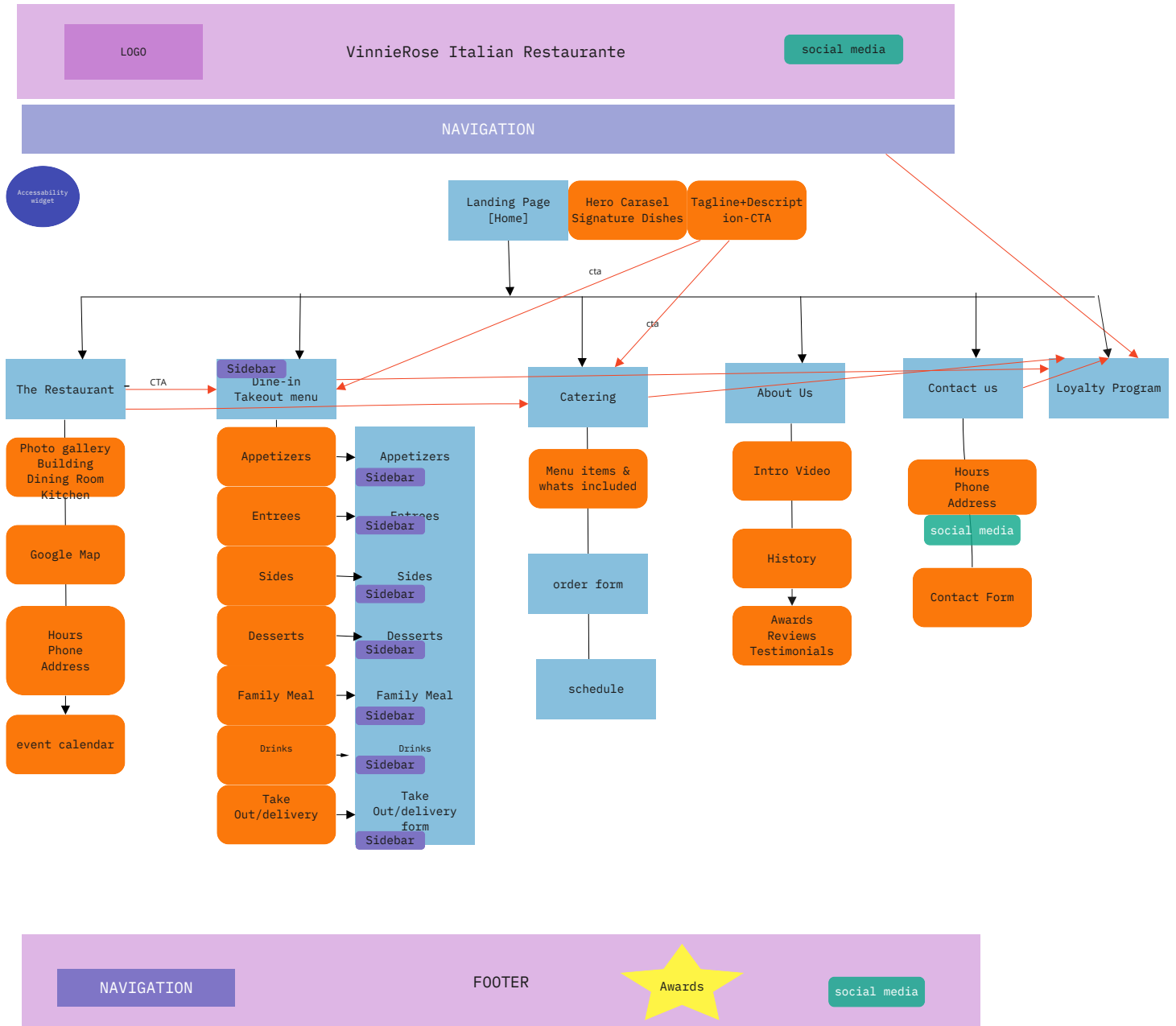
google

Strategic Elements

Group content into categories from the mind map



Navigation Sitemap





<H> TAG HIERARCHY TABLE

| h1 | h2 | h3 |
|---|--|----------------|
| VinnieRose Home Page | | |
| VinnieRose Restraunt | Photos Location Event Calendar | Map Address |
| VinnieRose Menu | Appetizers Entrees Sides Desserts Family Style Offerings Drinks Takeout/delivery Loyalty Program | |
| | Sidebar (on all menu pages) Appetizers Entrees Sides Desserts Family Style Offerings Drinks Takeout/delivery Loyalty Program | |
| VinnieRose Menu – Appetizers | | Item Names |
| VinnieRose Menu - Entrees | Chicken Beef Vegetarian Seafood | Item Names |
| VinnieRose Menu - Sides | Soups Salads Vegetables | Item Names |
| VinnieRose Menu - Desserts | | Item Names |
| VinnieRose Menu – Family Style Offerings | Package Names | Item Names |
| VinnieRose Menu-Drinks | Wine List Cocktails Cold Drinks Hot Drinks | Wine Varieties |
| VinnieRose Takeout/Delivery | Cart Form Payment Form | |
| VinnieRose Catering | Packages Add-ons Schedule | Payment form |
| VinnieRose _ About Us | Introduction Video Reviews Our History Our Awards | |



<H> TAG HIERARCHY TABLE

| | | |
|-----------------------------------|---|--|
| VinnieRose – Contact Us | Send Us An Email Instagram Widget Chat Widget | |
| VinnieRose Loyalty Program | Login Sign Up Forgot Password Your Loyalty Program Profile | Order History How to earn and redeem points |



VinnieRose's Italian Restaurante

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Loorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus semper dictum sem dictum scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Aspern imperdiet dignissim volutpat euismod. Mauris



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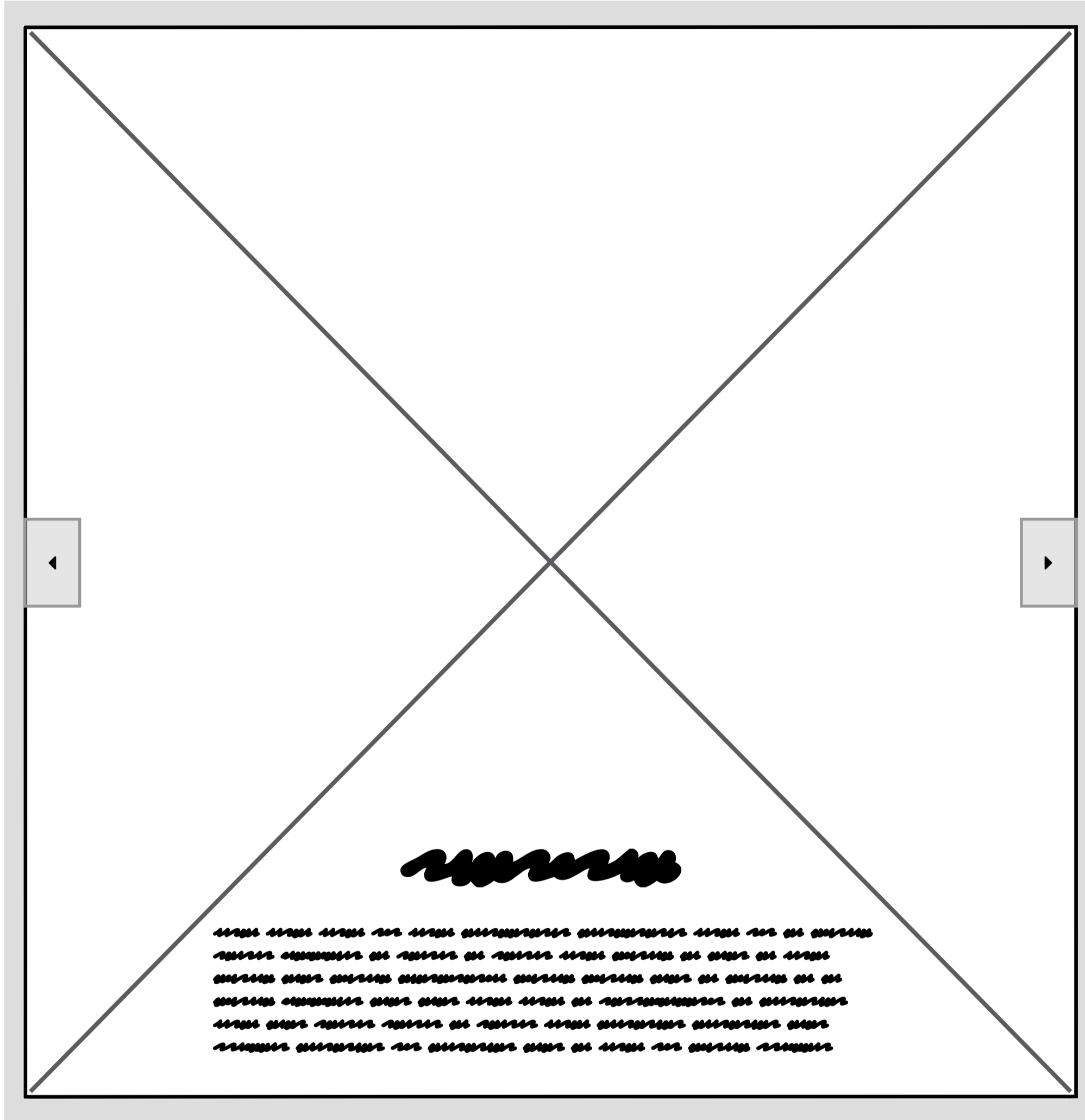
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APRIL 2020

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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |



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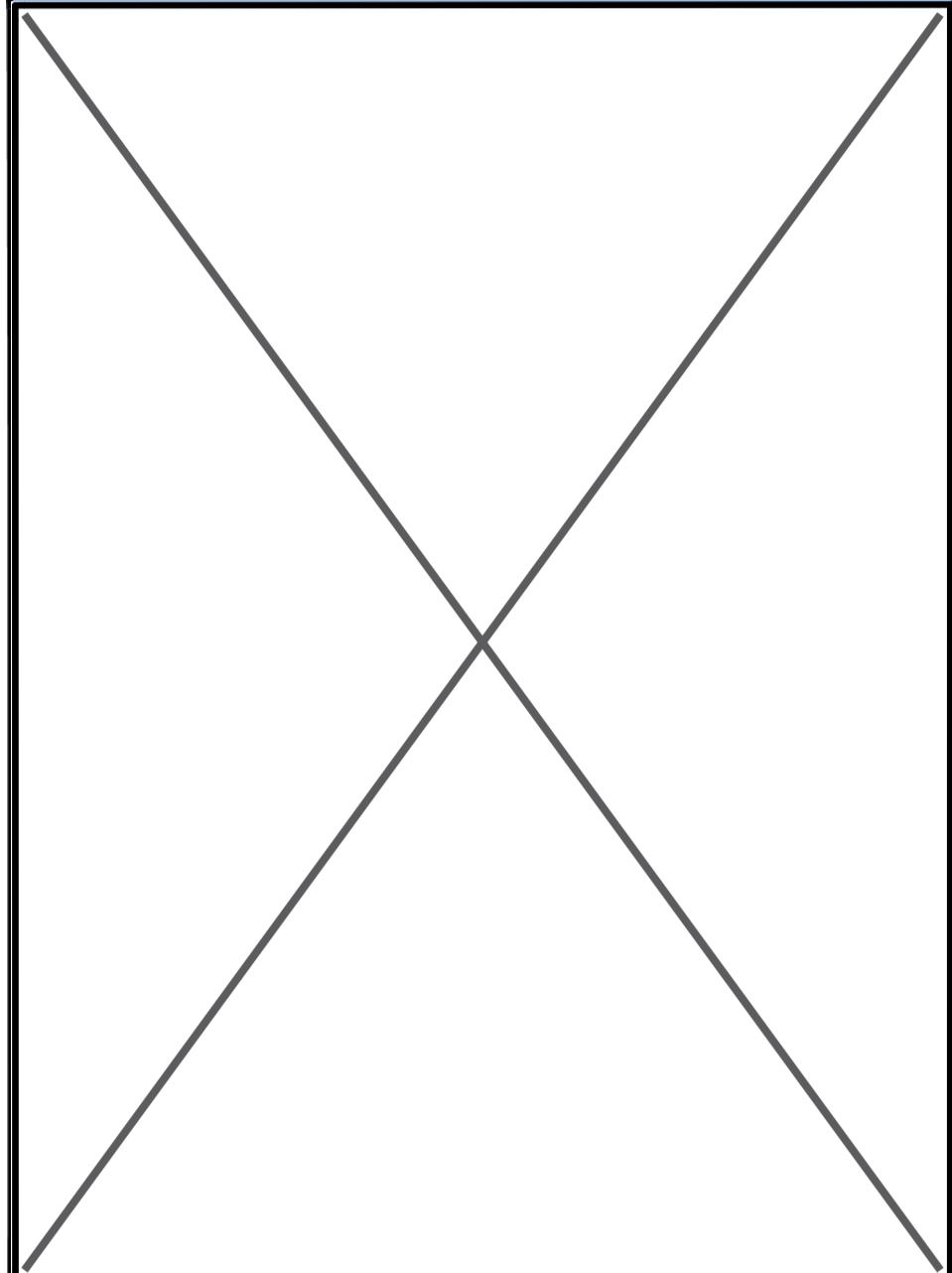
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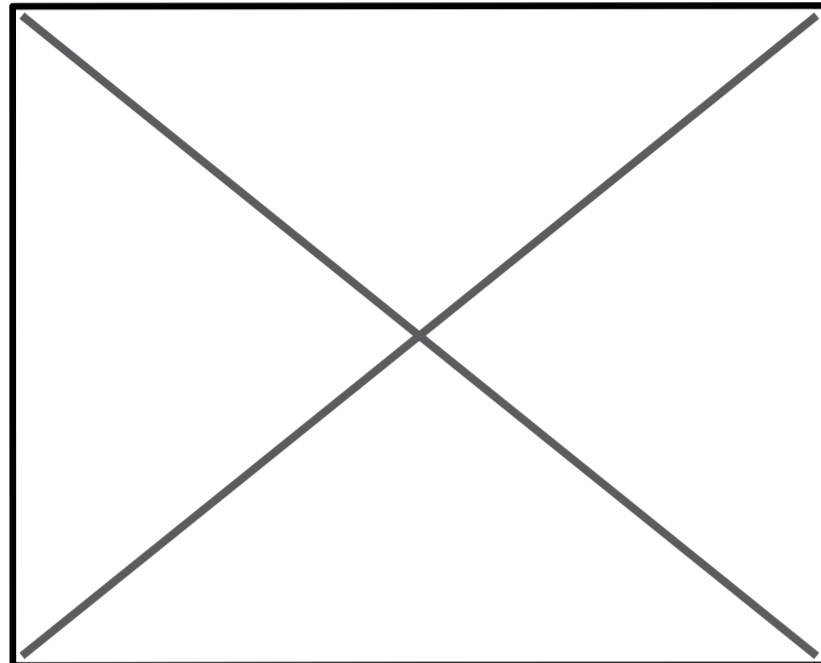
Menu

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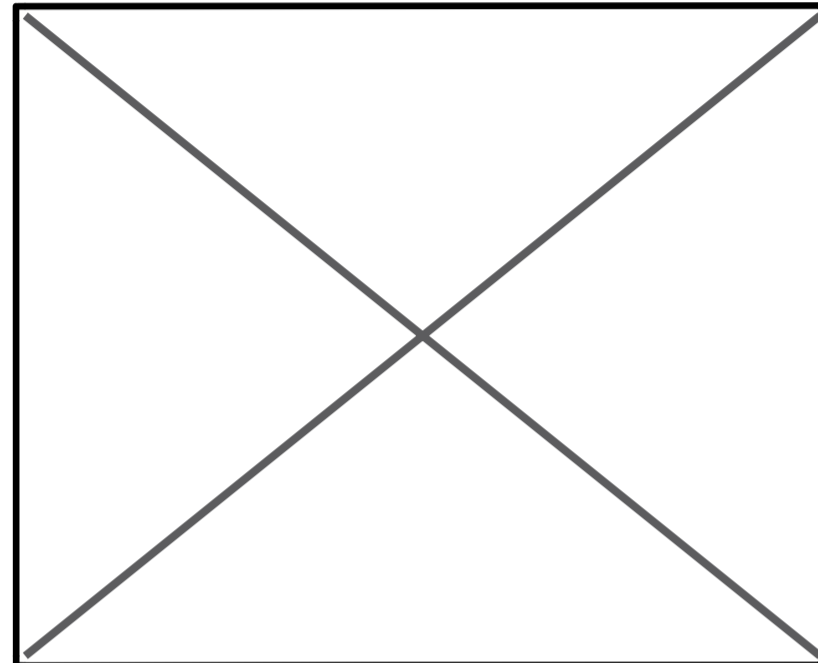
Menu



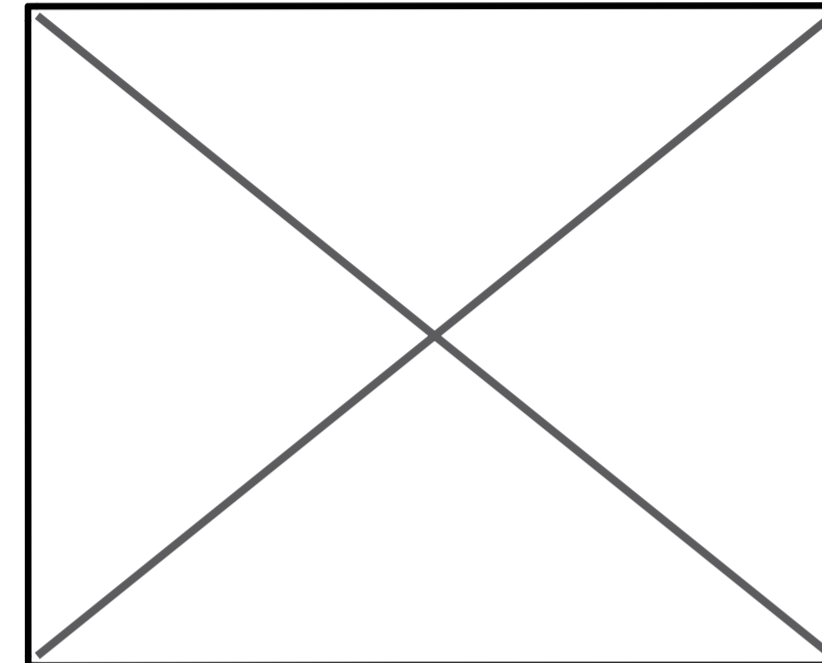
- [Appetizers](#)
- [Entrees](#)
- [Sides](#)
- [Desserts](#)
- [Family style offerings](#)
- [Drinks](#)
- [Takeout/delivery form](#)
- [Loyalty Program](#)



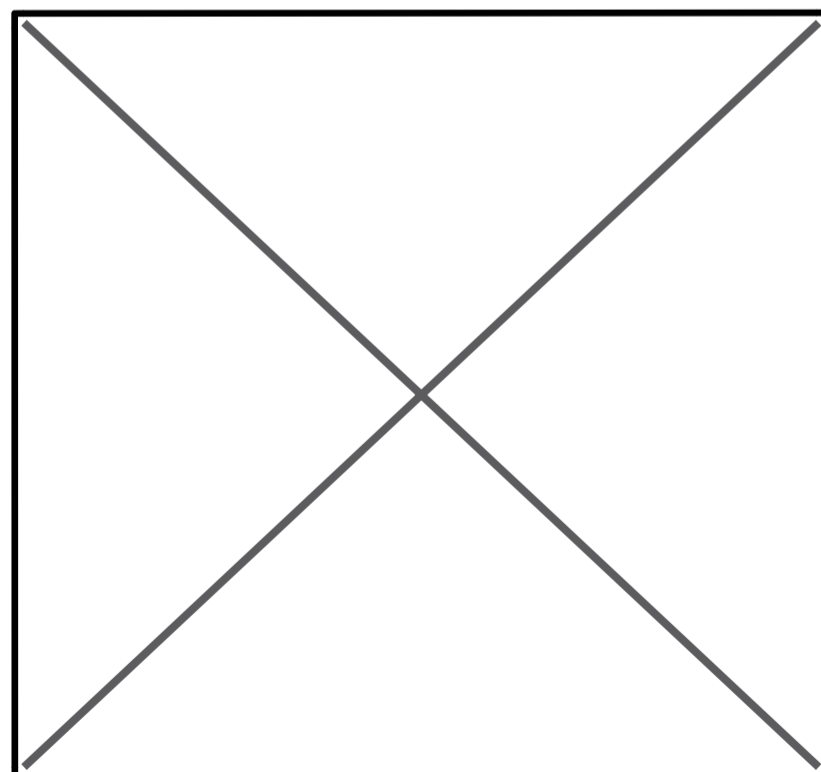
Appetizers



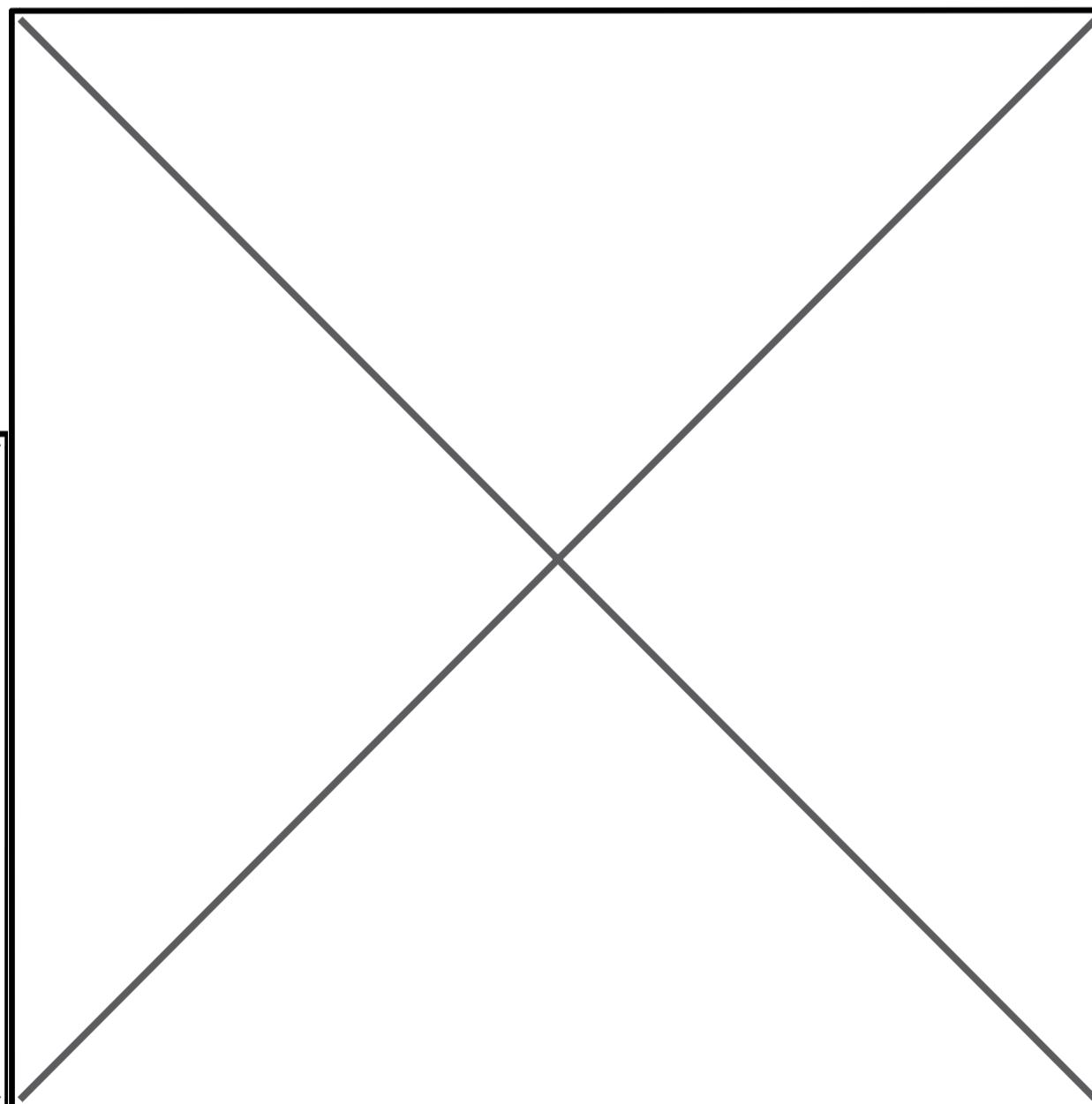
Entrees



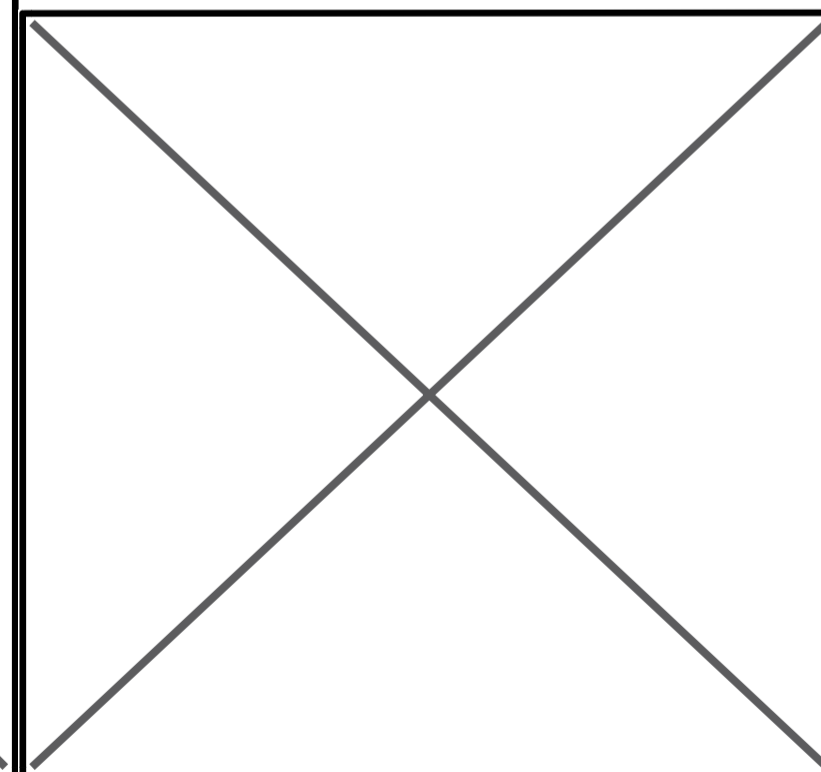
Sides



Desserts



Family Style



Drinks



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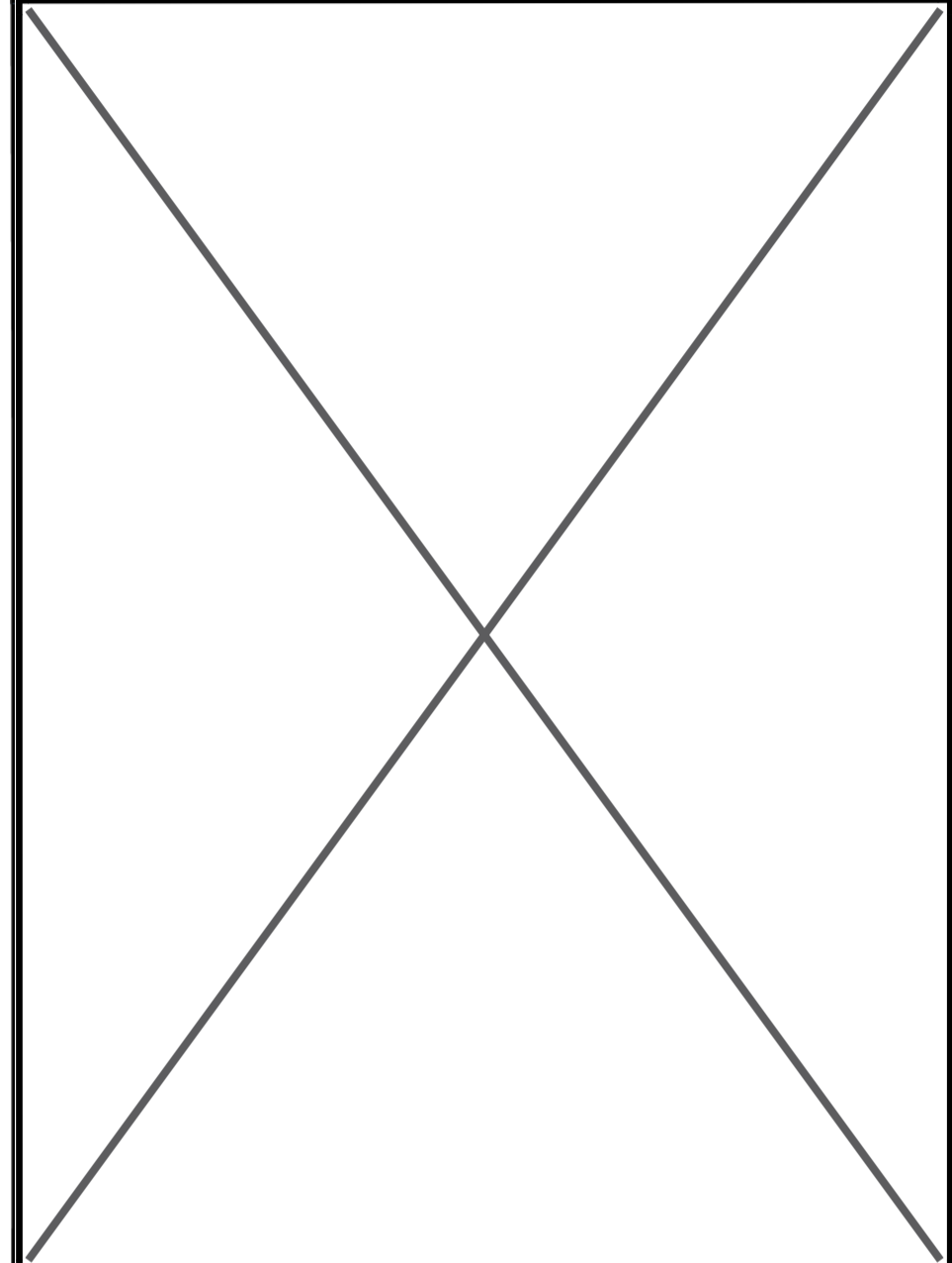
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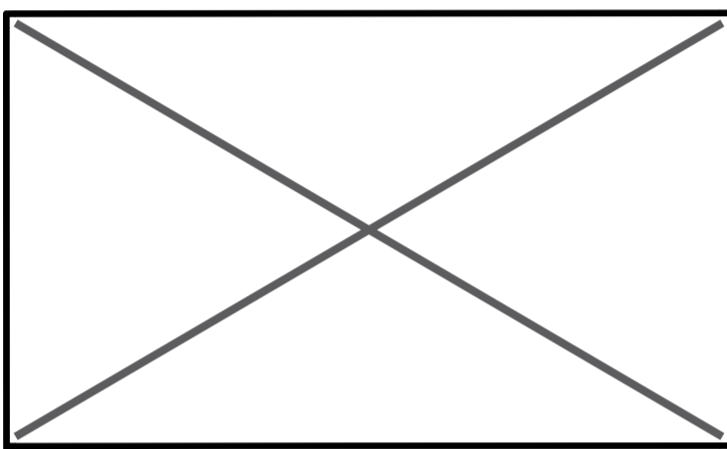

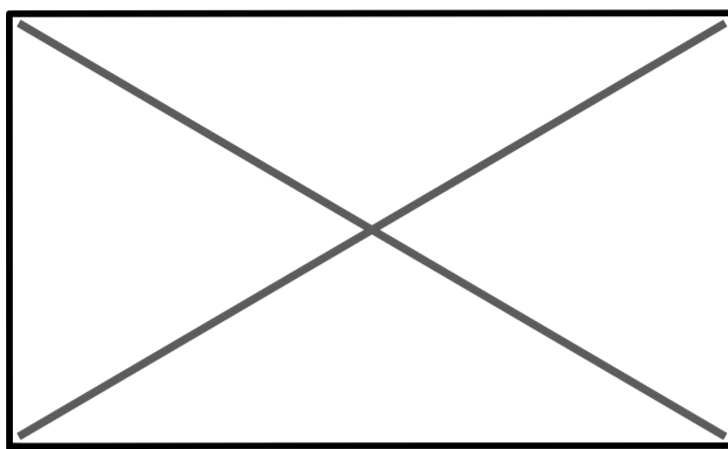

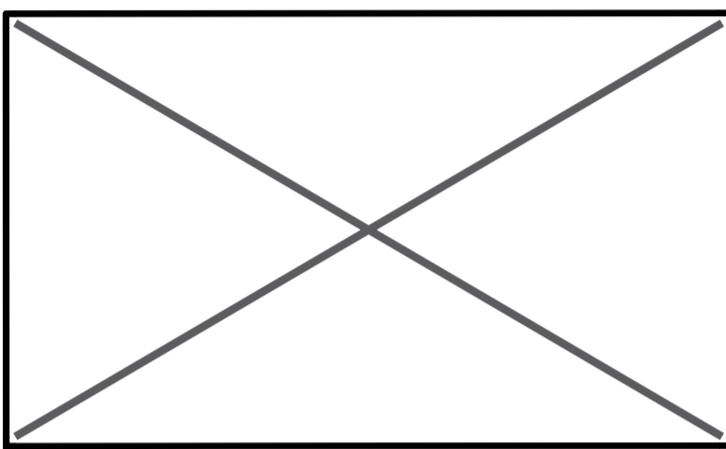

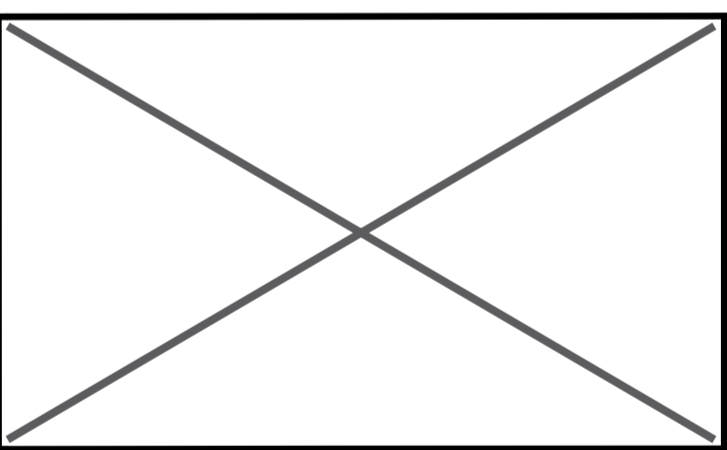

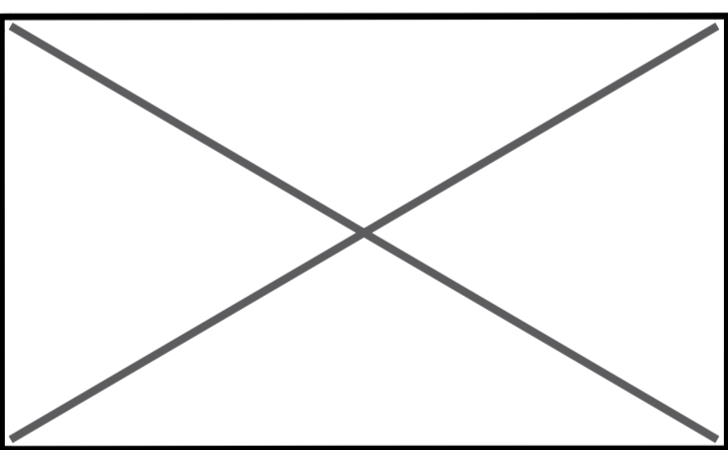

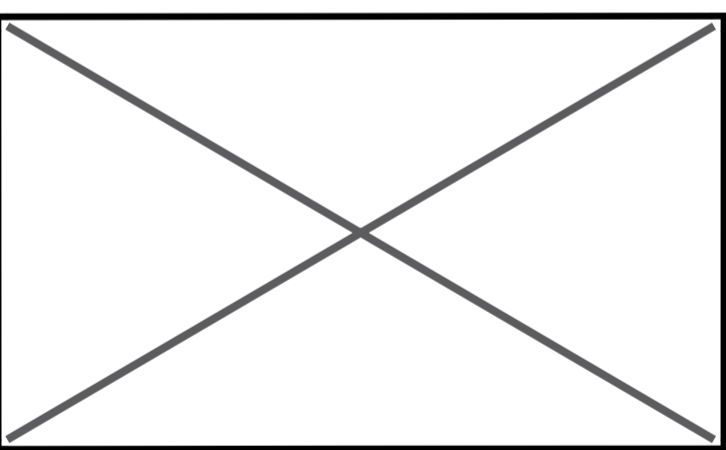
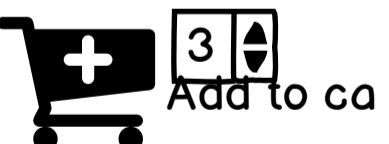
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Menu



- Appetizers**
- Entrees**
- Sides**
- Desserts**
- Family style offerings**
- Drinks**
- Takeout/delivery form**
- Loyalty Program**

Appetizers

| | | |
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|  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |
|  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |



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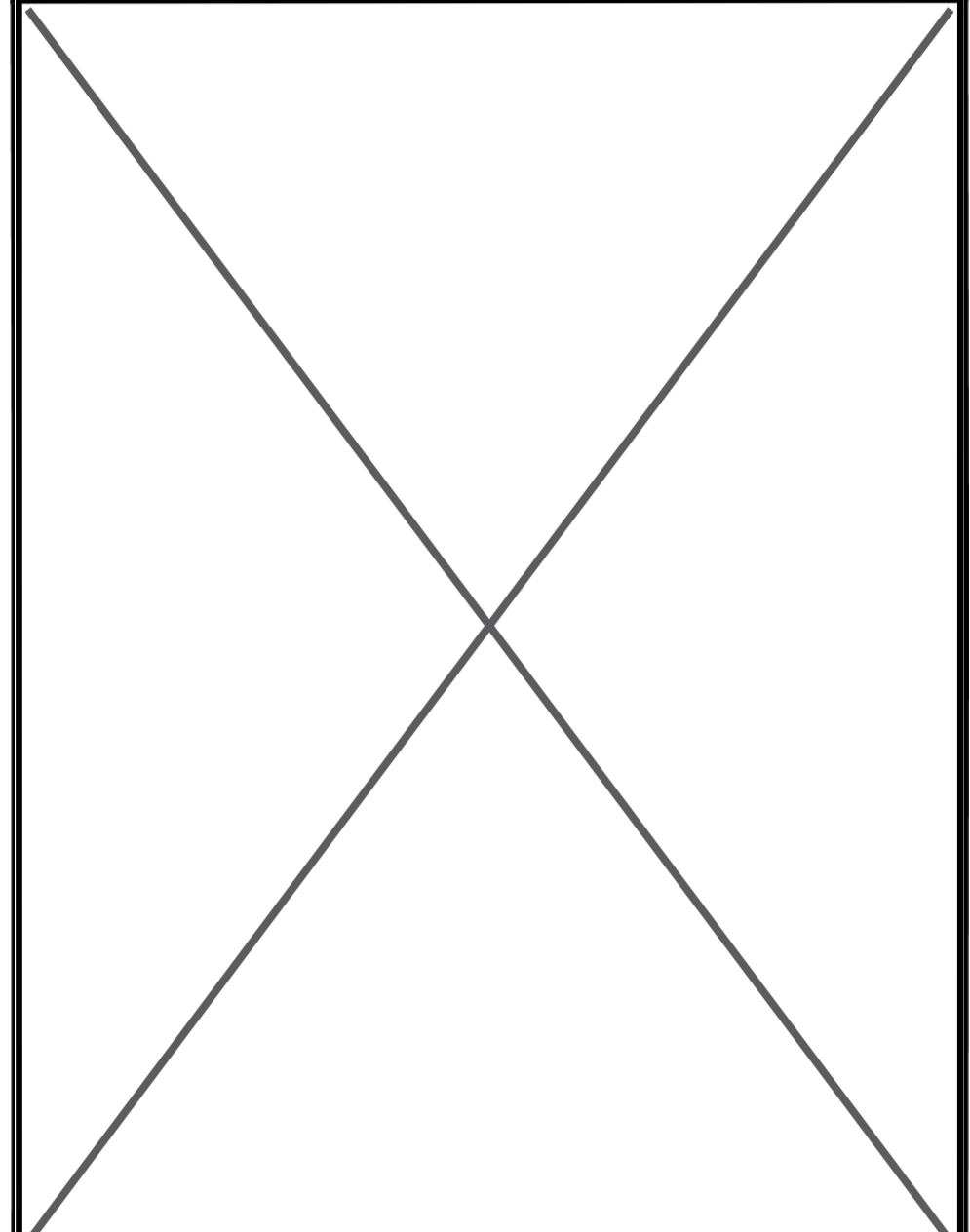
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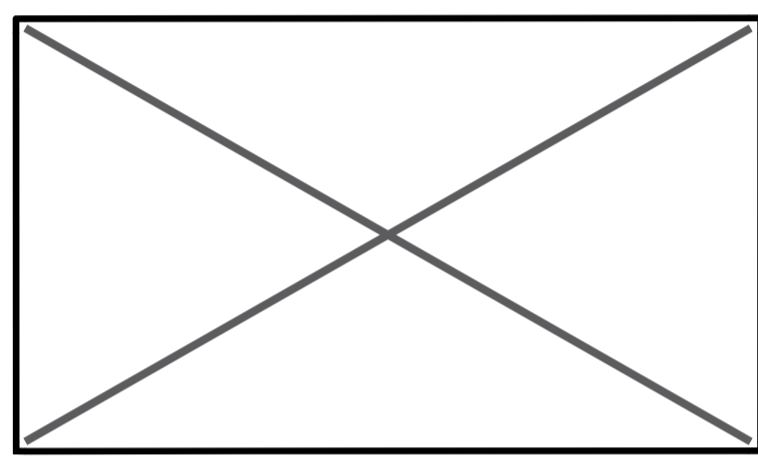
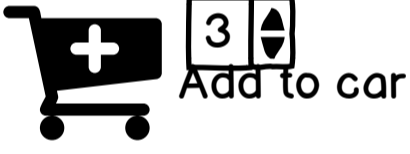
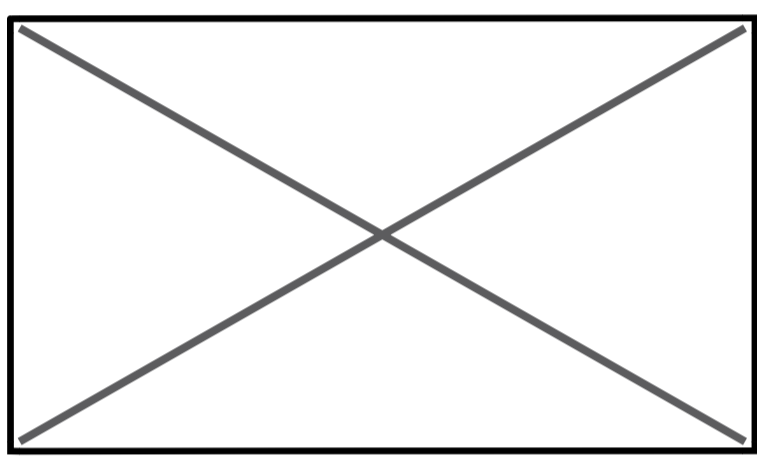

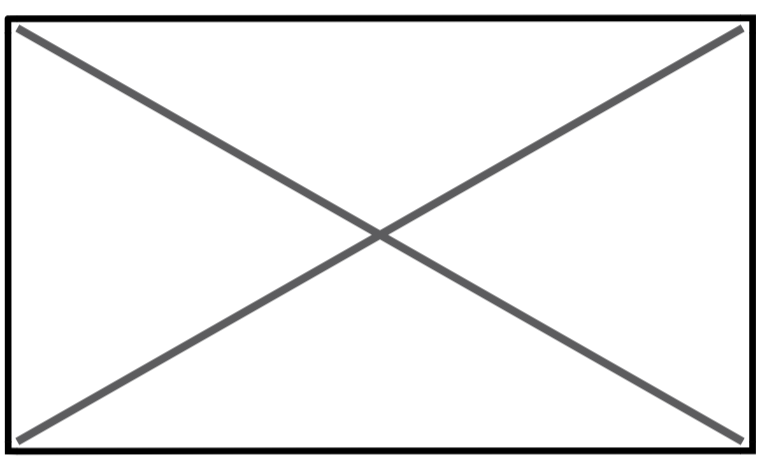
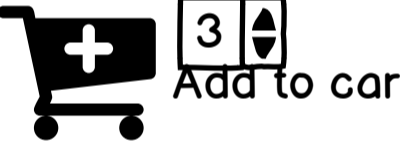
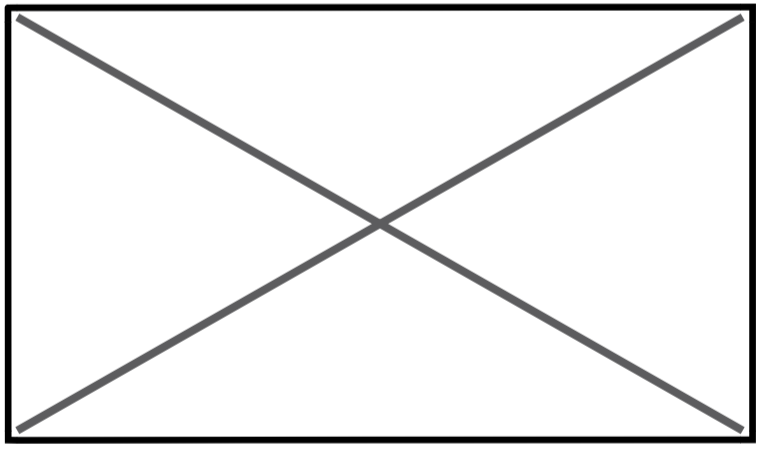

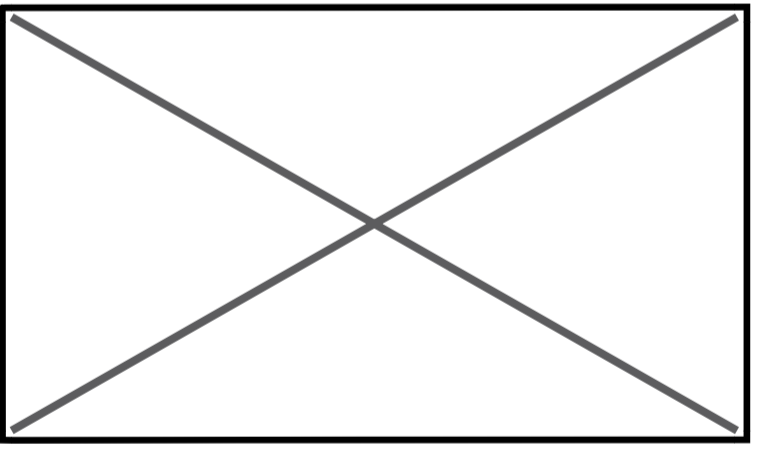

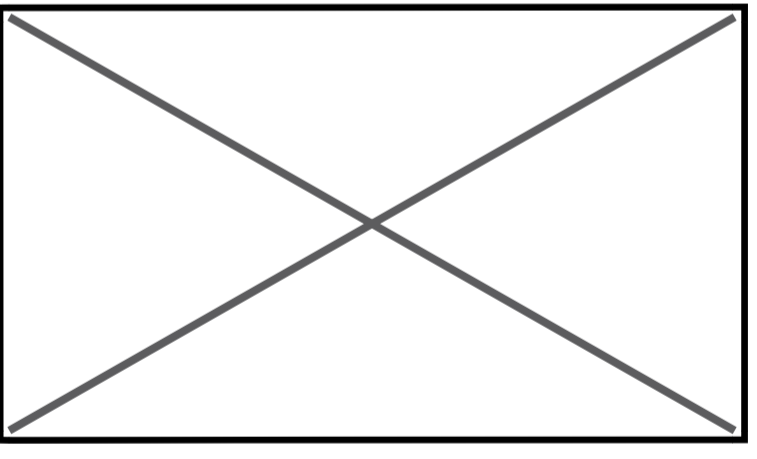

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Menu



- Appetizers**
- Entrees**
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- Desserts**
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Entrees

| | | |
|--|--|--|
|  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |
|  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |



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| Menu |
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Desserts

| | | |
|---|---|---|
| Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed <input type="text" value="3"/> Add to car | Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed <input type="text" value="3"/> Add to car | Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed <input type="text" value="3"/> Add to car |
| Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed <input type="text" value="3"/> Add to car | Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed <input type="text" value="3"/> Add to car | Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed <input type="text" value="3"/> Add to car |



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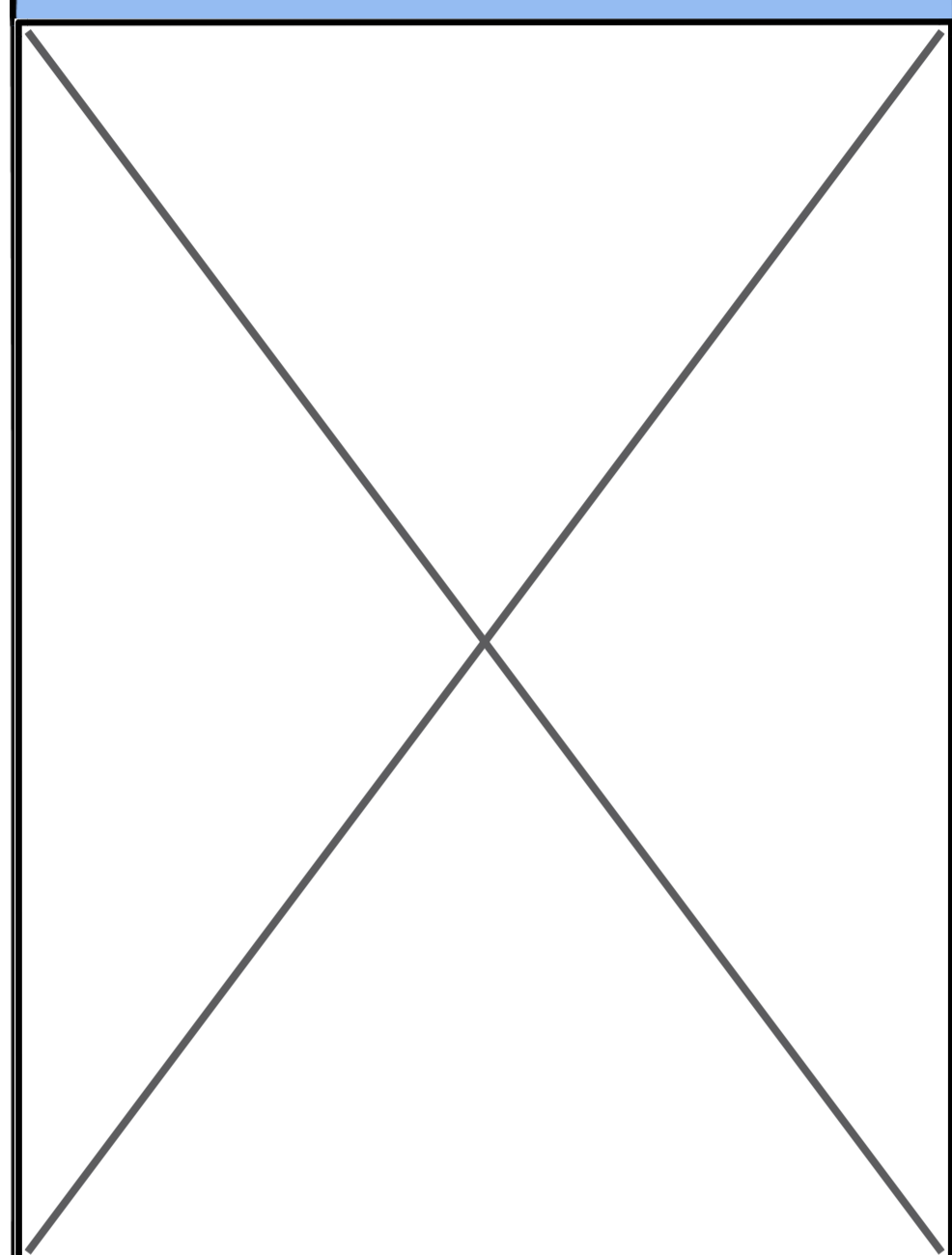
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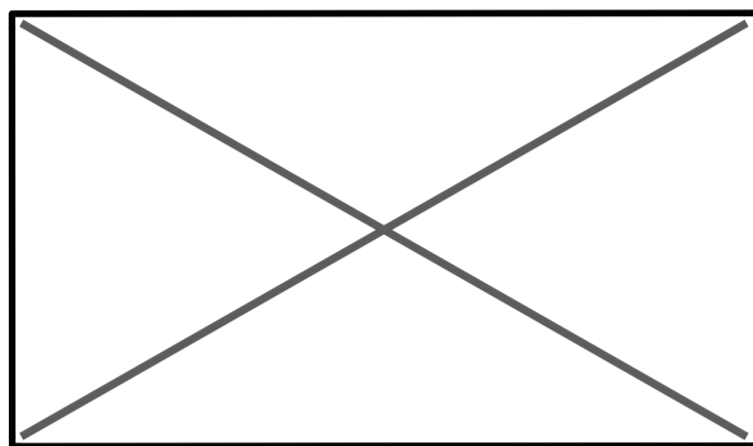

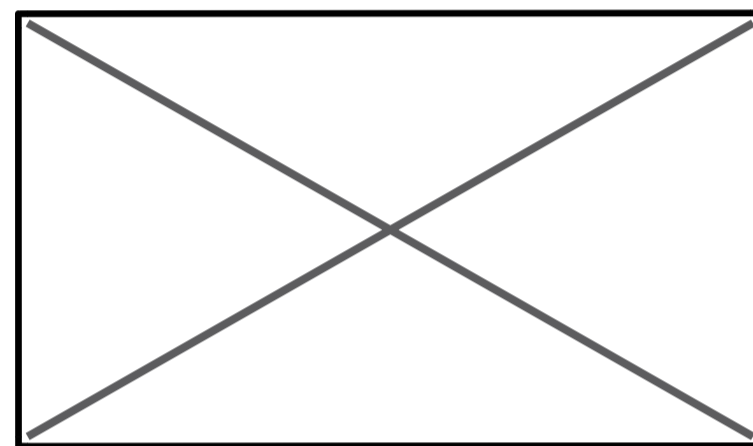

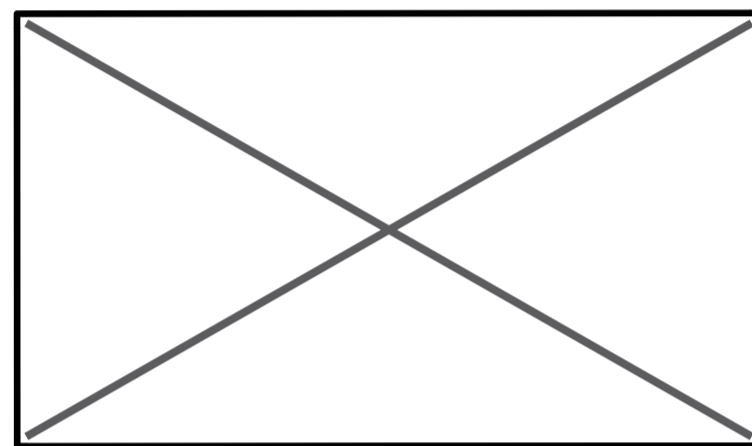

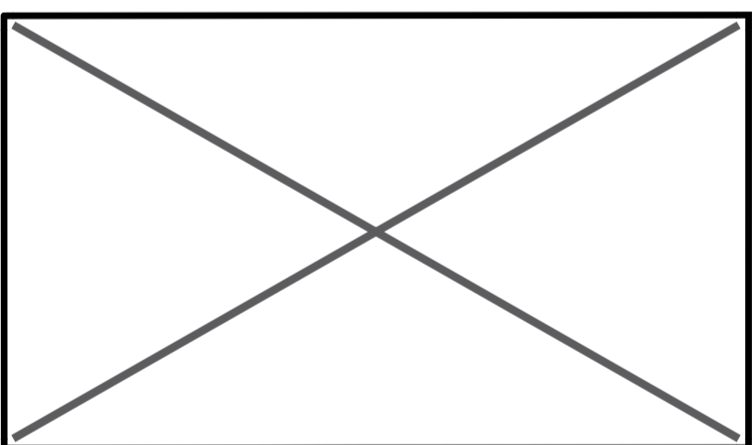

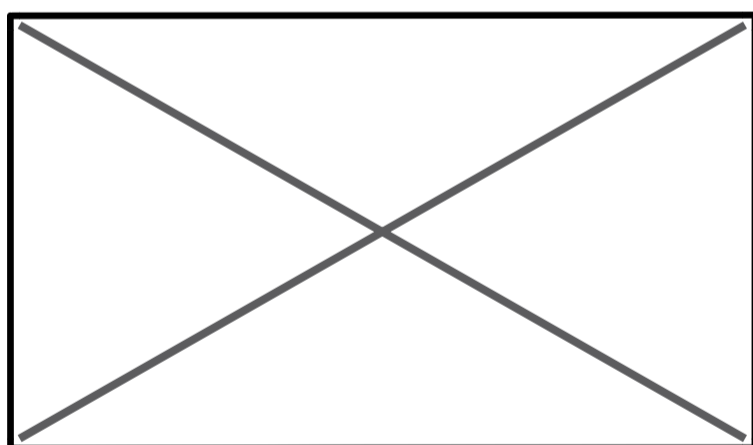

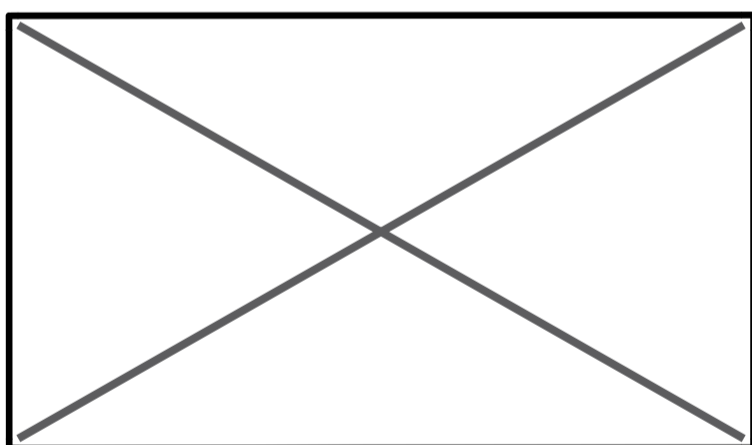

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Menu



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Sides

| | | |
|--|--|--|
|  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |
|  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |  Item Name \$##. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed  |



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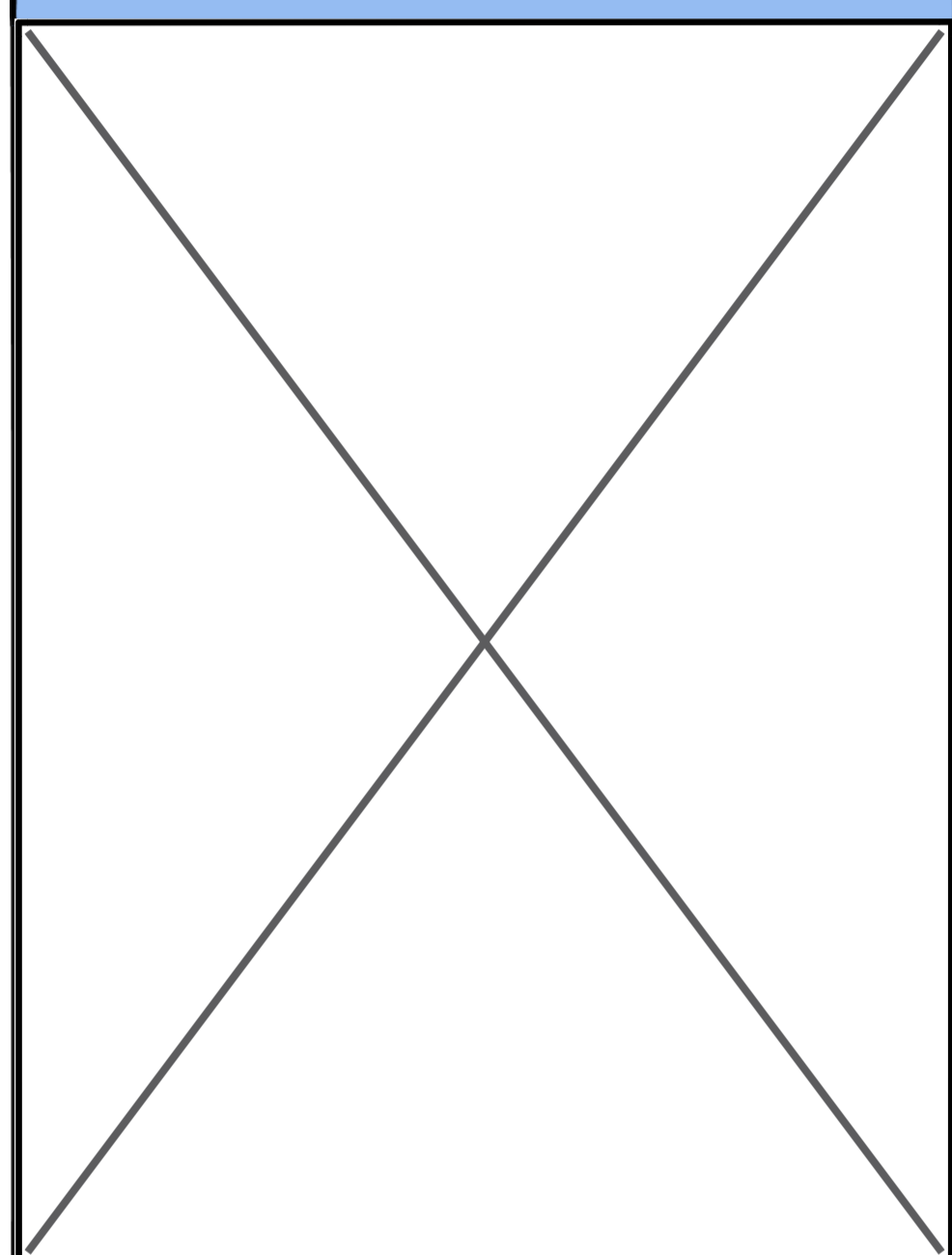
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Drink Menu

| Name | Type | Glass | Bottle |
|--|---------------------|--------|--------|
| Type: Sparkling and Rose' (3items) | | | |
| Wine Name | Sparkling and Rose' | \$8 | \$25 |
| Wine Name 2 | Sparkling and Rose' | \$8 | \$25 |
| Wine Name 3 | Sparkling and Rose' | \$8 | \$25 |
| Type: Italian Whites (4 items) | | | |
| Wine Name1 | Italian Whites | \$8 | \$25 |
| Wine Name 2 | Italian Whites | \$8 | \$25 |
| Wine Name 3 | Italian Whites | \$8 | \$25 |
| Wine Name 4 | Italian Whites | \$8 | \$25 |
| Type: Italian Reds (4 items) | | | |
| Wine Name1 | Italian Reds | \$8 | \$25 |
| Wine Name 2 | Italian Reds | \$8 | \$25 |
| Wine Name 3 | Italian Reds | \$8 | \$25 |
| Wine Name 4 | Italian Reds | \$8 | \$25 |
| Type: Non-Alcoholic (4 items) | | | |
| Non-Alcoholic1 | Non-Alcoholic | \$1.75 | |
| Non-Alcoholic 2 | Non-Alcoholic | \$1.75 | |
| Non-Alcoholic 3 | Non-Alcoholic | \$1.75 | |
| Non-Alcoholic 4 | Non-Alcoholic | \$1.75 | |

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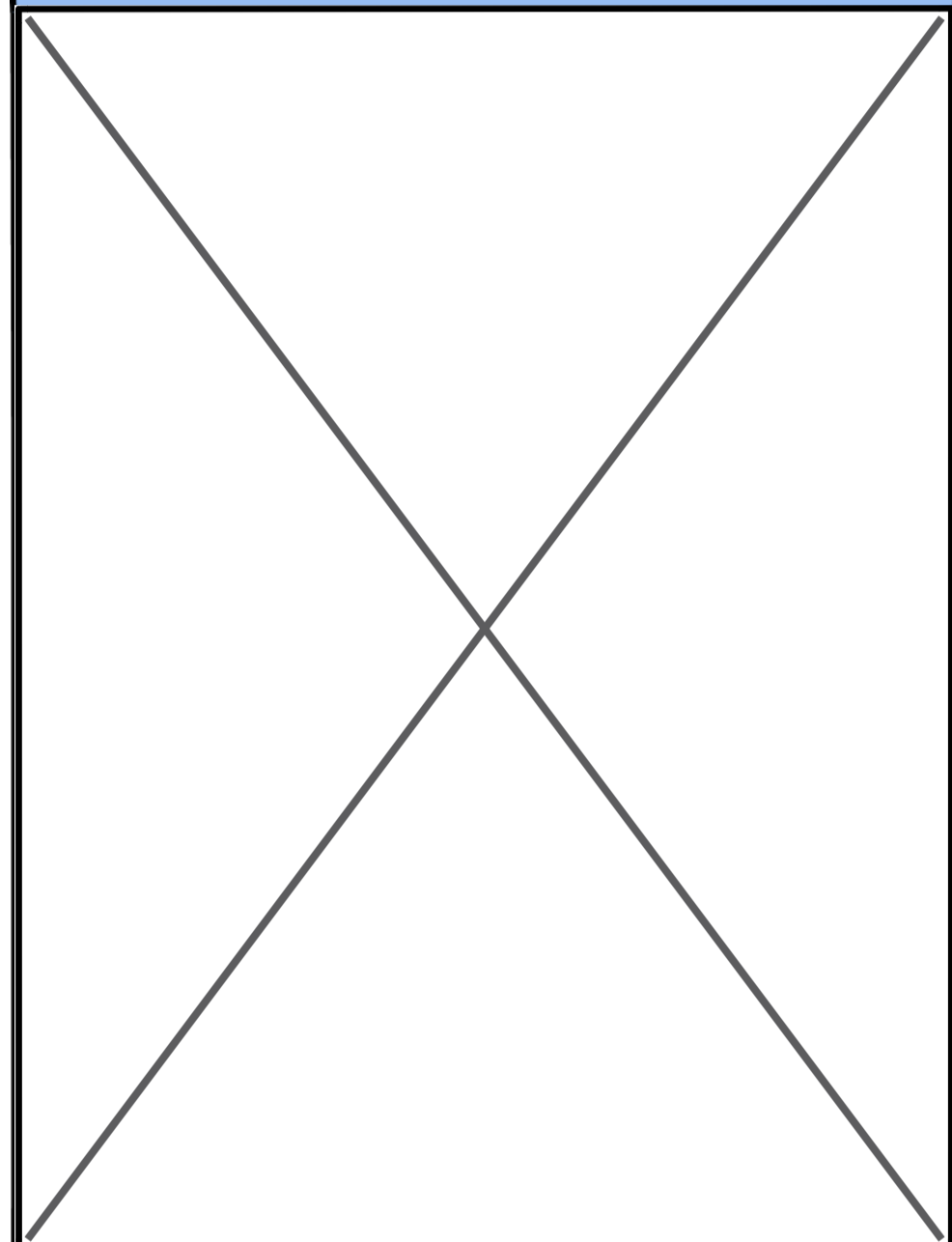
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Menu



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Family style offerings

Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed do eiu smod tempor incididunt. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed do eiu smod tempor incididunt. Lorem ipsum do lor sit amet, conse ctetur adipi sicing elit, sed do eiu smod tempor incididunt.



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Menu

X

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Take Out Delivery Cart

| Item Name | Quantity | Price |
|------------------|--------------------------------|-----------------|
| Appetizer 1 | <input type="text" value="1"/> | \$###.## |
| Entree #3 | <input type="text" value="2"/> | \$###.## |
| Soup #2 | <input type="text" value="1"/> | \$###.## |
| Salad #1 | <input type="text" value="1"/> | \$###.## |
| Salad Dressing # | <input type="text" value="2"/> | \$###.## |
| Dessert #4 | <input type="text" value="1"/> | \$###.## |
| Cold Drink #4 | <input type="text" value="2"/> | \$###.## |
| Total: | | \$###.## |

Take-out
 Delivery

Name:

Address:

Phone:

Payment Type:

Order total: \$###.##

Delivery Fee: \$###.##

Tip: \$###.##

Discount Code: SAVE20

Order total: \$###.##



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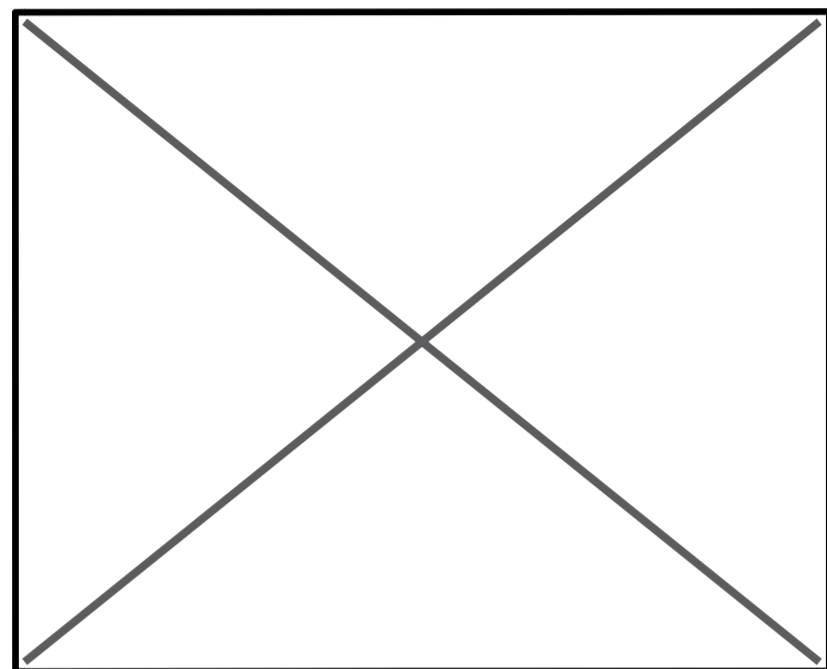
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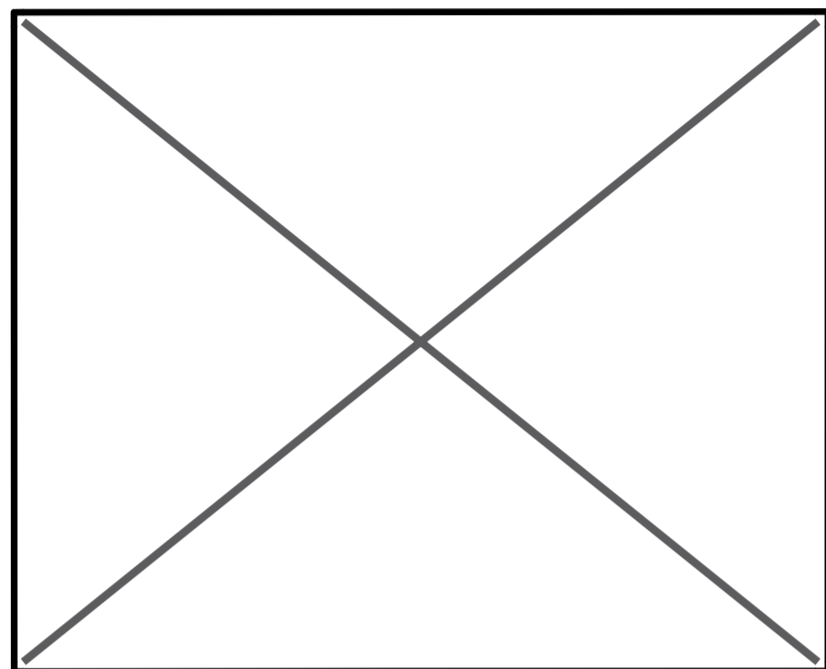
Catering

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Package 1

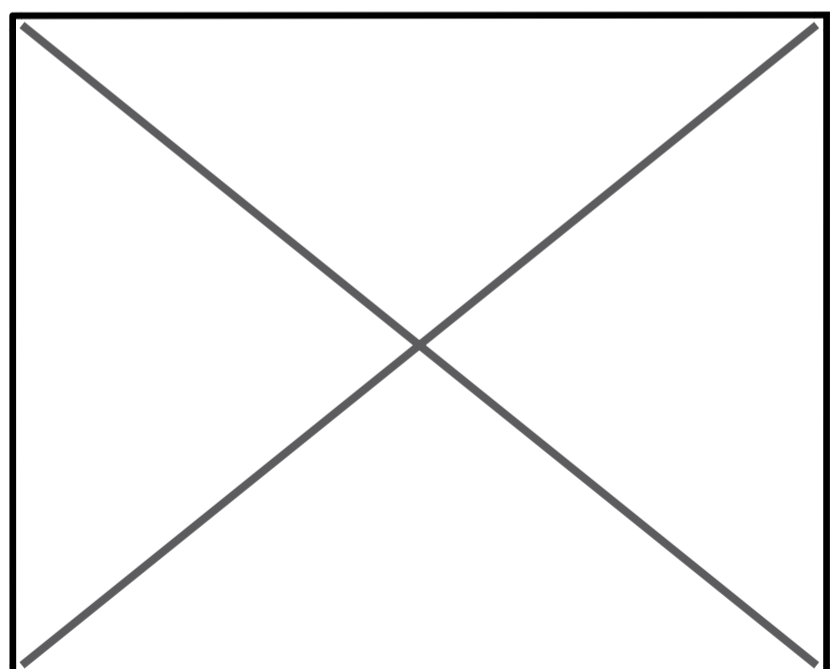
Placeholder text for Package 1 description.



Package 2

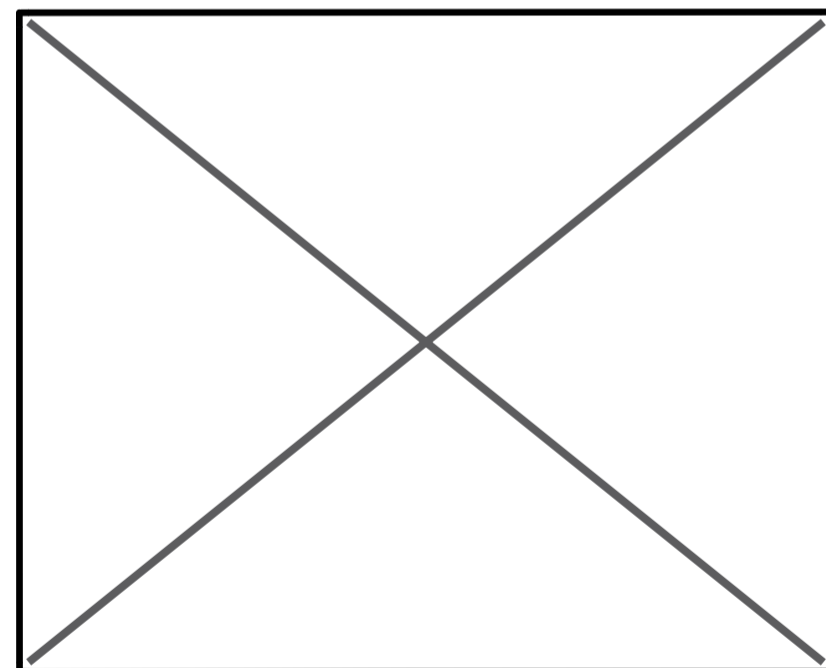
Placeholder text for Package 2 description.

| APRIL 2020 | | | | | | |
|------------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |



Package 3

Placeholder text for Package 3 description.



Add-ons

Placeholder text for Add-ons description.

| Item | Quantity | Price |
|--------|--------------------------------|----------|
| Item 1 | <input type="text" value="1"/> | \$###.## |
| Item 2 | <input type="text" value="1"/> | \$###.## |
| Item 3 | <input type="text" value="1"/> | \$###.## |
| Total | | \$###.## |

Name:
 Address:
 Phone:
 Payment:

Order total: \$###.##
 Delivery Fee: \$###.##
 Tip: \$###.##
 Discount Code: SAVE20
 Order total: \$###.##

Comments/ Special Instructions

[Place Order](#)



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Welcome to the family - Introduction Video

Our History

Loorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus semper dictum sem dictum scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Aenean imperdiet dignissim velit eu congue. Mauris aliquet felis at lorem imperdiet et viverra est tincidunt. Duis commodo ligula elit, sit amet auctor ipsum. Nam eu lorem quis justo gravida suscipit sed vitae eros. Integer volutpat euismod mi. Sed sit amet libero risus.

Morbi ac dui risus. Fusce fermentum, orci eu accumsan dapibus, lacus neque pulvinar magna, in malesuada leo nisi sed ipsum. Donec sollicitudin dolor quis turpis iaculis quis porttitor leo porta. Nullam varius, leo elementum imperdiet imperdiet, ante orci suscipit dolor, nec rutrum dui nibh quis nunc.

Aenean imperdiet dignissim velit eu congue. Mauris aliquet felis at lorem imperdiet et viverra est tincidunt. Duis commodo ligula elit, sit amet auctor ipsum. Nam eu lorem quis justo gravida suscipit sed vitae eros. Integer volutpat euismod mi. Sed sit amet libero risus.

Our Awards

Loorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus semper dictum sem dictum scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Aenean imperdiet dignissim velit eu congue. Mauris aliquet felis at lorem imperdiet et viverra est tincidunt. Duis commodo ligula elit, sit amet auctor ipsum. Nam eu lorem quis justo gravida suscipit sed vitae eros. Integer volutpat euismod mi. Sed sit amet libero risus.

Reviews



Peldi

Peldi commented 2 days ago ★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus semper dictum sem dictum scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aenean imperdiet

Leave a review ☆☆☆☆☆

Name

Email

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Send us an Email

Name

First Name

Last Name

Email

How can we help?

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

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Instagram Feed Widget



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12345 Somefield St.

Sterling Hgts, Mi 48071

(248) 867-5309

Hours: 12.pm - 11 pm Daily

Chat Widget



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Password:

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Sign Up

* Name:

* Email:

* Password: ?

* Re-type passwor

I agree to the [Terms of Use](#) and [Privacy](#)


[Sign up](#) [Learn more](#)

Forgot Password

Email:

[Get new password](#)

Your Loyalty Program Profile



NAME **Your Name**

BACKGROUND

- 28 years old
- Something About you
- Favorite Order

TECH PREFERENCES

- Macintosh
- iPhone
- iPad

[Edit Profile](#)

Order History

| Date | Order Number | Points Earned |
|----------|------------------|---------------|
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | ##### | 10 |
| ##/##/## | Points Redeemed | -100 |
| ##/##/## | POINTS AVAILABLE | 20 |

How to earn and redeem points.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pharetra. Maecenas urna. Nulla sapien. Sed dignissim aliquet quam.

Etiam vel sem et ipsum iaculis gravida. Sed lacus lacus, ultrices ut, aliquet a, hendrerit sit amet, tellus. Mauris tempor mauris eu justo. Cras tortor nunc, dictum ac, tristique vitae, pellentesque nec, sem. Proin scelerisque laoreet risus.

[Redeem Points](#)



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Family style offerings

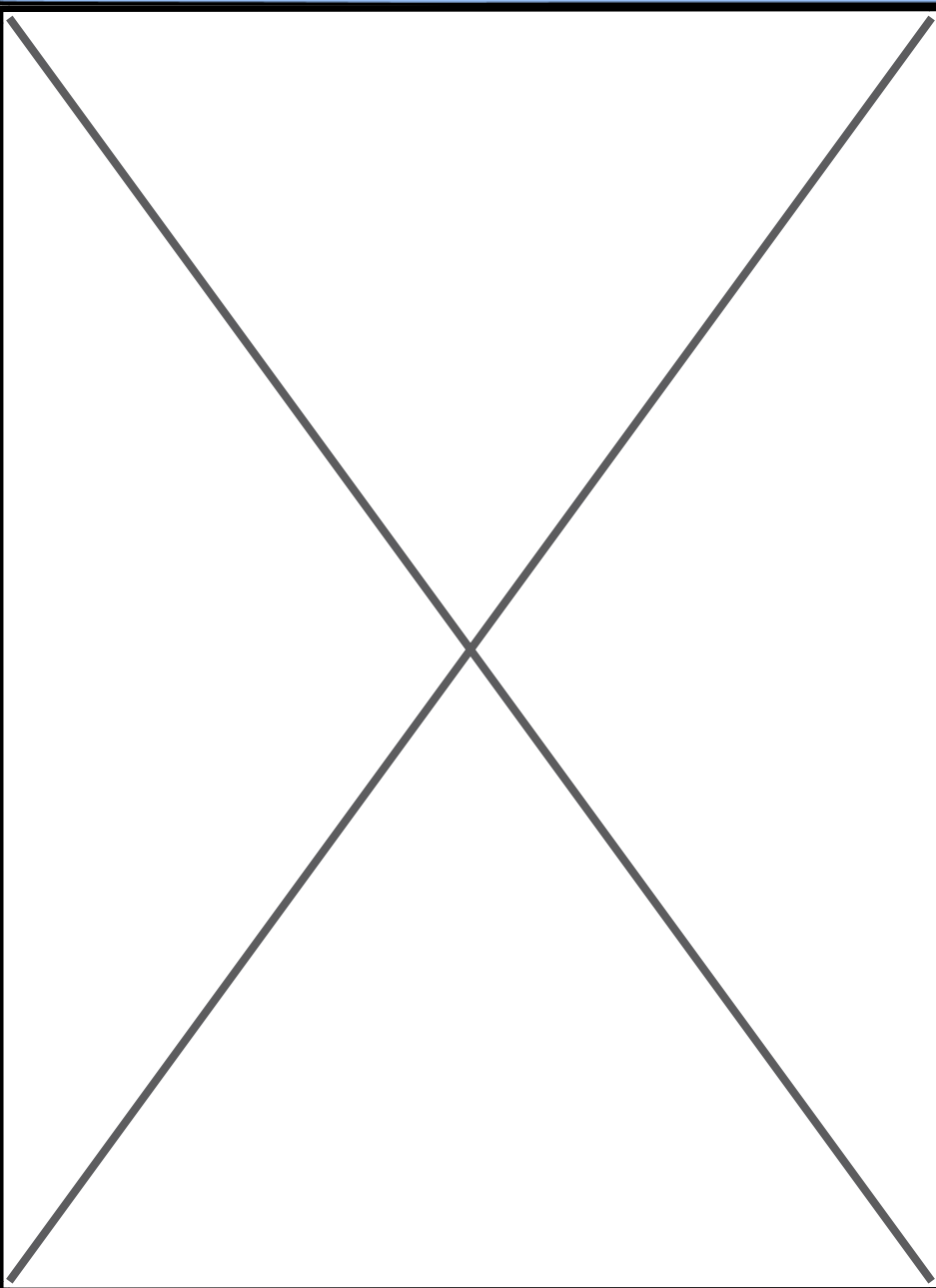
Drinks

Takeout/delivery form

Loyalty Program

Menu

Appetizers



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Sides

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Family style offerings

Drinks

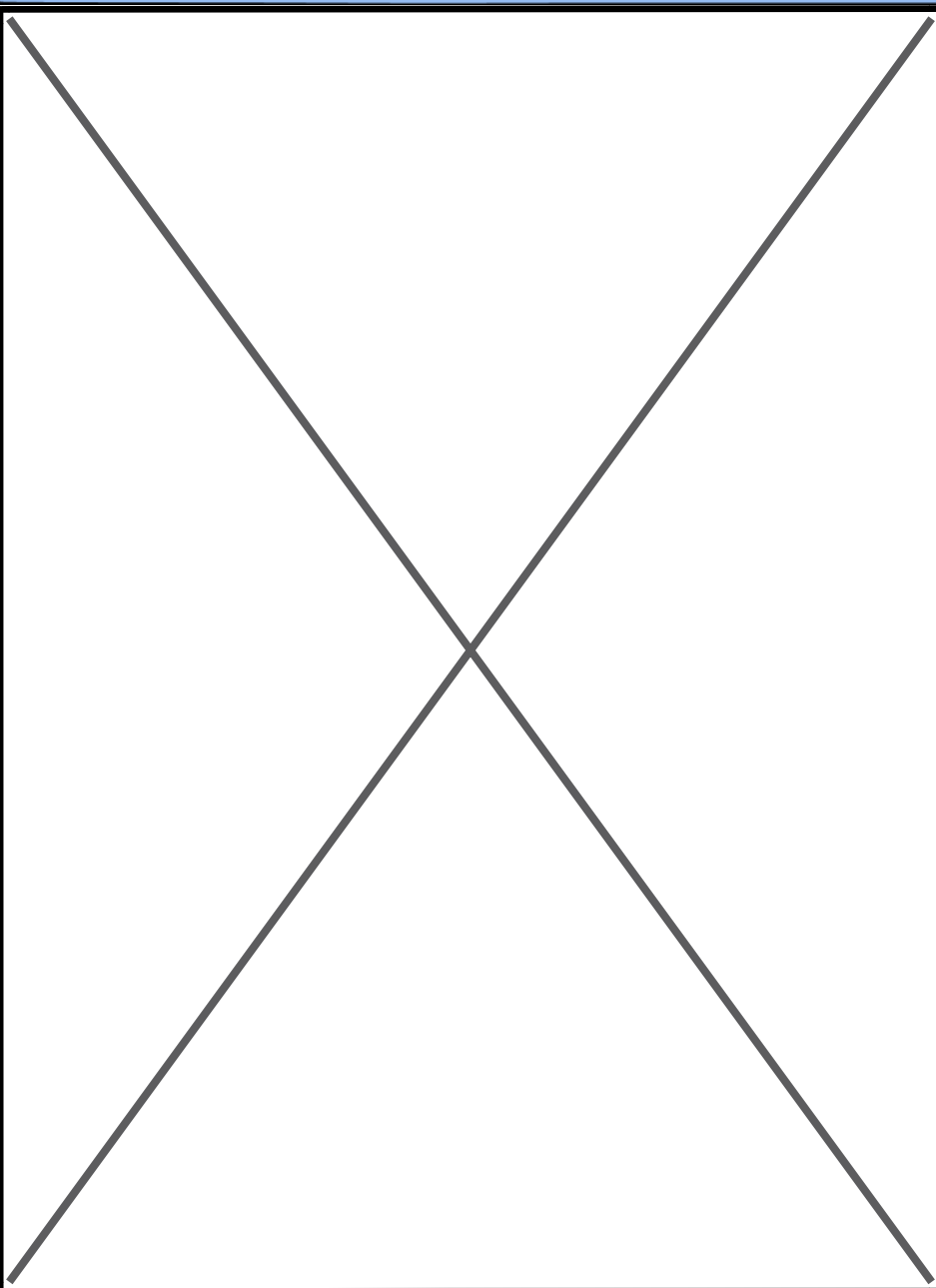
Takeout/delivery form

Loyalty Program

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Takeout/delivery form

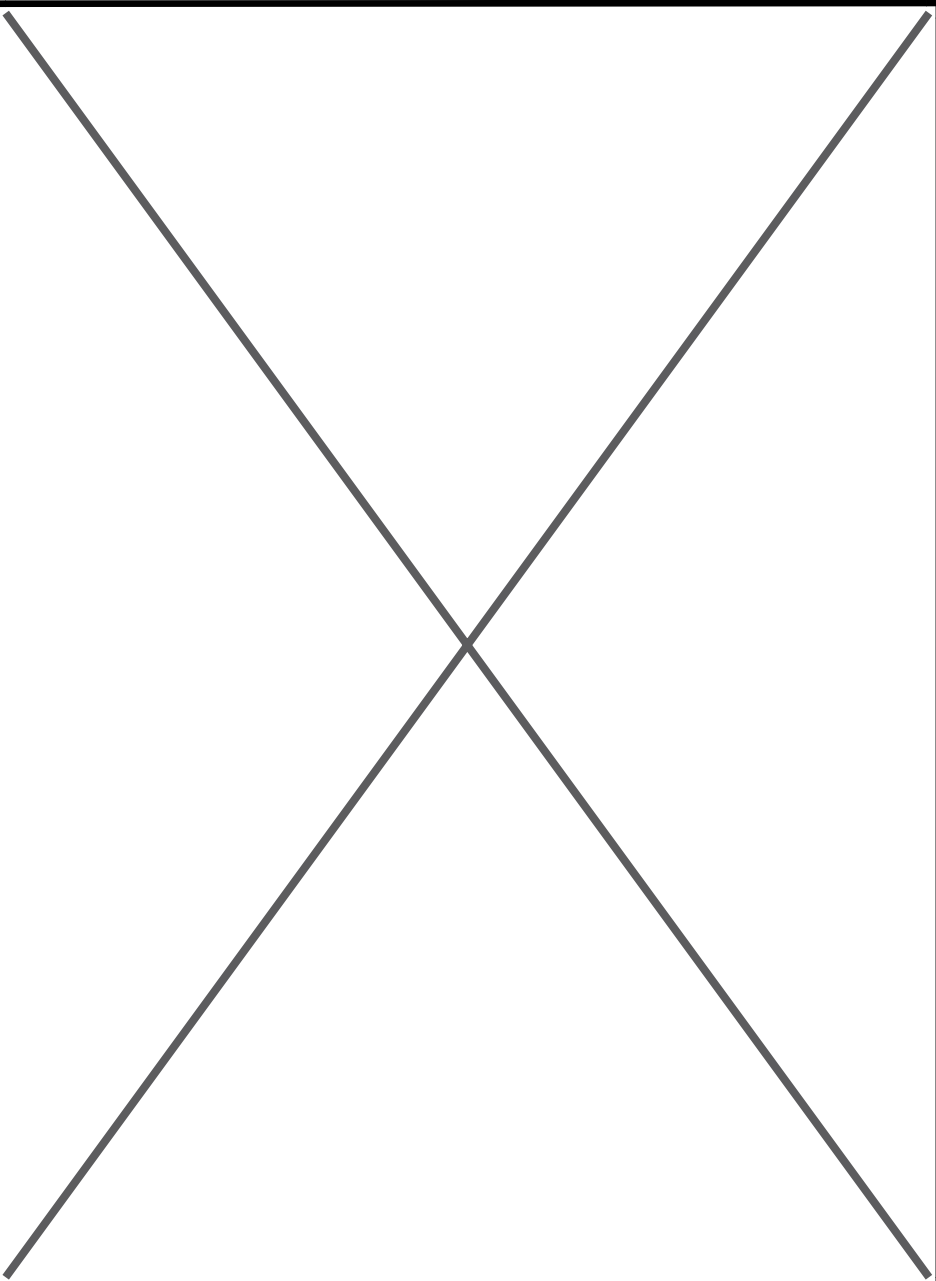
Loyalty Program

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Loyalty Program

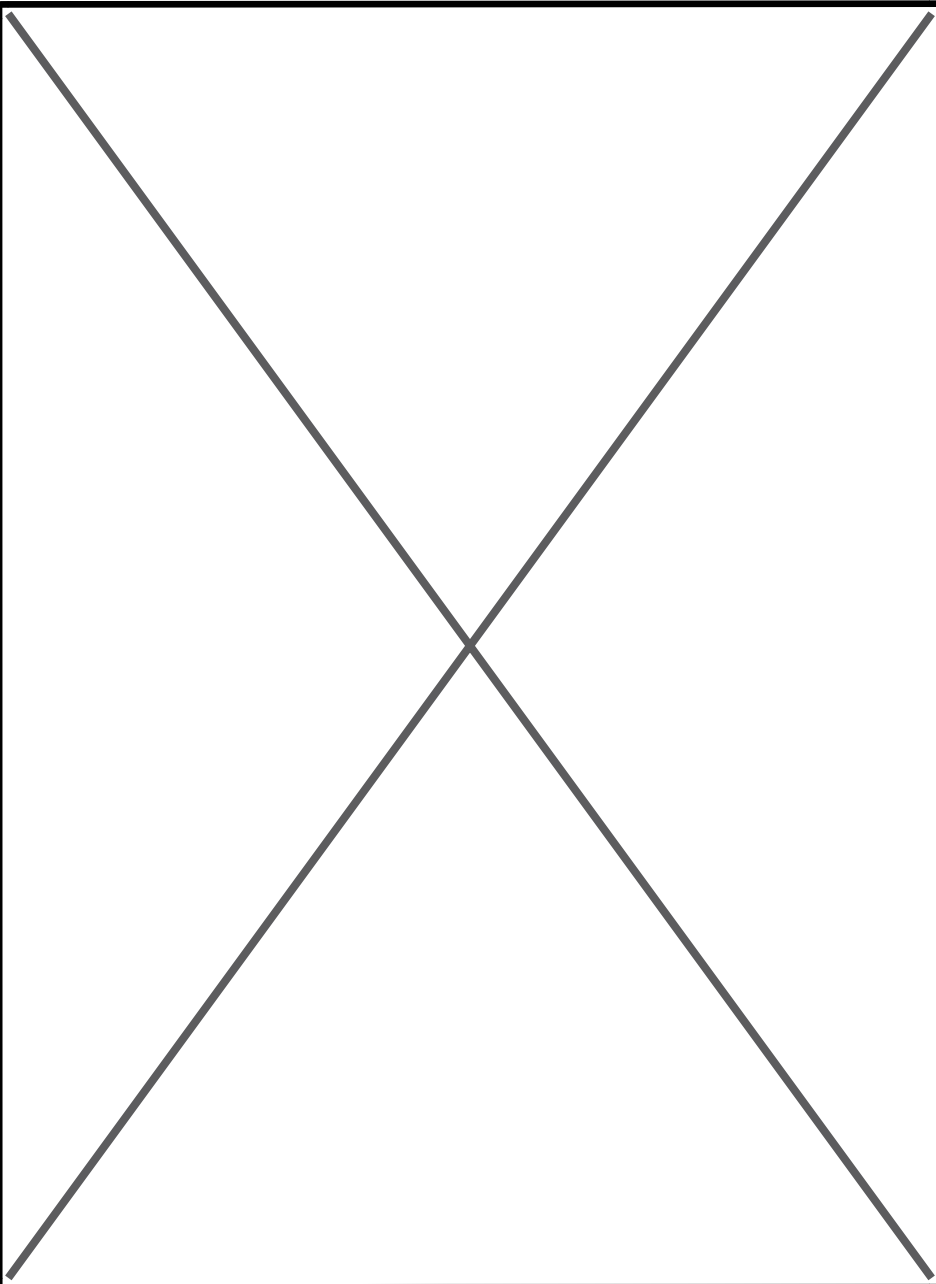
Menu

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Entrees

Sides

Desserts



Family style offerings

Drinks

Takeout/delivery form

Loyalty Program

Menu

Appetizers

Entrees

Sides

Desserts

Family style offerings

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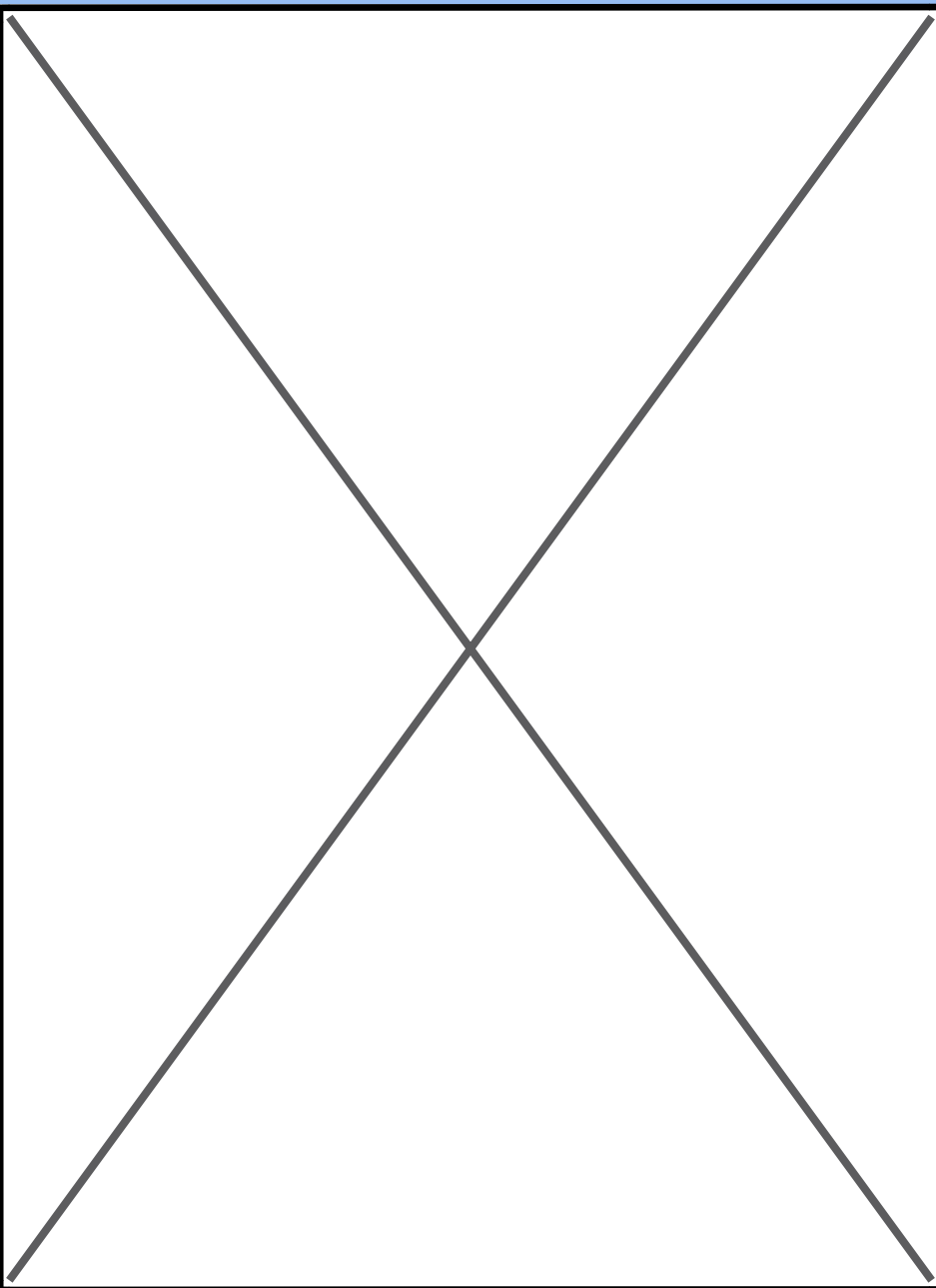
Entrees

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Takeout/delivery form

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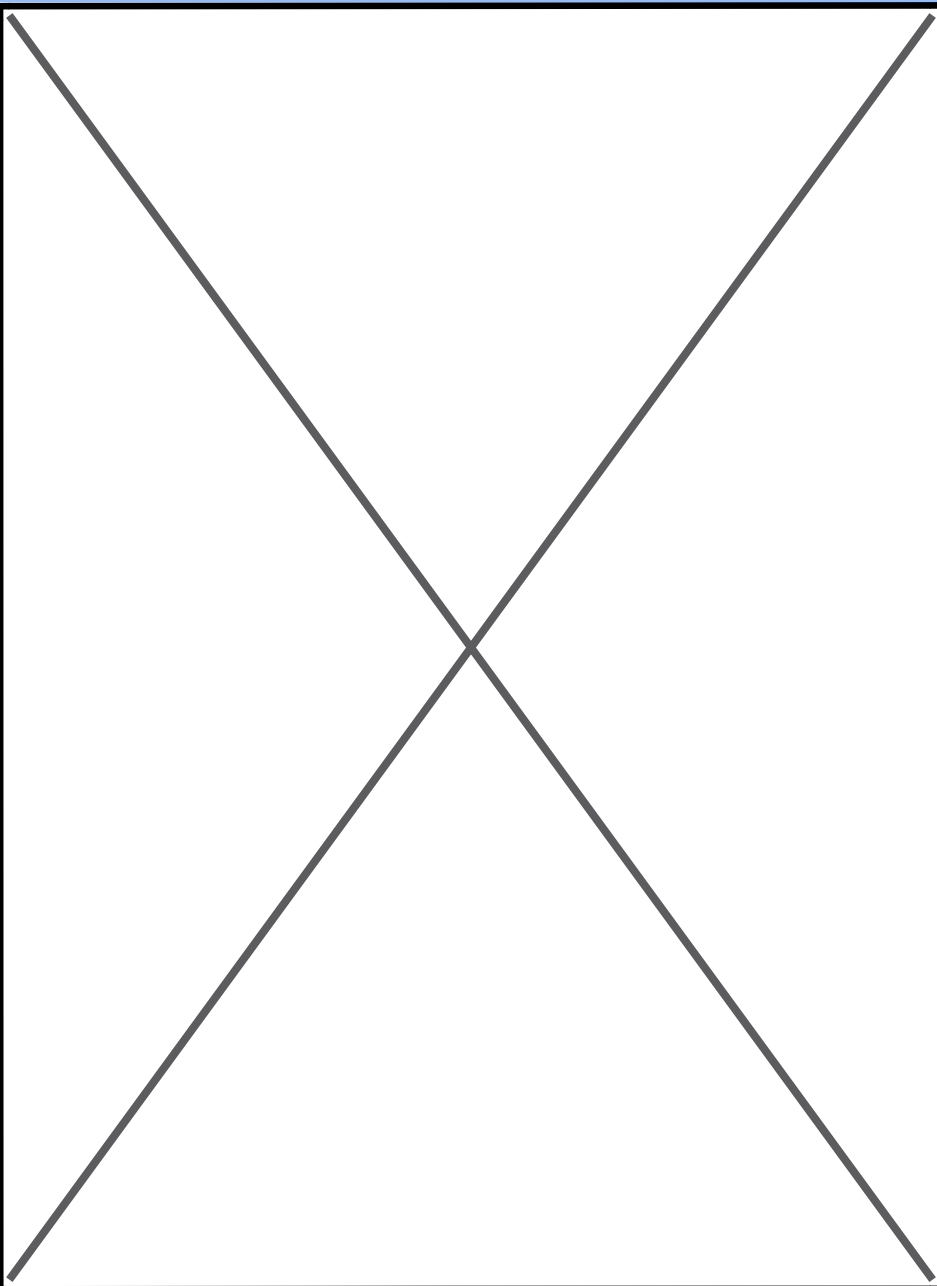
Desserts

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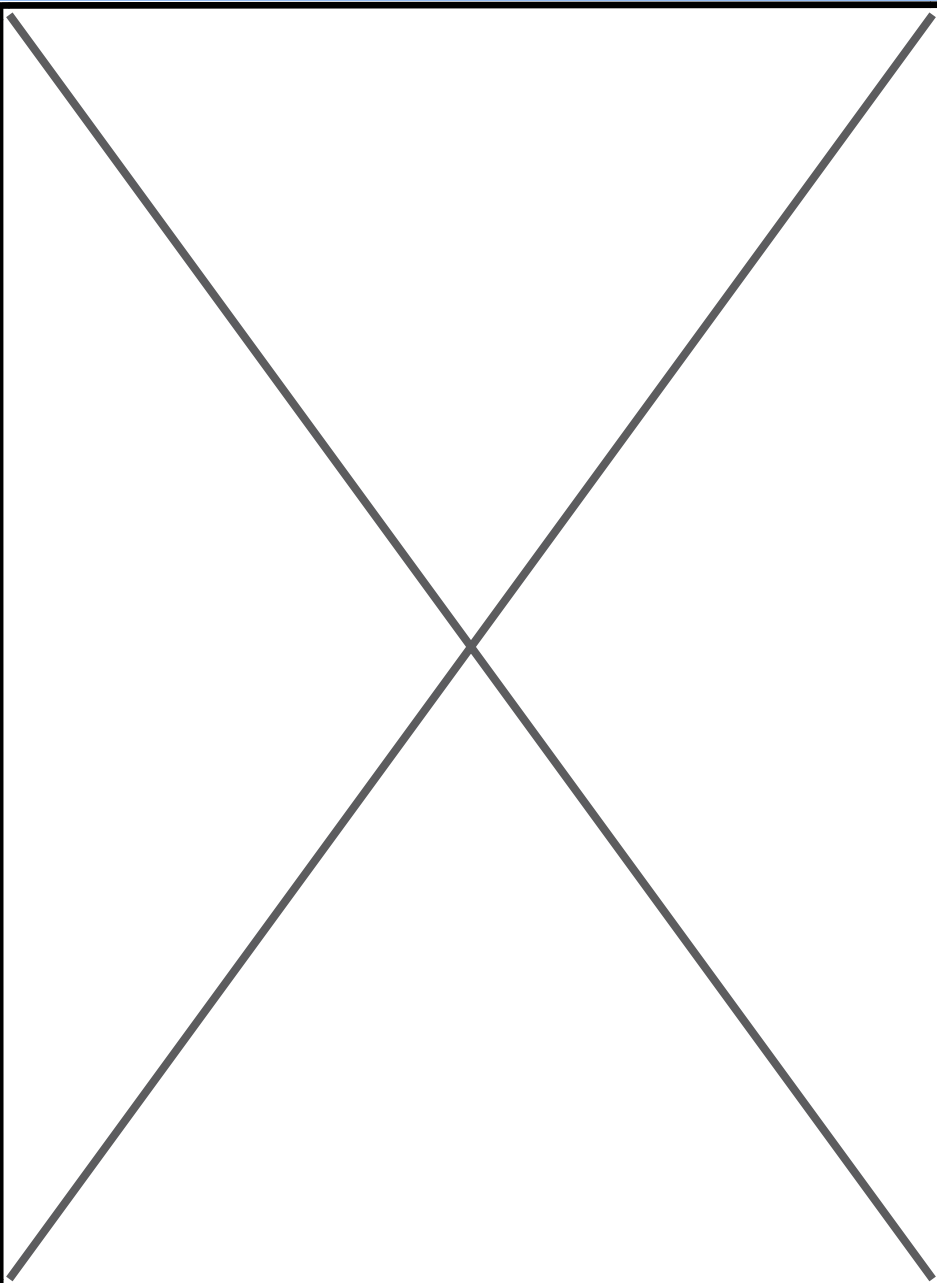
Sides

Desserts

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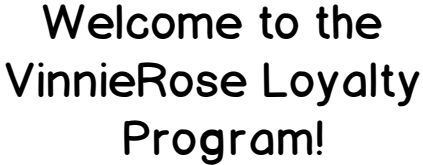


Success!

**A link has been sent
to reset your
password.**



Login Success!



Welcome to the
VinnieRose Loyalty
Program!

Alert

Alert text goes here

No

Yes

A Web Page

https://



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Loorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus semper dictum sem dictum scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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iPad 3:54 PM

Symbol not found

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09:52 AM

Symbol not found

A Big Title

Facebook Instagram Twitter

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- entrees
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- desserts
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- drinks
- regular takeout/delivery form
- Catering
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This is an h1

This is an h2

This is an h3

This is an h4 Lorem ipsum

This is some paragraph text.

This is some paragraph text.

This is some paragraph text.

CTA Button

Submit

Menu

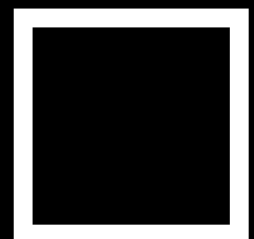
Menu

Text Menu | Hover | Visited

Accordion

Accordion on Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

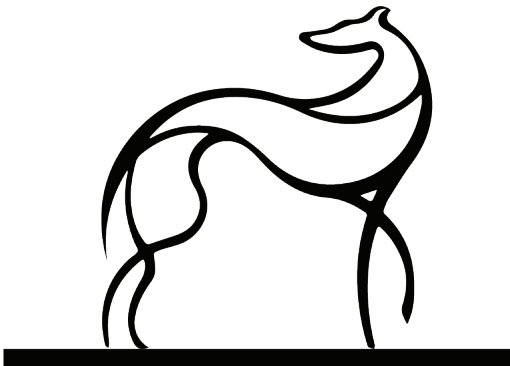


**Modern, Italian, Family, Comfort,
Inclusive, Togetherness**



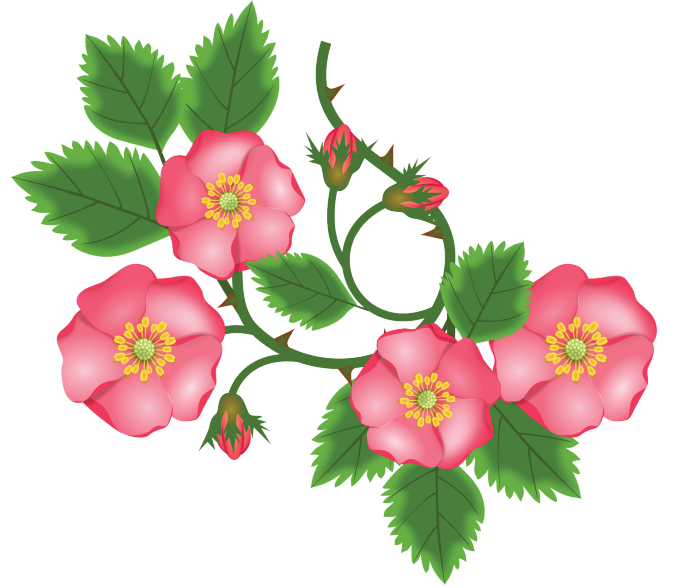
THE
GREYHOUND
COUNTRY INN & DINING

—
BOTCHESTON



Vinnie Rose
Italian Restaraunte







| Project | Comments | Date |
|----------------------|----------|------|
| Discovery | | |
| Client Briefs | | |
| Branding Statement | | |
| User Personas | | |
| User Analysis | | |
| Sign off | | |
| Content | | |
| Website Features | | |
| Content Strategy | | |
| Site Map | | |
| <h> Outlines | | |
| Sign off | | |
| Design | | |
| Desktop Wireframe | | |
| Breakpoint Wireframe | | |
| Style Tiles | | |
| Sign off | | |
| Prototype | | |
| InVision prototype | | |
| Navigation | | |
| Sign off | | |



Reflections

Evaluation of being a Designer

I enjoyed doing the design of this project very much. It was fun developing a brand from scratch. The input from my client was extremely valuable and led me in directions I had not considered. Doing the User Personas and Client briefs was an eye opener and aspects of the website came up that were essential and hadn't been thought of before.

Evaluation of being a Client

I am not a very good client. Well let me just say I would not like me as a client. I am very bossy and stuck on what MY vision of the project should be. It took a bit of viewpoint changing. Other than that it was fun. I enjoyed collaborating with my designer and explaining what I needed.



Author: Anne Bussell

Subject: MACA 2880 - Design for the Web 3 - Winter 2020