

Project 1 — Redesign: Eastside Bistro

Danielle Toomer | GRA 2141C — Spring 2013 — Amanda Kern



Eastside Bistro

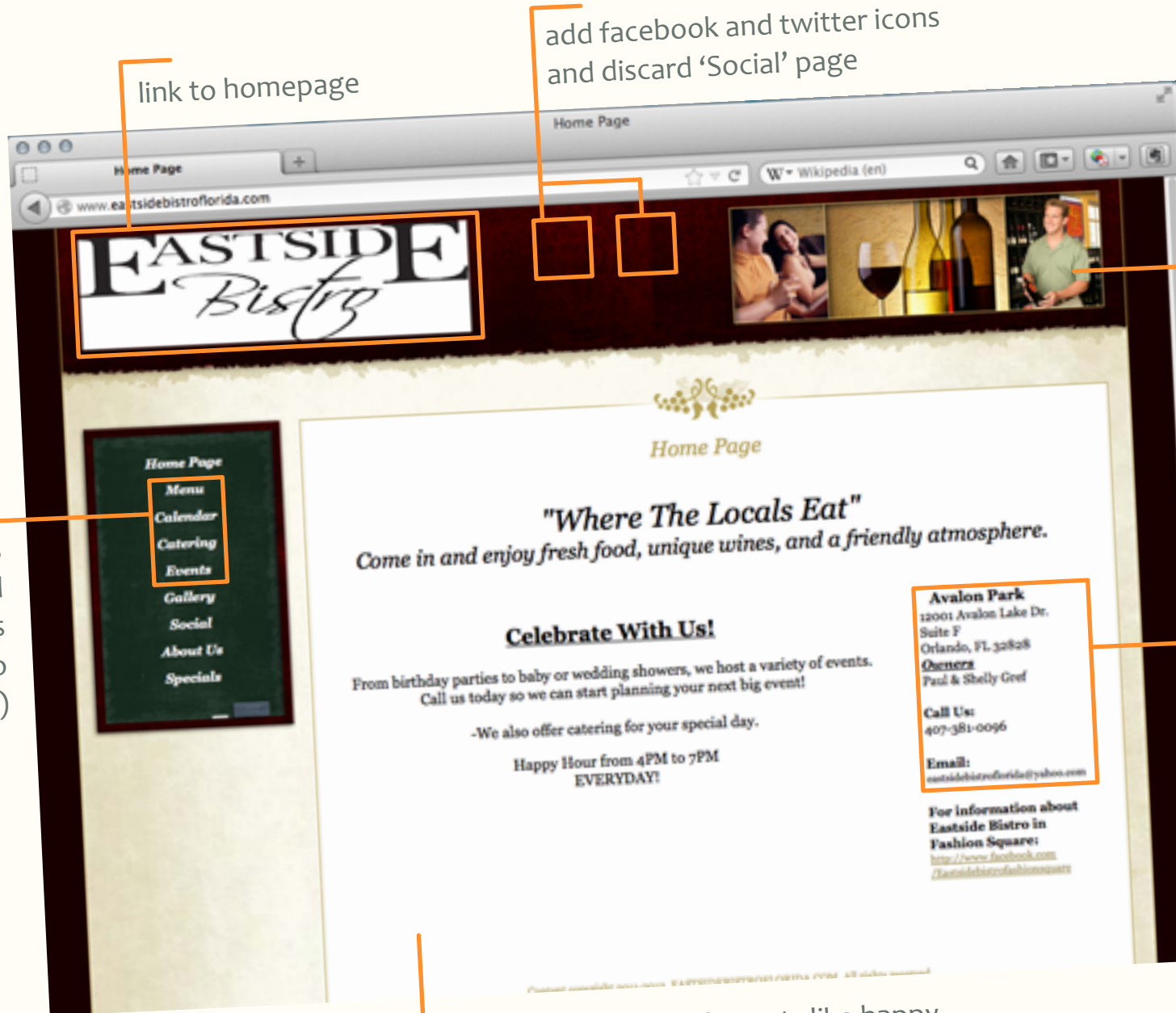
www.eastsidebistroflorida.com

Project description:

Redesign the website's homepage, about page, and menu page.

Goals:

- better site organization
- promote specials/events (e.g. live music and happy hour)
- more prominent links to social media
- images of food



link to homepage

add facebook and twitter icons
and discard 'Social' page

include images of
food they serve
on home page

link to pages
on site instead
of documents
(currently link to
.pdf, .doc, .tiff)

more prominent
location info

promote specials and events like happy
hour and live music on home page

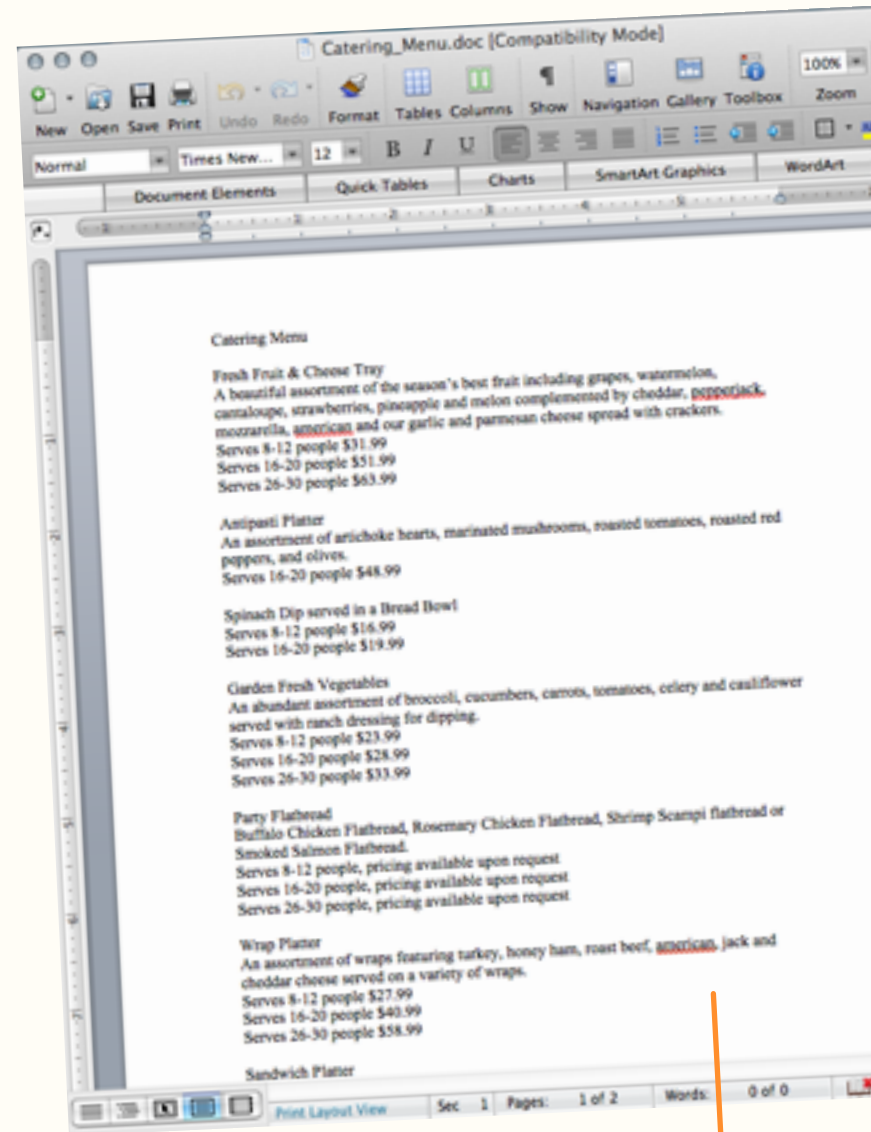
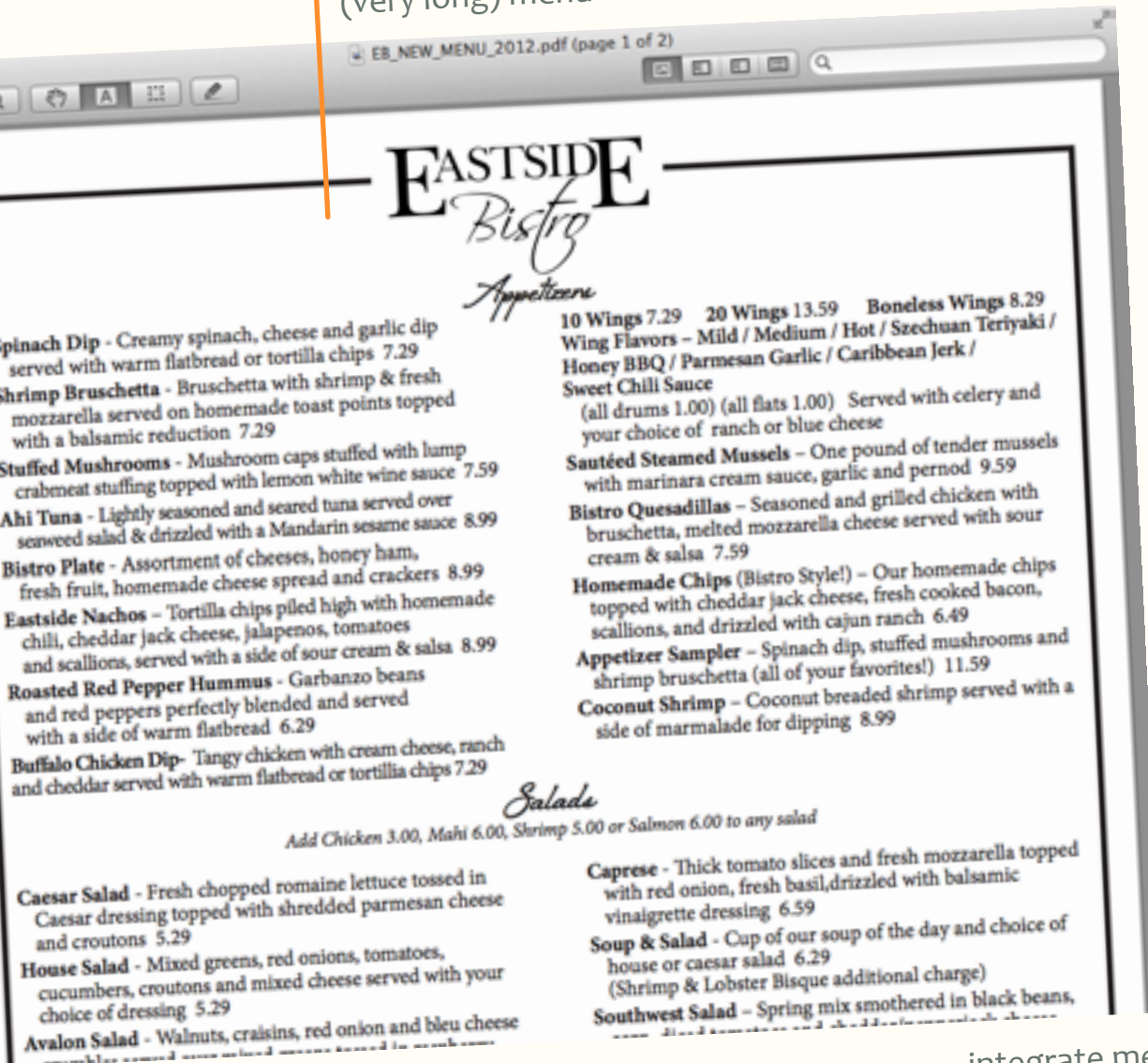


- better typographical hierarchy
- update logo
- update background while keeping the same feel (wood and parchment texture)

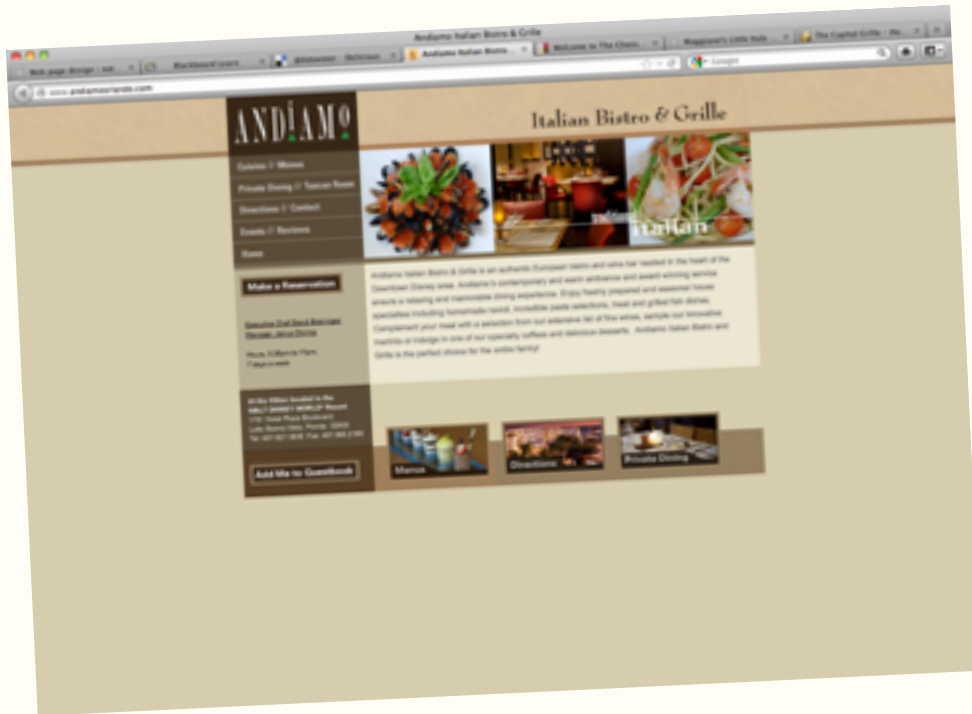
move copy to 'About' page and discard 'Social' page



include navigation within
(very long) menu



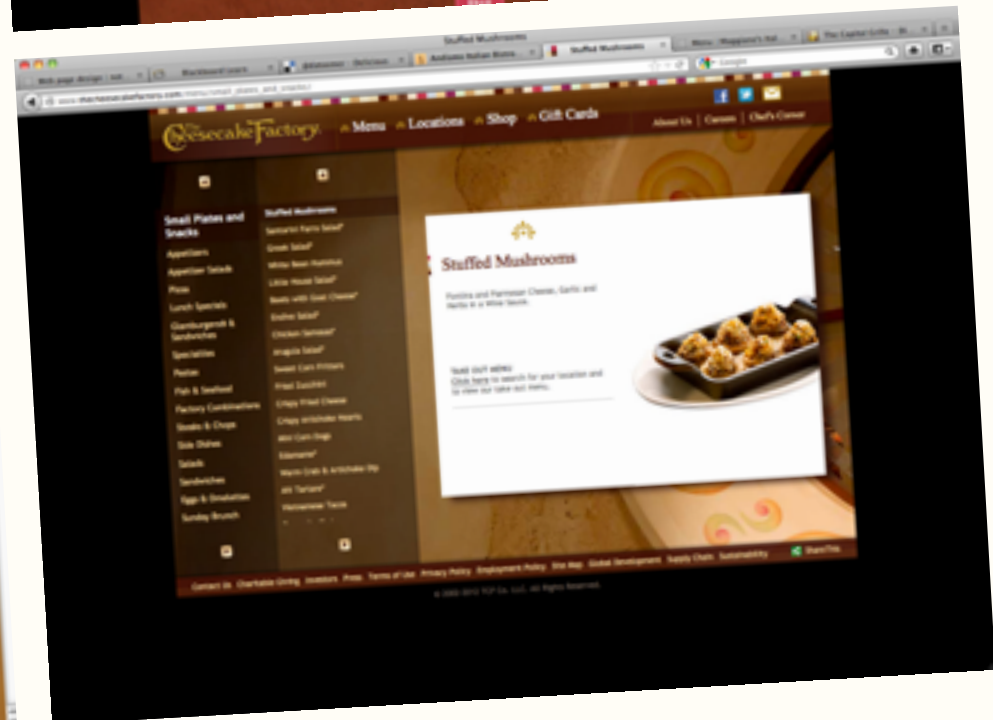
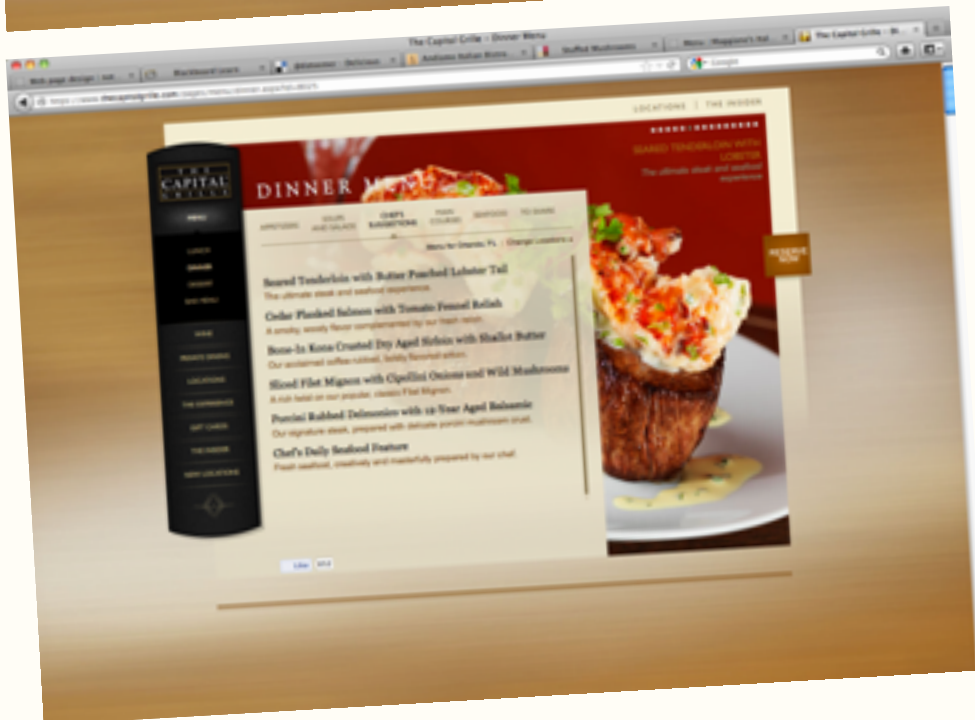
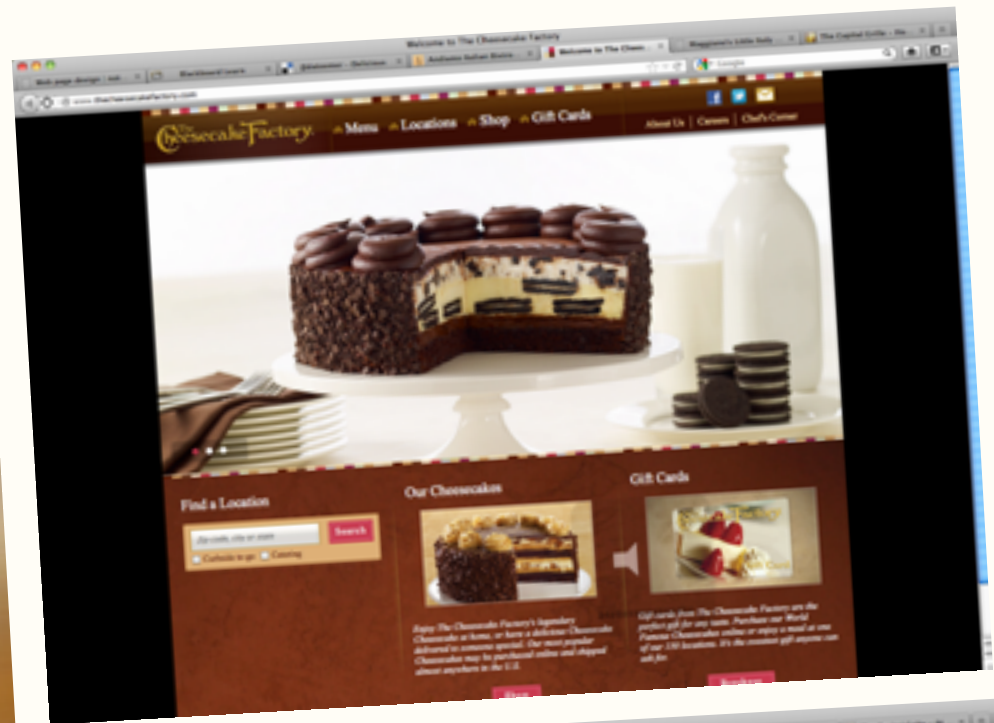
integrate menus into site (currently 'Menu' and 'Catering'
link to a .pdf and .doc file, respectively)

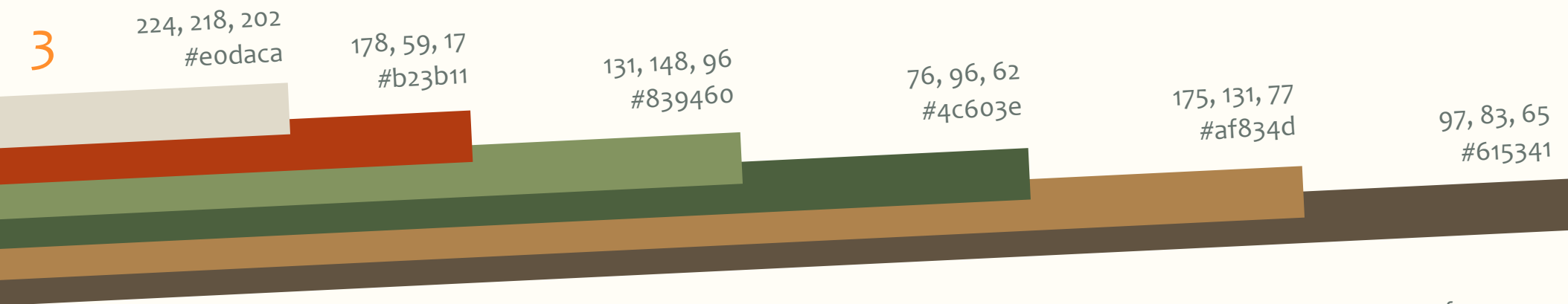
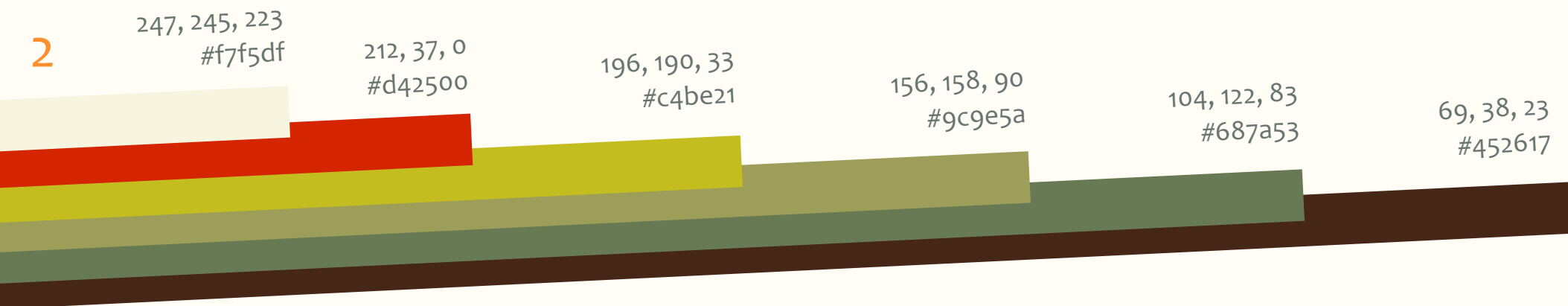
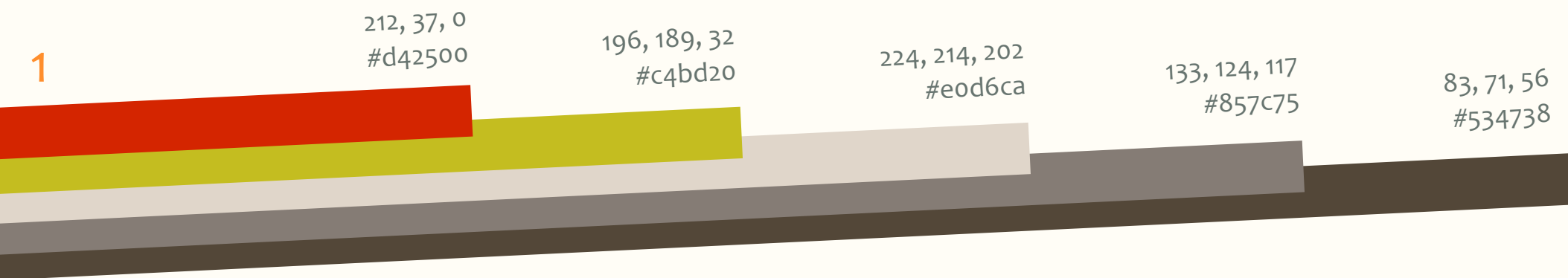


inspiration

- large image of food
- sub-navigation for menu
- Maggiano's: horizontal navbar, single image on menu pages (instead of for each dish), sidebar sub-navigation, minimal footer







Color Studies

Green conveys freshness and red is an appetizing color. Brighter colors better convey the fun atmosphere of Eastside Bistro. The first palette incorporates warm greys with pops of color: they're classy but still fun.



logo redesign
inspiration & sketches



EASTSIDE
Bistro

EASTSIDE
Bistro

logo redesign
color studies & finished logo with
background gradient

EASTSIDE
Bistro

EASTSIDE
Bistro

EASTSIDE
Bistro

Type studies
color scheme 1



Headings: League Gothic
Subheads: Geneva
Body: Georgia

Heading

Subhead

Late idebis et apitaqui volestenem vid et qui veni
volori tem. Ut dolupti con cus con **prestest** fugit
labo. Consequam res simil il et in cullorum volo
alis rem rem quis aut qui antur? Quatem as rem

Heading

Subhead

Late idebis et apitaqui volestenem vid et qui veni
volori tem. Ut dolupti con cus con **prestest** fugit
labo. Consequam res simil il et in cullorum volo
alis rem rem quis aut qui antur? Quatem as re

Type studies
color scheme 2



Heading

Subhead

Late idebis et apitaqui volestenem vid et qui ven
volori tem. Ut dolupti con cus con **prestest** fugi
labo. Consequam res simil il et in cullorum vol
alis rem rem quis aut qui antur? Quatem as ren

Heading

Subhead

Late idebis et apitaqui volestenem vid et qui ve
volori tem. Ut dolupti con cus con **prestest** fug
labo. Consequam res simil il et in cullorum vo
alis rem rem quis aut qui antur? Quatem as re

Heading

Subhead

Late idebis et apitaqui volestenem vid et qui v
volori tem. Ut dolupti con cus con **prestest** fu
labo. Consequam res simil il et in cullorum vo
alis rem rem quis aut qui antur? Quatem as r

Type studies
color scheme 3



Heading

Subhead

Late idebis et apitaqui volestenem vid et qui veni
volori tem. Ut dolupti con cus con **prestest** fugit
labo. Consequam res simil il et in cullorum volon
alis rem rem quis aut qui antur? Quatem as rem

Heading

Subhead

Late idebis et apitaqui volestenem vid et qui veni
volori tem. Ut dolupti con cus con **prestest** fugit
labo. Consequam res simil il et in cullorum volon
alis rem rem quis aut qui antur? Quatem as rem

Heading

Subhead

Late idebis et apitaqui volestenem vid et qui ve
volori tem. Ut dolupti con cus con **prestest** fugi
labo. Consequam res simil il et in cullorum vol
alis rem rem quis aut qui antur? Quatem as rem



Assets

social media buttons & icons
subtle background textures
Daily specials images



Home

Facebook & Twitter icons
large image of food or Eastside Bistro
slideshow of daily specials
location, hours, & contact info

Sitemap

Menu

sub-navigation for each course

Appetizers
Salads
Paninis, Sandwiches, & Wraps
Burgers
Flatbreads
Entrées
Pastas
Menu (PDF)

Catering

sub-navigation for each course

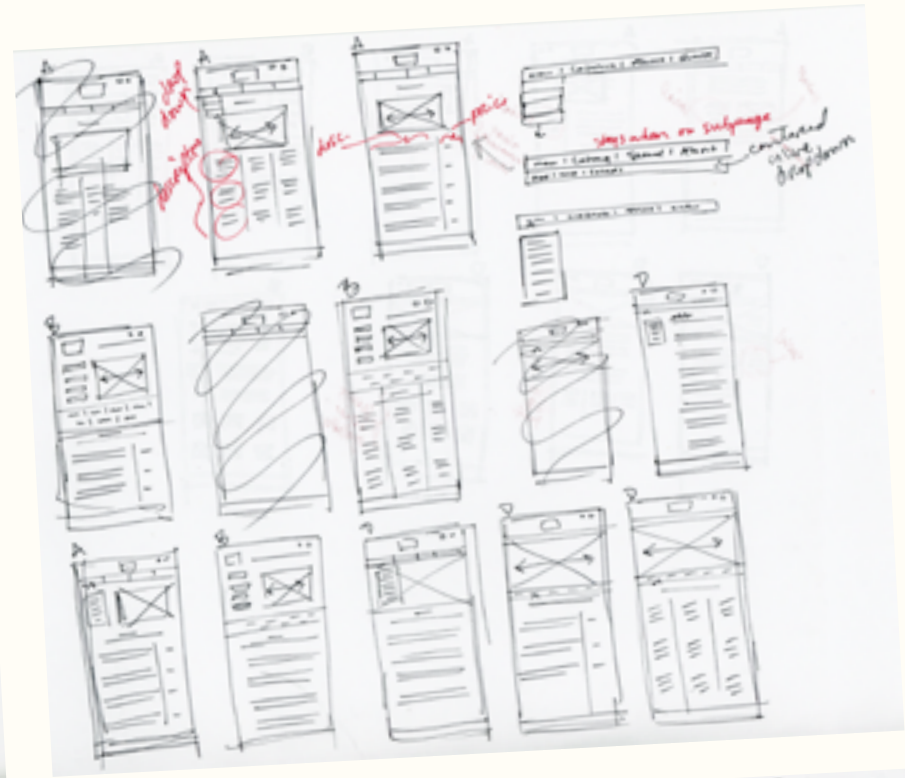
Platters
Salads
Desserts
Catering Menu (PDF)

Specials

Daily Specials
Calendar
Special events

About Us

About owners
“How we keep it fresh at the Bistro”
Follow on Facebook & Twitter
image gallery (optional)



Wireframe thumbnails

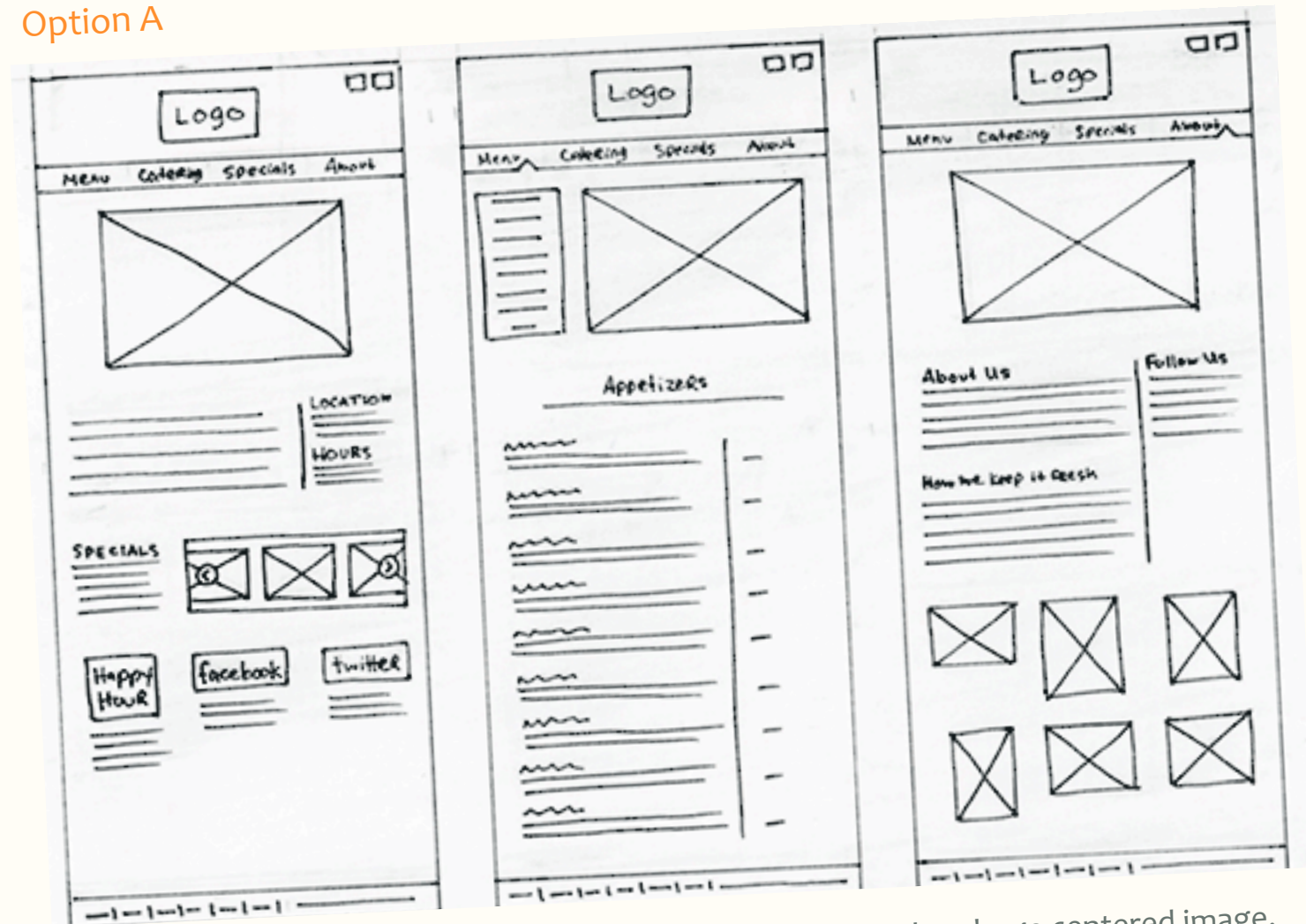
for home page, menu page, and about page

Every page needs the header (logo, social media icons, optional tagline), navigation (Menu, Catering, Specials, About), and the footer (sitemap & copyright).

The homepage needs a large image, location/hours, a blurb about Eastside Bistro, brief information about specials/Happy Hour, and brief copy about Facebook/Twitter. The menu page needs sub-navigation for each course, an image of the food, the menu items, and prices.

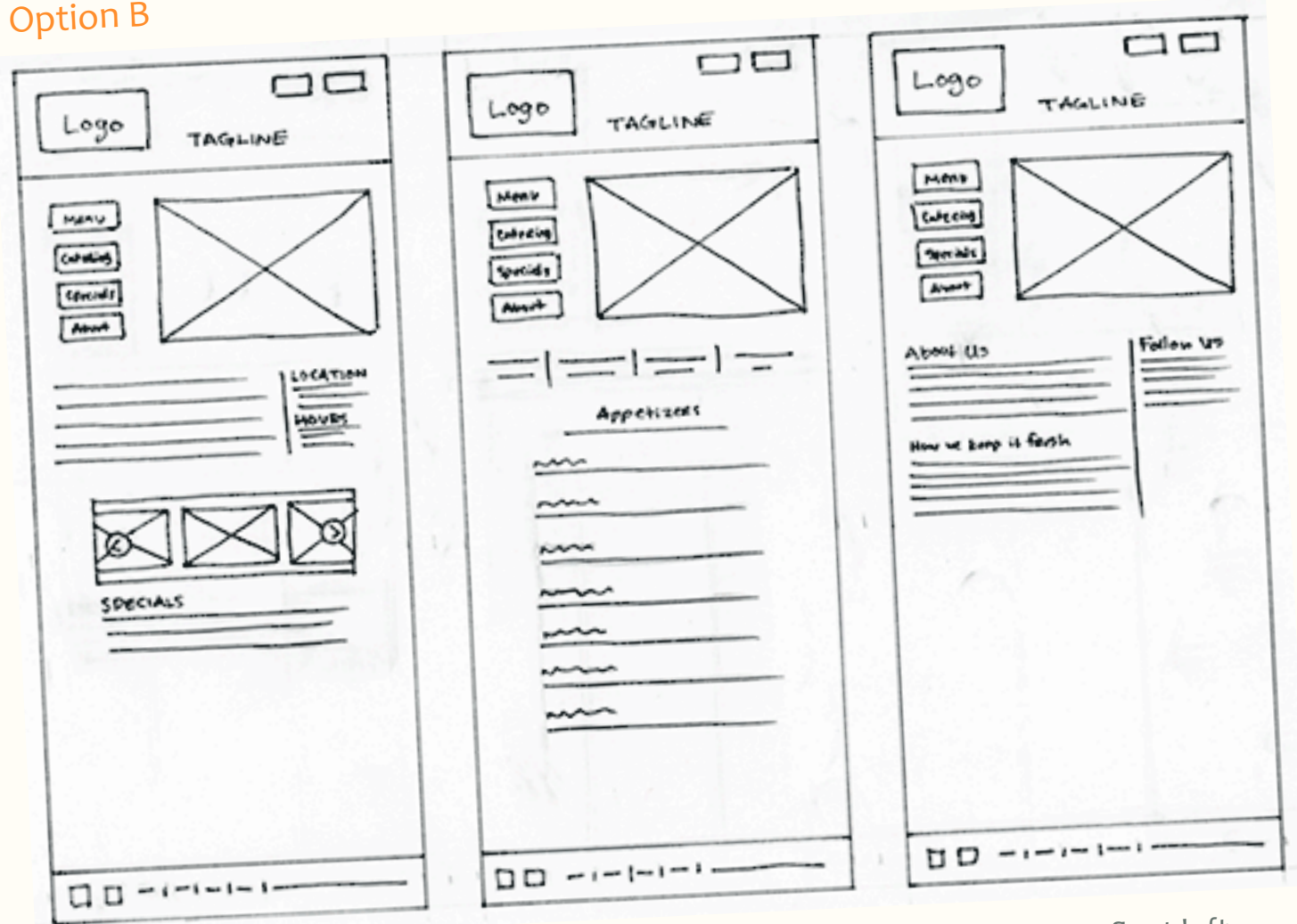
The about page needs an image, copy about the owners, how they “keep it fresh at the Bistro”, and brief information about social media..

Option A



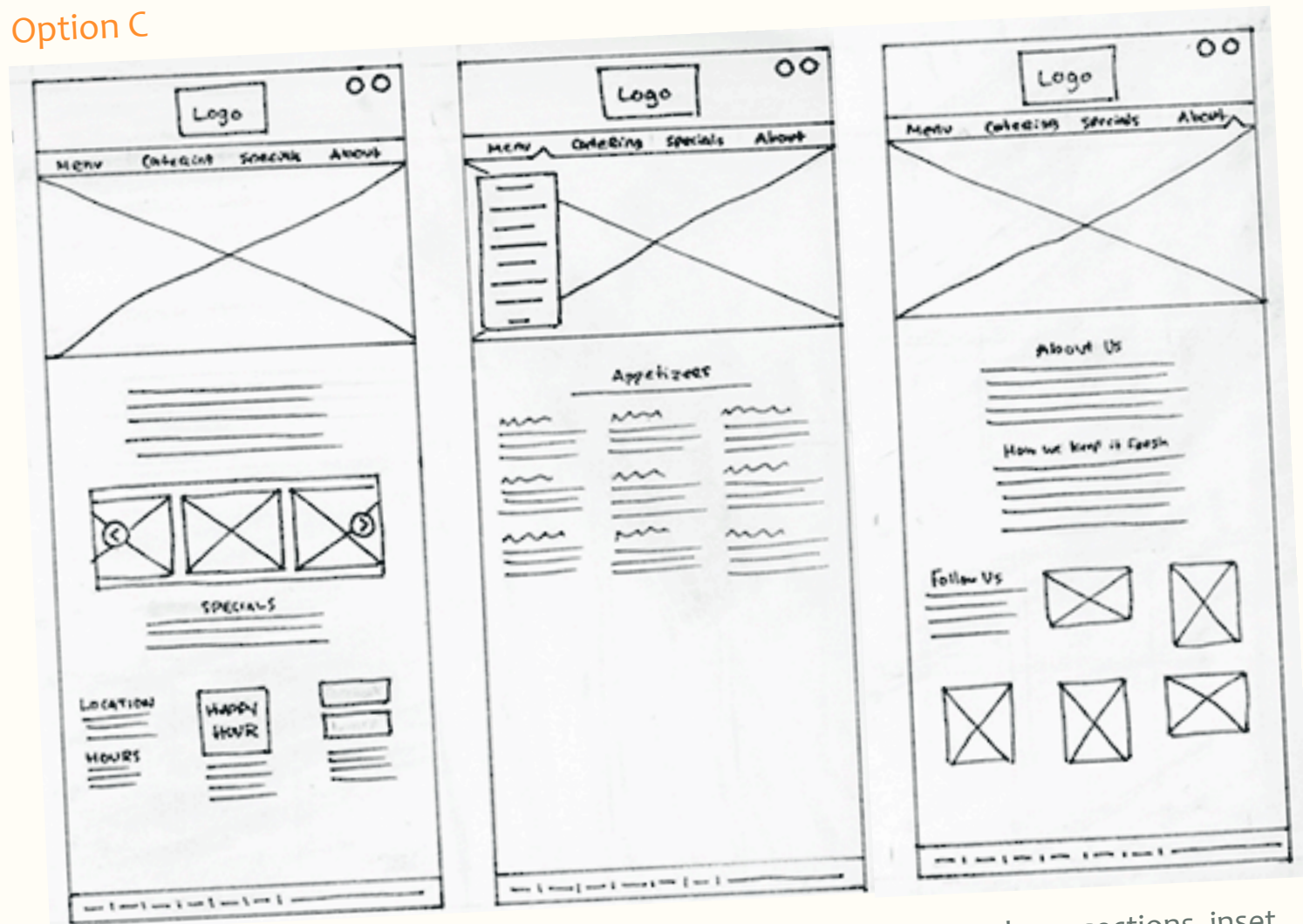
Centered logo, social media icons at top right, horizontal navbar, large centered image, the main body is basically three columns (with copy spanning 2 columns with the remaining one float left or right; or with copy in each column), and the footer is minimal (just text). The menu page is a little different because of the sub-navigation in a box to the left of the large image. The about page has a three column thumbnail gallery.

Option B



Logo aligned left, social media icons at top right, tagline, navigation buttons float left, large image float right. This layout is basically two columns but with some centered sections. In the wireframe I made the menu items centered but I think it would be better to use the one from Layout A. Again this has a somewhat minimal footer, possibly with Facebook and Twitter icons.

Option C



A header like Layout A, full width image, centered with some three column sections, inset box for menu sub-navigation, minimal text-only footer.

Option A



Option C

EASTSIDE Bistro

Phone: 407-981-0998
Email: eastsidebistro@earthlink.net

MENU CATERING SPECIALS ABOUT US

Where the locals eat
Family-owned Eastside Bistro of Avalon Park invites you to experience fresh food, full service bar and a friendly atmosphere featuring casual gourmet dining options that make for an unforgettable lunch or dinner. Ask about our **Daily Specials!**

Come celebrate with us
From birthday parties to baby or wedding showers, we host a variety of events. Call us today so we can start planning your next big event! We also offer **catering** for your special day.

Unwind THURSDAY **Trivia** FRIDAY **Live Music**

Specials
We have something going on every day. So no matter what day of the week, Eastside Bistro will give you a great experience to enjoy with family and friends.

Location
Avalon Park
12001 Avalon Lake Drive
Suite F
Orlando, FL 32808

Hours
Monday - Thursday
11:00 AM - 10:00 PM
Friday - Saturday
11:00 AM - 12:00 AM
Sunday
9:00 AM - 10:00 PM

Happy Hour Includes:
\$2 House Wines
\$2 Domestic Drafts
\$2.50 Well Drinks
\$2.50 Sangria

Facebook
Twitter

Follow Us
Keep up to date on our specials and events by following us on **Facebook** and **Twitter**.

Menu | News | Catering | Specials | About us | Facebook | Twitter | Contact: copyright 2012 www.eastsidebistroorlando.com. All rights reserved.

EASTSIDE Bistro

Phone: 407-981-0998
Email: eastsidebistro@earthlink.net

MENU CATERING SPECIALS ABOUT US

Appetizers

- Spinach Dip
- Shrimp Bruschetta
- Stuffed Mushrooms
- Ahi Tuna
- Bistro Plate
- Eastside Nachos
- Roasted Red Pepper Hummus
- Buffalo Chicken Dip
- Wings
- Sauteed Steamed Mussels
- Bistro Quesadillas
- Homemade Chips (Bistro Style!)
- Appetizer Sampler

Spinach Dip
Creamy spinach, cheese and garlic dip served with warm flatbread or tortilla chips 7.99

Shrimp Bruschetta
Bruschetta with shrimp & fresh mozzarella served on homemade toast points topped with a balsamic reduction 7.99

Stuffed Mushrooms
Mushroom caps stuffed with lump crabmeat stuffing topped with lemon white wine sauce 7.99

Ahi Tuna
Lightly seasoned and seared tuna served over seaweed salad & drizzled with a Mandarin sesame sauce 8.99

Bistro Plate
Assortment of cheeses, honey ham, fresh fruit, homemade cheese spread and crackers 8.99

Eastside Nachos
Tortilla chips piled high with homemade chili, cheddar jack cheese, jalapenos, tomatoes and scallions, served with a side of sour cream & salsa 8.99

Roasted Red Pepper Hummus
Garbanzo beans and red peppers perfectly blended and served with a side of warm flatbread 6.29

Buffalo Chicken Dip
Tangy chicken with creamcheese, ranch and cheddar served with warm flatbread or tortilla chips 7.99

Wings
10 Wings 7.99 20 Wings 13.99 Boneless Wings 8.99
Wing Flavors: Mild | Medium | Hot | Sriracha Teriyaki | Honey BBQ
Parmesan Garlic | Caribbean Jerk | Sweet Chili Sauce
(all drinks 1.00) (all Eats 1.00)
Served with celery and your choice of ranch or blue cheese

Sauteed Steamed Mussels
One pound of tender mussels with marinara cream sauce, garlic and pernod 9.99

Bistro Quesadillas
Seasoned and grilled chicken with bruschetta, melted mozzarella cheese served with sour cream & salsa 7.99

Homemade Chips (Bistro Style!)
Our homemade chips topped with cheddar jack cheese, fresh cooked bacon, scallions, and drizzled with cajun ranch 6.49

Appetizer Sampler
Spinach dip, stuffed mushrooms and chicken

Menu | News | Catering | Specials | About us | Facebook | Twitter | Contact: copyright 2012 www.eastsidebistroorlando.com. All rights reserved.

EASTSIDE Bistro

Phone: 407-981-0998
Email: eastsidebistro@earthlink.net

MENU CATERING SPECIALS ABOUT US

About Us
Eastside Bistro began as a gleam in the eye of owners, Paul and Shelly Greif. Together, the couple has over 40 years combined experience in the restaurant industry and wanted to begin planting roots in a community. Avalon Park became that community as well as home to Eastside Bistro.

The couple likes to look at the Bistro as a way to get involved and give back to Avalon Park. "It's all about relationships," says Shelly. "Why choose Eastside Bistro over our neighborhood competitors? Because we care about the community we do business in."

Above all else, Paul and Shelly do this so that they can provide for their twin boys, Hunter and Joshua. "We want them to realize, if you work hard, dreams do come true."

How we keep it fresh at the Bistro
Live music every Friday and Saturday night.
Trivia every Thursday from 7 to 9pm.
Opening up and partnering with local businesses.
Using a TAG BACK (Together Always Giving BACK from Eastside Bistro) program versus traditional advertising and marketing.
Putting importance on Social Media and following up on feedback with face to face interaction.
Participating in local events featured in our community, even hosting a few ourselves.
We keep our relationships strong so we can continue to be a place where the locals eat.

Follow Us
We would like to extend an invitation to follow us on **Facebook** and **Twitter**.

Watch for weekly specials, find out about our exciting events and give us your feedback.

We value your opinion and want to make it easy for you to keep up with what's happening at Eastside Bistro.


Menu | News | Catering | Specials | About us | Facebook | Twitter | Contact: copyright 2012 www.eastsidebistroorlando.com. All rights reserved.

EASTSIDE Bistro

Call Us: 407-381-0096
Email: eastsidebistroflorida@yahoo.com

Facebook | Twitter

MENU
CATERING
SPECIALS
ABOUT US



Appetizers | Salads | Paninis, Sandwiches, & Wraps | Burgers | Flatbreads | Entrées | Pastas | Menu(PDF)

Entrées
All entrees served with vegetable of the day and your choice of side

Bistro Steak
Filet medallions grilled and topped with our homemade bistro sauce
16.99

Baked Seafood Sampler
Cajun mahi, salmon topped with a lemon dill sauce and crabmeat stuffed shrimp in a white wine sauce
17.99

Parmesan Crusted Chicken
Lightly breaded chicken breast with grated parmesan and lemon white wine sauce
12.99

Grilled Pork Ribeye
A tender and succulent chop grilled to perfection and topped with a zesty apple and onion relish with a hint of vanilla
12.99

Ribeye
12 oz ribeye with a sweet and tangy bourbon glaze
16.99

Baked Filet of Salmon
Baked salmon filet topped with lemon dill sauce
14.99

Marsala Chicken
Grilled chicken breast sauteed in marsala wine and topped with mushrooms
11.99

Stuffed Shrimp
Jumbo shrimp baked with lump crab meat stuffing in a white wine sauce
13.99

Blackened Mahi
Cajun seasoned Mahi topped with homemade bruschetta and a balsamic glaze
12.99

Home | Menu | Catering | Specials | About us | Contact copyright 2011-2013 eastsidebistroflorida.com. All rights reserved.

EASTSIDE Bistro

Call Us: 407-381-0096
Email: eastsidebistroflorida@yahoo.com

Facebook | Twitter

MENU
CATERING
SPECIALS
ABOUT US



Where the locals eat
Family-owned Eastside Bistro of Avalon Park invites you to experience fresh food, full service bar and a friendly atmosphere featuring casual gourmet dining options that make for an unforgettable lunch or dinner. Ask about our **Daily Specials!**

Come celebrate with us
From birthday parties to baby or wedding showers, we host a variety of events. Call us today so we can start planning your next big event! We also offer **catering** for your special day.

Location
Avalon Park
12001 Avalon Lake Drive
Suite F
Orlando, FL 32828

Hours
Monday - Thursday
11:00 am - 10:00 pm
Friday - Saturday
11:00 am - 12:00 am
Sunday
9:00 am - 10:00 pm



Specials
We have something going on **every day**. So no matter what day of the week, Eastside Bistro will give you a great experience to enjoy with family and friends.

Home | Menu | Catering | Specials | About us | Contact copyright 2011-2013 eastsidebistroflorida.com. All rights reserved.

EASTSIDE Bistro

Call Us: 407-381-0096
Email: eastsidebistroflorida@yahoo.com

Facebook | Twitter

MENU
CATERING
SPECIALS
ABOUT US



About Us
Eastside Bistro began as a gleam in the eye of owners, Paul and Shelly Gref. Together, the couple has over 40 years combined experience in the restaurant industry and wanted to begin planting roots into a community. Avalon Park became that community as well as home to Eastside Bistro.

The couple likes to look at the Bistro as a way to get involved and give back to Avalon Park. "It's all about relationships," says Shelly, "Why choose Eastside Bistro over our neighborhood competitors? Because we care about the community we do business in."

Above all else, Paul and Shelly do this so that they can provide for their twin boys, Hunter and Joshua. "We want them to realize, if you work hard, dreams do come true."

How we keep it fresh at the Bistro

- Live music every Friday and Saturday night.
- Trivia every Thursday from 7 to 9pm.
- Opening up and partnering with local businesses
- Using a TAG BACK (Together Always Giving BACK from Eastside Bistro) program versus traditional advertising and marketing.
- Putting importance on Social Media and following up on feedback with face to face interaction.
- Participating in local events featured in our community, even hosting a few ourselves.
- We keep our relationships strong so we can continue to be a place where the locals eat.

Home | Menu | Catering | Specials | About us | Contact copyright 2011-2013 eastsidebistroflorida.com. All rights reserved.

Final Comp

updated logo

prominent social media icons



Call Us 407-381-0096
Email eastsidebistroflorida@yahoo.com

- MENU
- CATERING
- SPECIALS
- ABOUT US



large image to better show EB (building, food, and people)

background pattern, leather texture in header, paper texture in main body

pared down navigation, background gradient, 1px light and dark lines for depth

Where the locals eat

Family-owned Eastside Bistro of Avalon Park invites you to experience fresh food, full service bar and a friendly atmosphere featuring casual gourmet dining options that make for an unforgettable lunch and dinner. Ask about our Daily Special!

Location

Avalon Park
12001 Avalon Lake Drive
Suite F
Orlando, FL 32828

typographical hierarchy with headings and subheadings

bright colors to better show fun atmosphere of EB

we host a variety of events. Call us today so we can start planning your next big event! We also offer catering for your special day.

Friday - Saturday
11:00 am - 12:00 am
Sunday
9:00 am - 10:00 pm

slideshow on homepage to browse through daily specials



Specials

We have something going on **every day**. So no matter what day of the week, Eastside Bistro will give you a great experience to enjoy with family and friends.



Home | Menu | Catering | Specials | About us | Content copyright 2011-2013 eastsidebistroflorida.com. All rights reserved.

footer with social media icons, sitemap, and copyright info

link color change on subpages

MENU

CATERING

SPECIALS

ABOUT US



[Appetizers](#) | [Salads](#) | [Paninis, Sandwiches, & Wraps](#) | [Burgers](#) | [Flatbreads](#) | [Entrées](#) | [Pastas](#) | [Menu\(PDF\)](#)

Entrées

All entrees served with vegetable of the day and your choice of side

Bistro Steak

Filet medallions grilled and topped with our homemade bistro sauce

16.99

menu subnavigation,
link color change when
on current course