



CLIENT DOCUMENTATION

plantisfood.com

BY NHI NGUYEN



DESIGN BRIEF

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BACKGROUND SUMMARY

Plant is a locally independent vegan restaurant. Plant serves innovative, organic Plant-based cuisine, local brews, craft cocktails, and dynamic wines in a modern inviting setting.

BACKGROUND INFO

Plant was opened in 2011 by Chef Jason Sellers and his friends, Alan Berger and Leslie Armstrong. On Merrimon Avenue, Asheville, North Carolina they found a perfect spot to open their kitchen. All three put in countless hours on every task imaginable to create Plant, the "restaurant with roots".

PHILOSOPHY

Plant are fortunate in Asheville to be surrounded by a rich culture that has a deep concern for the environment, the individual and collective health, and ethical and compassionate lifestyles. These are some of the reasons why Asheville has become a top destination for serious foodies who travel from not just all over Western North Carolina but from around the world.

COMMITMENT

- Offering flavor-sophisticated scratch-made food using only carefully chosen ingredients with ever-mindful of environmental responsibilities. Providing professional, friendly, and knowledgeable service.
- Maintaining a warm intimate physical space in which the guests are able to thoroughly enjoy the creative food preparation process.
- Making every effort to do business with local vendors and to use organic, local, and seasonal produce.
- Acknowledging that Plant-based food will promote health and longevity.

PROJECT OVERVIEW

The primary purpose of this project is to redesign the Plant's website in the way which express Plant's unique style in creating and serving vegan food as their commitment.

TARGET AUDIENCE

The target audience of this project are vegetarians, health-conscious people, weight-conscious people, and people on special diets.

COMPETITION

Currently, Laughing Seed restaurant is one of the vegan restaurant with a percentage of clients comparable to the Plant, however, the booking clients of Laughing Seed are slightly higher than Plant.

- **Pros:** Laughing Seed has a user-friendly web design which has clear and simple web navigation, high quality images, strong contents and details.
- **Cons:** Laughing Seed website does not connected with any social media sites.

ASSETS NEEDED

- High-quality images of the products and the restaurant's appearance.
- Menu items with description of materials, allergy disclaimer, price.
- News and reviews about the restaurant
- History
- Services offered
- Contact information
- Social media information

USER PROFILE

BY NHI NGUYEN



NAME: Brandy MCCurry Lewis

AGE: 32

GENDER: Male

LOCATION: Asheville, NC

EDUCATION: UGA University

FAMILY: Wife And Daughter

HOBBIES: Reading & Gardening

OCCUPATION: Former Teacher At Round Rock Isd

INCOME: \$45,000 Annual Salary

WORK HOURS: Monday-Friday, 8am-4pm

DISABILITIES: None

COMPUTER SKILL LEVEL: Decent

USER-SITE INTERACTION EPISODE:

When Brandy and his family just moved from Georgia to North Carolina, as a vegetarian, Brandy tried to find a good vegan restaurant for dining out in the weekend. He came across the Plant's website through Google search the nearby vegan restaurant. He was satisfied with the diverse menu that Plant has, but he had a hard time with the busy content and the small size of the text in the website. He ended up reading people reviews and pictures on Google search page to find out what Plant's food may be like.

USER PROFILE

BY NHI NGUYEN



NAME: Shannon McCarthy

AGE: 38

GENDER: Female

LOCATION: Asheville, NC

EDUCATION: Perimeter College

FAMILY: Husband And Daughter

HOBBIES: Nails Art

OCCUPATION: Quizmaster At Geeks Who Drink Pub Quizzes And Hair Stylist At L'eau De Vie Aveda Salon/Spa

INCOME: \$60,000 Annual Salary

WORK HOURS: Monday-Saturday, 9am-3pm

DISABILITIES: None

COMPUTER SKILL LEVEL: Average

USER-SITE INTERACTION EPISODE:

One of Shannon's clients told her about Plant, and how good their vegan ice cream is. Shannon checked out the Plant's website through the web address that her client gave her. She would like to find some pictures of Plant's famous ice cream, because she believed when food looks good it must taste good. However, the website had just a few crop off photos, which is not what she was looking for. Finally she gave up with the website and went straight to the restaurant with her uncertain feeling.

USER PROFILE

BY NHI NGUYEN



NAME: Lindsey Stanfield

AGE: 28

GENDER: Female

LOCATION: Manhattan, NY

EDUCATION: New York University

FAMILY: Boyfriend

HOBBIES: Cooking & Photography

OCCUPATION: Graphic Designer, Food Blogger

INCOME: \$85,000 Annual Salary

WORK HOURS: Monday-Saturday, 9am-5pm

DISABILITIES: None

COMPUTER SKILL LEVEL: Excellent

USER-SITE INTERACTION EPISODE:

On Lindsey's trip to visit her boyfriend's family in Asheville, NC, she heard a lot of good thing about Plant restaurant. As a food blogger, she want to try it out. She went to the Plant's website to gather some information about the restaurant and to prepare some questions she may for her visit. However, there was not much information about the restaurant. Lindsey wants to know more about the special style of their vegan food, so she tried to look up some articles of local news and on-line sources to gather information about the restaurant.



FUNCTIONAL SPECIFICATIONS

BY NHI NGUYEN

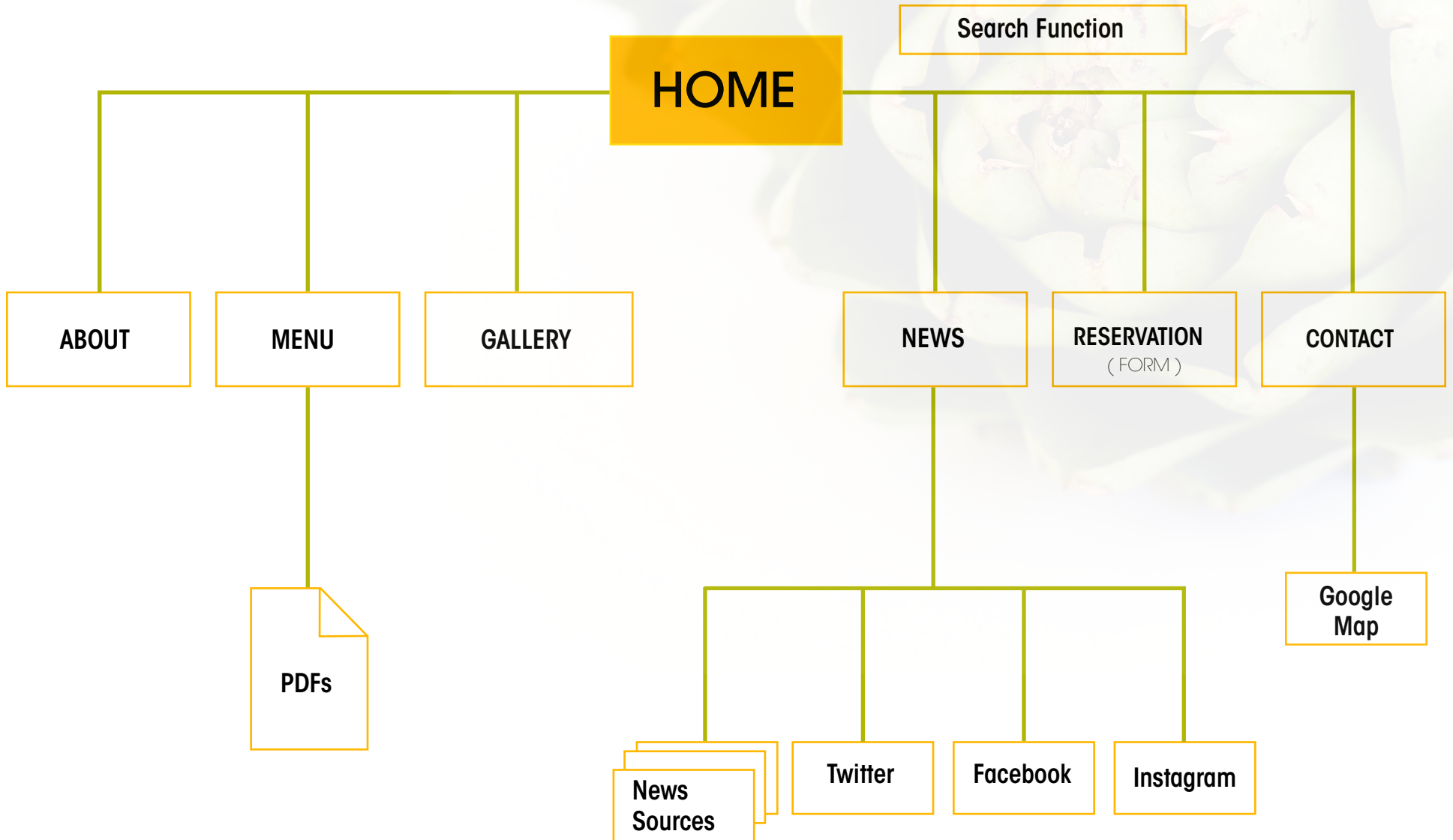
FEATURES & FUNCTIONALITIES

- Search Function
- Gallery
- Contact
- Booking/ Reservation
- Links To Social Media Sites
- Interactive Map
- Video
- Downloadable PDFs
- User-Friendly Interface
- Simple Navigation
- Clear Organization Of Content



SITE MAP

BY NHI NGUYEN





ABOUT

MENU

GALLERY

NEWS

RESERVATIONS

CONTACT

Guest Review



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-Farm House



▶ Check out our Menu

Fine Dinner

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▶ Read more about us



Sustainability

We use local, seasonal ingredients and produce. All cleaning products are eco-friendly and our to-go containers are bio-degradable. We also use only FSC and Rainforest Alliance certified office paper. We practice bio-diesel conversion of our waste oil.

Location

165 Merrimon Avenue
Asheville, NC 28807
(828) 258-7500

Hours

Sunday–Thursday: 5pm–9pm
Friday–Saturday: 5pm–10pm

GOOGLE'S MAP

ABOUT MENU GALLERY **PLANT** NEWS RESERVATION CONTACT

GOOD TIME & GREAT FOOD

BOOK NOW!

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WELCOME TO PLANT

Maecenas auctor nisi a nulla viverra commodo. Morbi sed diam eros. Duis interdum rutrum urna non sodales. Donec vitae massa sapien, a convallis mauris. Proin eget mauris non est congue consequat vel ac enim. Praesent a diam Maecenas auctor nisi a nulla viverra commodo. Morbi sed diam eros. Duis interdum rutrum urna non sodales. Donec vitae massa sapien, a convallis mauris. Proin eget mauris non est congue consequat vel ac enim. Prae-

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ABOUT MENU GALLERY **PLANT** NEWS RESERVATION CONTACT

ABOUT

OUR PHILOSOPHY

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OUR COMMITMENT

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GET OUR NEWSLETTER

Hours
 Sunday–Thursday: 5pm–9pm
 Friday–Saturday: 5pm–10pm

165 Merrimon Avenue
 Asheville, NC 28807
 (828) 258-7500

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