

# Hummingbird Farm Kitchen

Clare Yan

# Restaurant Concept

## Restaurant Name & URL

Hummingbird Farm Kitchen  
Hummingbirdfarmkitchen.com

## Food & drink

### Describe the type of food or drink and the related options the restaurant will serve.

Farm to table dishes featuring locally sourced organic ingredients from not only Hummingbird Farm but also other local suppliers.

*Offer customization based on your taste and what's available on the farm.*

### Appetizer

Fried zucchini flower  
Garden salad with goat cheese  
Soup of the day

### Main courses

Grilled lamb chops with mashed potatoes  
Herb roasted pork loin with gravy and berry compote  
Duck confit with onion pancakes

### Dessert

Berry compote on vanilla ice-cream  
Basil ice-cream  
Medley of seasonal fruits

## Wine and cocktails

Selection of local Washington wines  
Selection of Napa Valley wines  
Selections of European wines  
Cocktails include classics such as Long Island Iced Tea  
Cosmopolitan, Blood Mary etc.

## Location

### Describe the country, city, and neighborhood where the restaurant and its customers will be located.

San Juan Island, WA is a tourist destination  
Customers include local residents and tourists from the nearby cities

## Main target audience

### Choose a main target audience that your restaurant is focusing on from the list below. Selecting a target audience doesn't mean that other groups can't order from your restaurant, but that you will focus your design on this group.

- Tourists, weddings parties and special events

## Cost

### Will your restaurant's food be cheap, expensive, or in between?

\$\$\$ - Expensive

## Elevator pitch

**Write an elevator pitch for your restaurant. An elevator pitch should be short and to the point. 280 characters is a good length to aim for.**

Hummingbird Farm Kitchen is a farm-to-table restaurant, using locally sourced organic ingredients to serve up traditional rustic country dishes that highlight the Pacific Northwest lifestyle.

# Strategy

## Target Audience

The website/app will focus on the following target audiences:

**Roles** (groups of people with similar goals)

- Tech professionals from the cities e.g. Seattle or Vancouver
- Corporate professionals from the cities

**Demographics**

- **Gender** – Both males and females
- **Education** –College Education or Higher
- **Occupations** – Technology and business professionals/owners
- **Marital Status** – Both single and married
- **Income** – \$80,000 or more
- **Age** – 25 to 70
- **Location** – San Juan Island, WA

**Psychographics** (personality, values, attitudes, interests, lifestyles)

*Think of at least 5 details among the categories below.*

- **Personality & Attitudes:**

- Enjoys the finer things in life
- Nature lovers
- Needs down time to relax from the work stress
- Shabby chic
- Health conscious

- **Values:**

- Work hard and play hard
- Explorative and adventurous
- Liberal to conservative, broad spectrum
- Environmentally conscious
- Cares about quality

- **Lifestyles:**

- Shabby chic
- Enjoys outdoor adventure
- Upscale in an unostentatious way
- Busy but enjoys vacations
- Splurges when there's down time

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area and order food online
- Customize the event details and food
- Menu and price
- Order specialty food and wine online
- Event venues and be able to see the pictures of the premise
- Make reservations
- Contact the business for any other customization/special request
- Business hours

## Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered/mailed
- Provide a system for order customization
- Communicate the beauty of the grounds for hosting weddings and other events
- Communicate freshness/organic
- Communicate that it's an upscale place to attract wealthy clientele

# Strategy

## User Personas



**Chad Thompson (34) – Software Engineer**

- 34 year-old software engineer
- Works hard and plays hard
- Explorative, logical and rational
- Hobbies involve the outdoors
- High stress job



**Emma Gonzalez (28) – Technical Program Manager**

- 28 year-old technical PM
- Fast paced job
- Likes dinning out to destress
- Detail oriented
- Fashion blogger during spare time



**Gina Schneider (50)**

- 50 year-old Executive
- Gardener and nature lover
- Travels a lot for work
- Enjoys down time outside of the city
- Foodie

# Outline of Scope

## Content Requirements

Content (text, images, video) that the user will need.

*“The user will be looking for...”*

- Business hours and holiday closures: static info/text
- Menu and price: static info/text
- Wine and cocktails: include images
- About us includes a video
- Contact: static text
- Farm/restaurant products for sale: thumbnails of images of products for sale
- Gallery of images showing the grounds for hosting wedding and events
- Make reservations

## Functionality Requirements

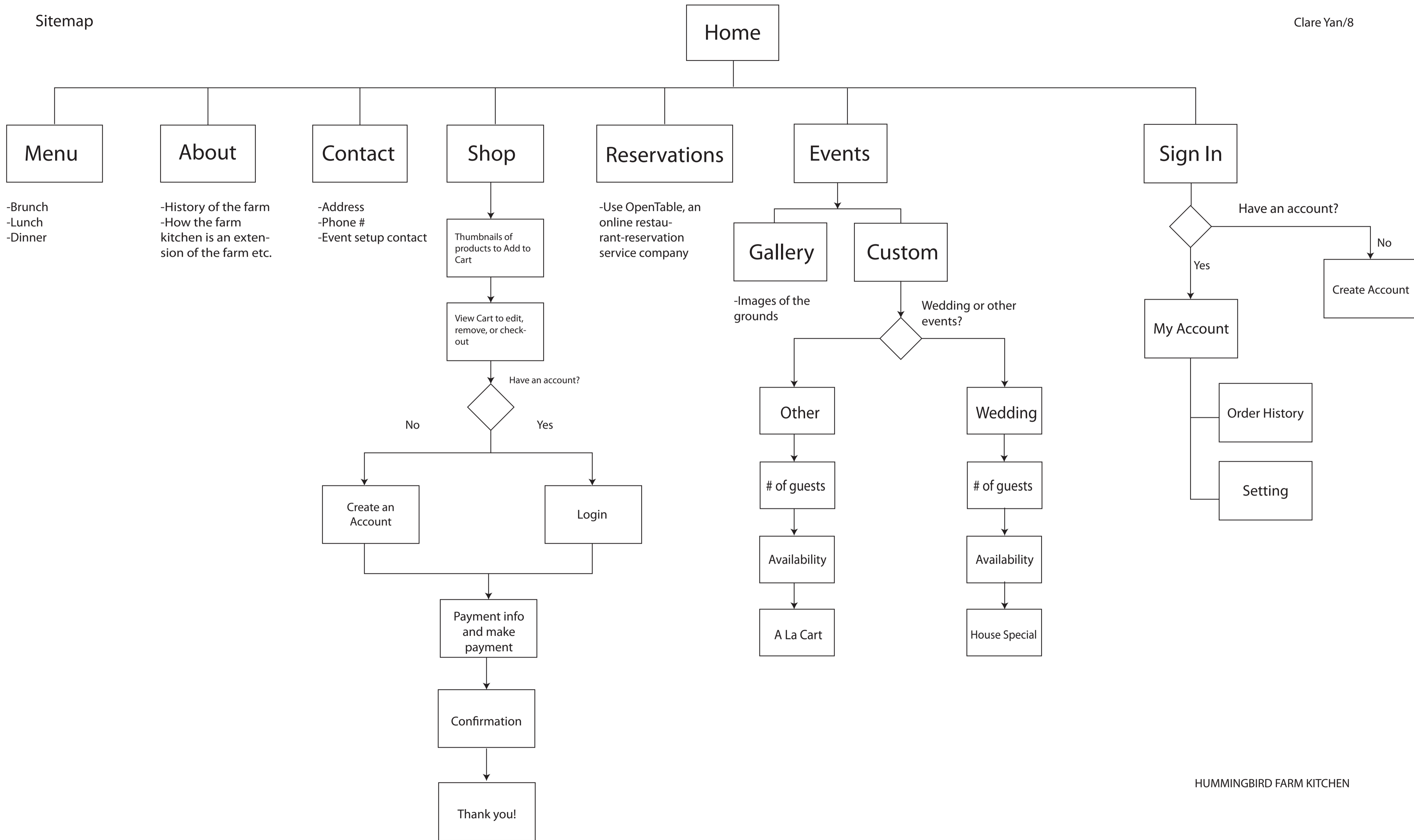
Systems that will allow the user accomplish tasks.

*“The user will be able to...”*


- Make and cancel reservations
- Customize the event
  - Number of people
  - Wedding or other event type
  - Choose your meal plan
  - Availability
- Contact the restaurant regarding events and catering
- Order products
  - Shipment info

- Credit card info
  - Receive order confirmation
- Create an account to view current/past orders
- Log in





[SIGN UP](#)



**Slide show of dishes and the grounds**

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○
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Logo

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RESERVATIONS

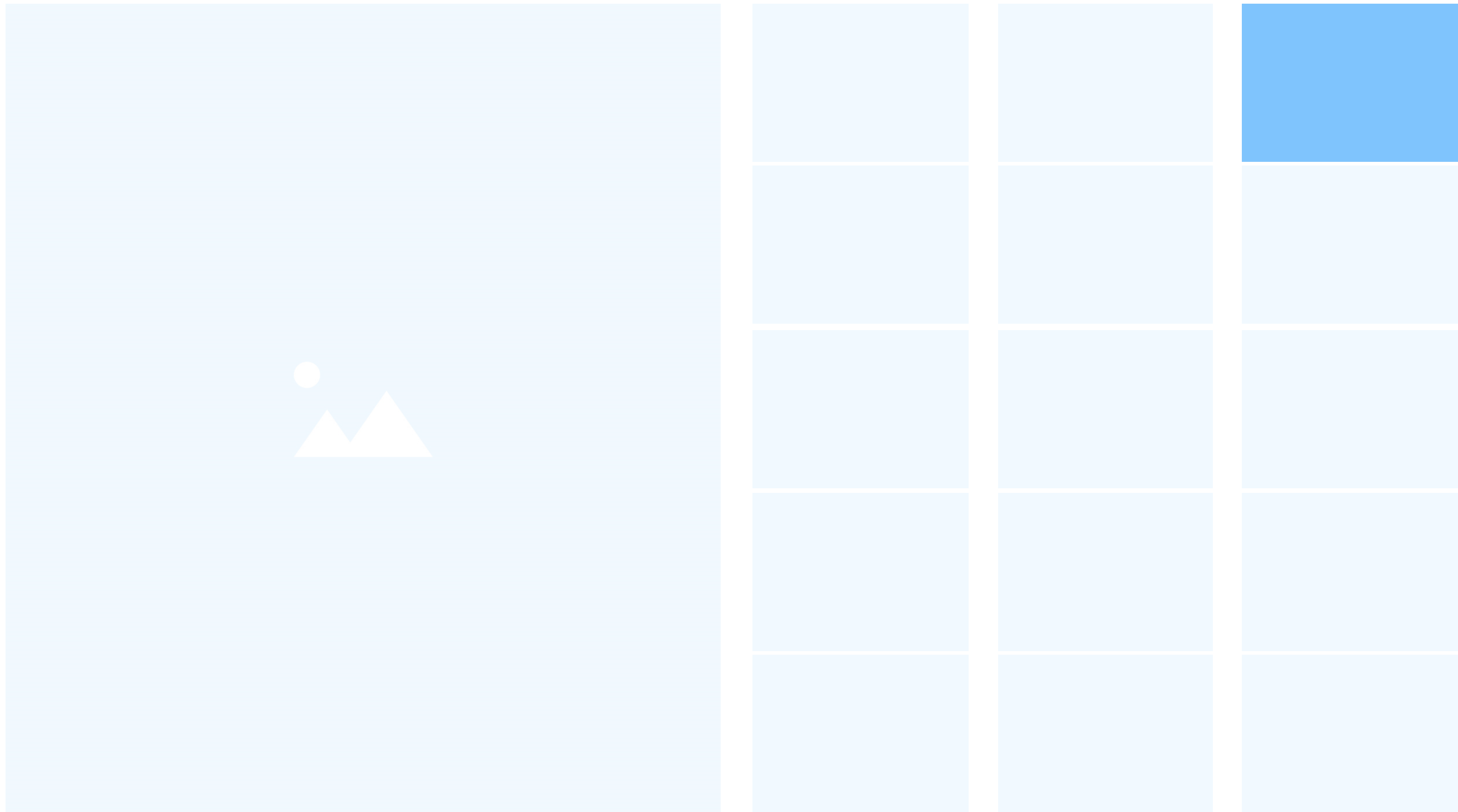
EVENTS

SHOP

CONTACT



- ABOUT
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- EVENTS
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- CONTACT



ADD TO CART




- ABOUT
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Name	Image	Description	Quantity
Jam			
Lavender Soap			
Raspberry Liqueur			
House Sauce			
Lavender Potpourri			

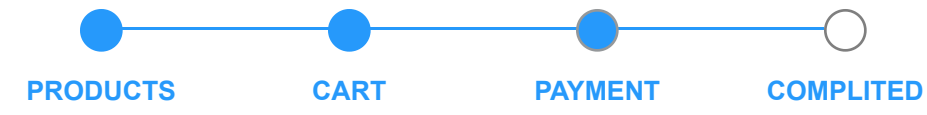
**Total** **\$100.00**

[Edit](#) [Remove](#) [Check Out](#)

**SHIPPING TO**   
497 Evergreen Rd. Roseville,  
CA 95673

- DELIVERY**
- Standart (7 days) Free
  - Express (2 days) \$5.00**
  - Premium (1 day) \$10.00


**Grand Total** **\$105.00**



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- RESERVATIONS
- EVENTS
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- CONTACT

\$105.00

CARD NUMBER

1234 5678 3456 2456 

CARDHOLDER NAME

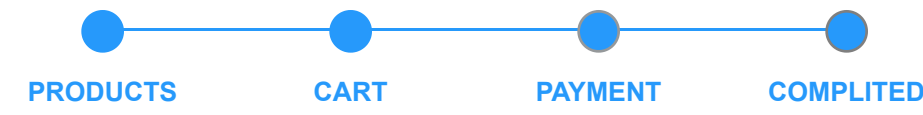
John Doe

EXPIRE DATE    CVV    ZIP CODE

05 / 21    123    78906

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**Thank you for your purchase!**  
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Full Name

John Doe

Email

johndoe@mail.com

Password

••••••

Confirm Password

••••••

LOGIN







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CONTACT

John Doe

Full Name

johndoe@mail.com

Email

09/09/1987

Birthday

497 Evergreen Rd. Roseville...

Address

••••••

Password

Create an Account



ABOUT

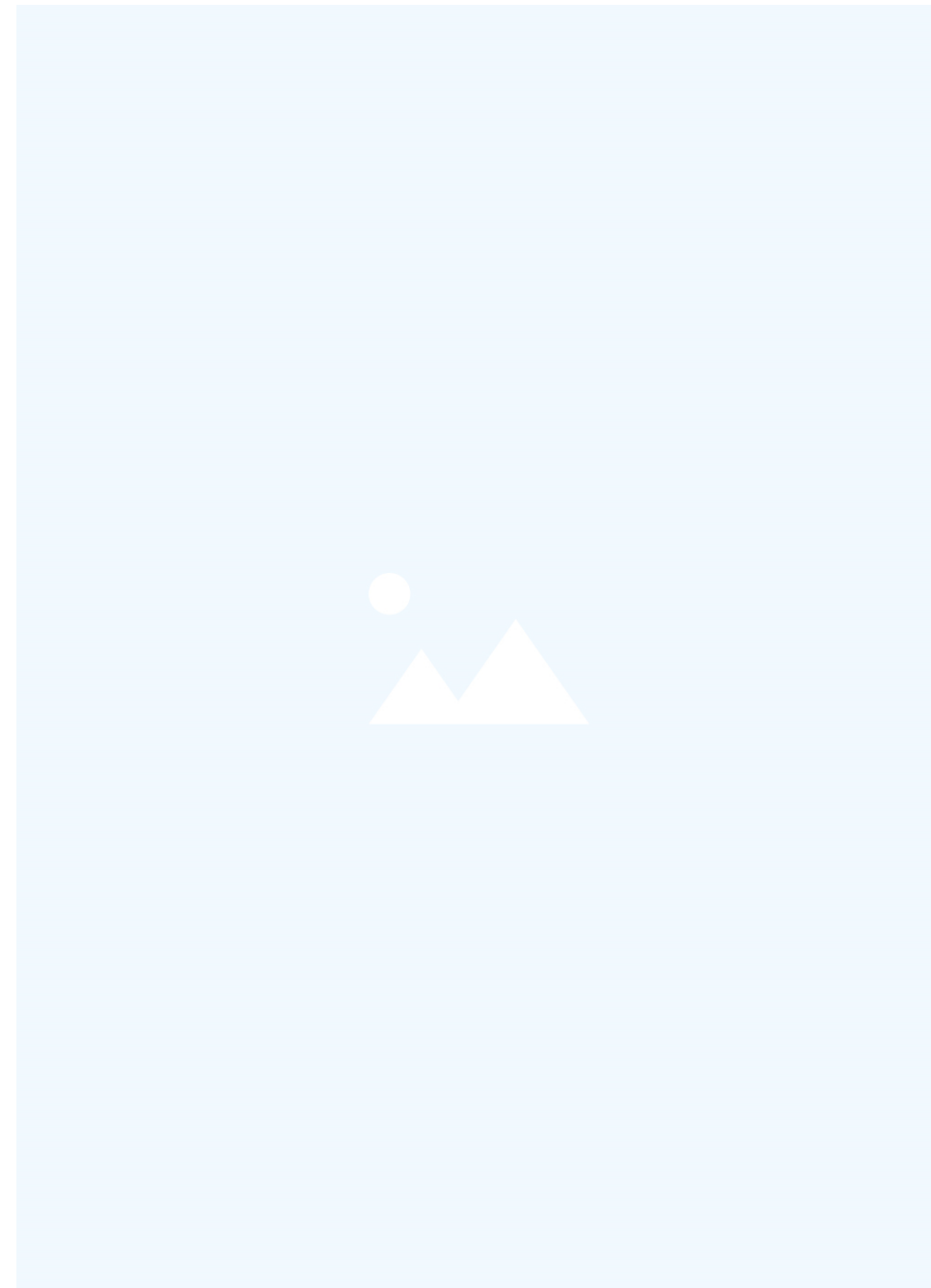
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## HISTORY

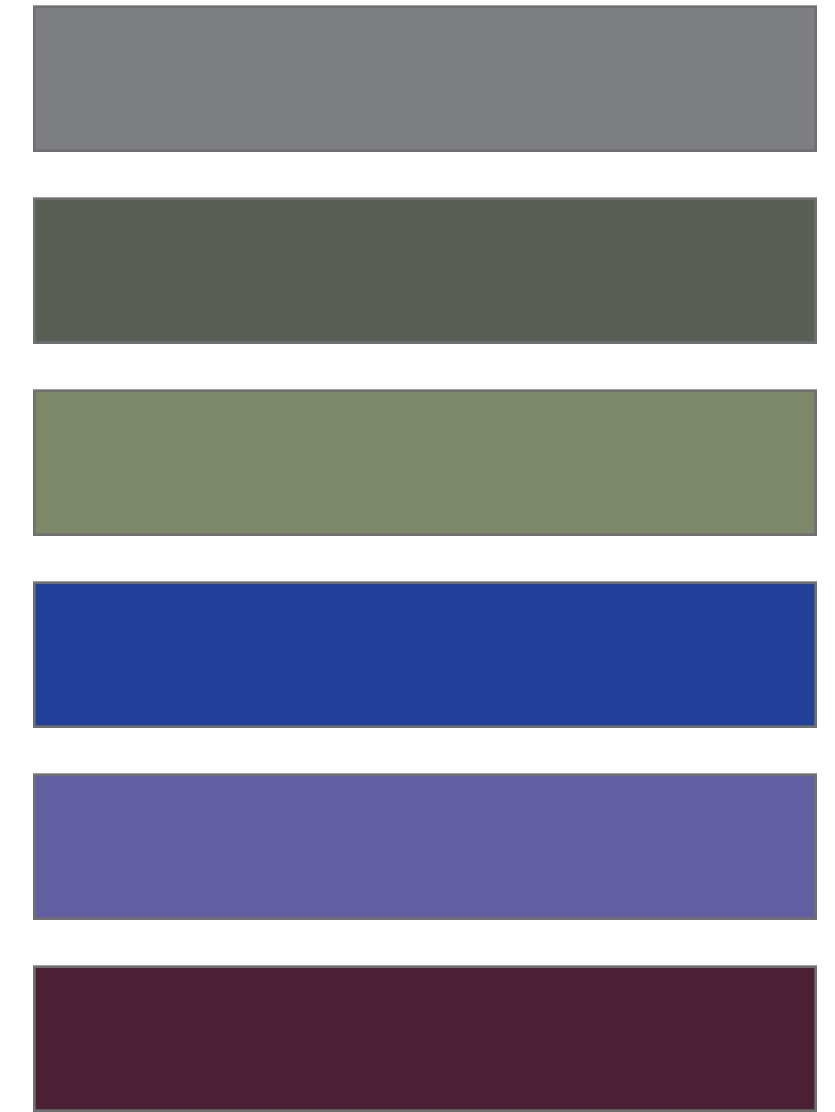
In 1990 after working in the corporate world her entire life, Rose decided to embark on a new adventure and retreat to the San Juan Island near the Canadian border. For many years, she had wanted to pursue her dream of living close to nature, feed her family with home-grown produce, and be a full-time gardener. She and her husband bought a 5-acre land and began their country living on the small farm. In 2015, the farm was passed to Rose's daughter Hazel who shares the same passion as her mom. Hazel's favorite spot to conduct her business is by the window with the view of the garden, where abundant pollinator-friendly flowers attract hummingbirds, bees, and butterflies throughout the year. To continue Rose's legacy, Hazel wants to start a business on the farm, where the site serves not only as a retreat for hosting gardening lifestyle events and workshops, but also as a supplier of vegetables to local restaurants and heirloom seeds to anyone in the world.



## IMAGE INSPIRATIONS



## COLOR PALETTE

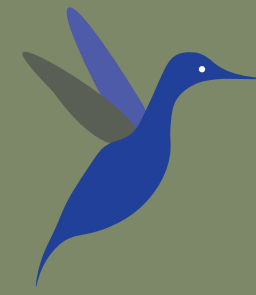


## TYPOGRAPHY

Serif *Monotype Corsiva*

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*hummingbird farm kitchen*

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Blackberry Preserve \$10.45

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

- 1 +

ADD TO CART



Blackberry Preserve \$ 10.45



Lavender Potpourri \$ 18.75



Lavender Biscuit \$ 30.00



Lavender Soap \$ 6.45



Vegetable Chips \$ 8.78



Raspberry Liqueur \$ 30.25



Pepper Jelly \$ 20.45



Local Honey \$ 10.00



Wreath \$ 24.25

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Name	Quantity	Price
Berry Preserve	1	\$10.45
Lavender Soap	1	\$6.45
Pepper Jelly	1	\$20.45
Lavender Biscuit	1	\$30.05
Raspberry Liqueur	1	\$30.25
<b>Total</b>		<b>\$100.00</b>

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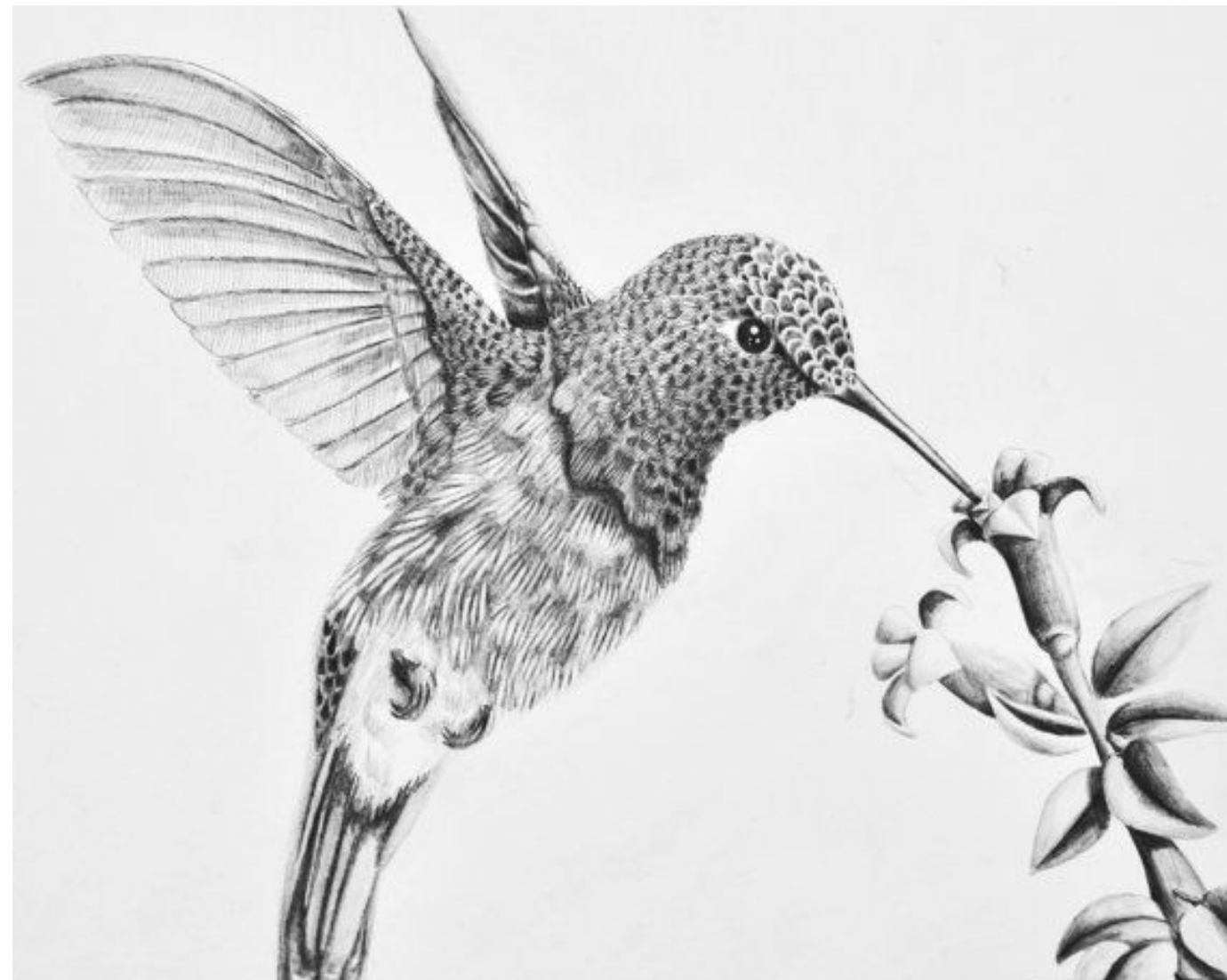
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