

CSC318 Assignment 3 Report

Name: Joseph Cameron

UTORid: camer249

Email: joseph.cameron@mail.utoronto.ca

Establishment

Description of Establishment:

'Mayfair Afternoon Tea' is a traditionally themed English tea house situated in the heart of Mayfair (a wealthy district of London, England) that serves traditional English afternoon tea. Afternoon tea is an assortment of desserts and cakes accompanied by various English teas. Since 'Mayfair Afternoon Tea' is situated in a wealthy area of London, the interior is kept extremely clean and has a very well decorated/expensive design. The interior slightly resembles a small room plucked from the Palace of Versailles. All cutlery and tea kettles are made of silver, and all glasses are made of crystal. Furthermore, all tables are covered with white cloth, which is replaced after every seating. Overall, the tea house has the feel of an expensive fine dining restaurant, except it only serves afternoon tea.

Description of Customer Base:

The primary customers of 'Mayfair Afternoon Tea' are people who enjoy tea with an assortment of desserts, where the desserts can be sweet or savoury. However, to be more precise, 'Mayfair Afternoon Tea' is not supposed to be what many would consider fast and affordable, it is supposed to be a traditional experience of British culture, therefore the primary customer base will consist of people willing to spend a considerable amount of time and money on their afternoon tea.

Design Choices

I decided to make the main background colour white in order to reflect the cleanliness of the tea room, and to provide good contrast with other items on the wireframe, so that even users with colour blindness can see and read everything clearly. I chose the colour royal purple as the main theme colour in order to convey the wealth and opulence of the tea room. Purple is subconsciously associated with luxury and elegance. Also, the tea room represents an experience of British culture. Royal purple is a colour that originated with the British Royal Family (a recognisable symbol of the UK worldwide), therefore I used this specific shade of purple in the wireframe to further solidify the connection to British culture. For textual information in the address and opening hour boxes, I used the colour black to help convey the classy corporate side of the tea-room and to keep optimum readability against the white background, which helps further portray a clean and minimalistic feel. Throughout the whole wireframe I used two typefaces. For the logo, headings and navigation buttons, I used the Adobe Poetica typeface to signify the neat and tidy environment of the tea room. For textual information, I used the Avenir typeface to promote easy readability and minimalism. The information displayed within the photograph is held in a box with an opaque white background in order to promote easy readability and to prevent a sharp contrast of the colours in the photograph to the white background. The map incorporates light shades of green, yellow and grey to accompany the soft tone of the royal purple theme.

Typefaces & Colours

Colours (as HEX or RGB codes)	
Background colour(s)	#FFFFFF
Text colour(s)	#663399 & #1B1B1B
Action colour(s)	Background: #663399 Text: #FFFFFF
Map colour(s)	Grass: #ABD8C1 Blocks: #D2D7D5 Streets: #FFFFFF Direction Line: #FFFF00
Fonts (typeface name, weight and point size)	
Logo font	Adobe Poetica Bold 100pt
Heading/navigation font	Adobe Poetica 60pt
Body Font (General)	Avenir Bold 40pt
Body Font (Map Description Overlay)	Avenir 60pt

Disclaimer

Images:

Main Photograph = Image of Afternoon Tea Set by Lucas Alexander CC BY 2.0. Found on unsplash.com

Cake used in Logo = Image of Wedding Cake by Freepik CC BY 2.0. Found on flaticon.com

Map = Image of Map by Joseph Cameron

Fonts:

Adobe Poetica Font by Robert Slimbach. Licensed with purchase of Adobe Photoshop.

Avenir Font by Adrian Frutiger. Licensed with purchase of Adobe Photoshop.