

Branding UI/UX Project

MARIA

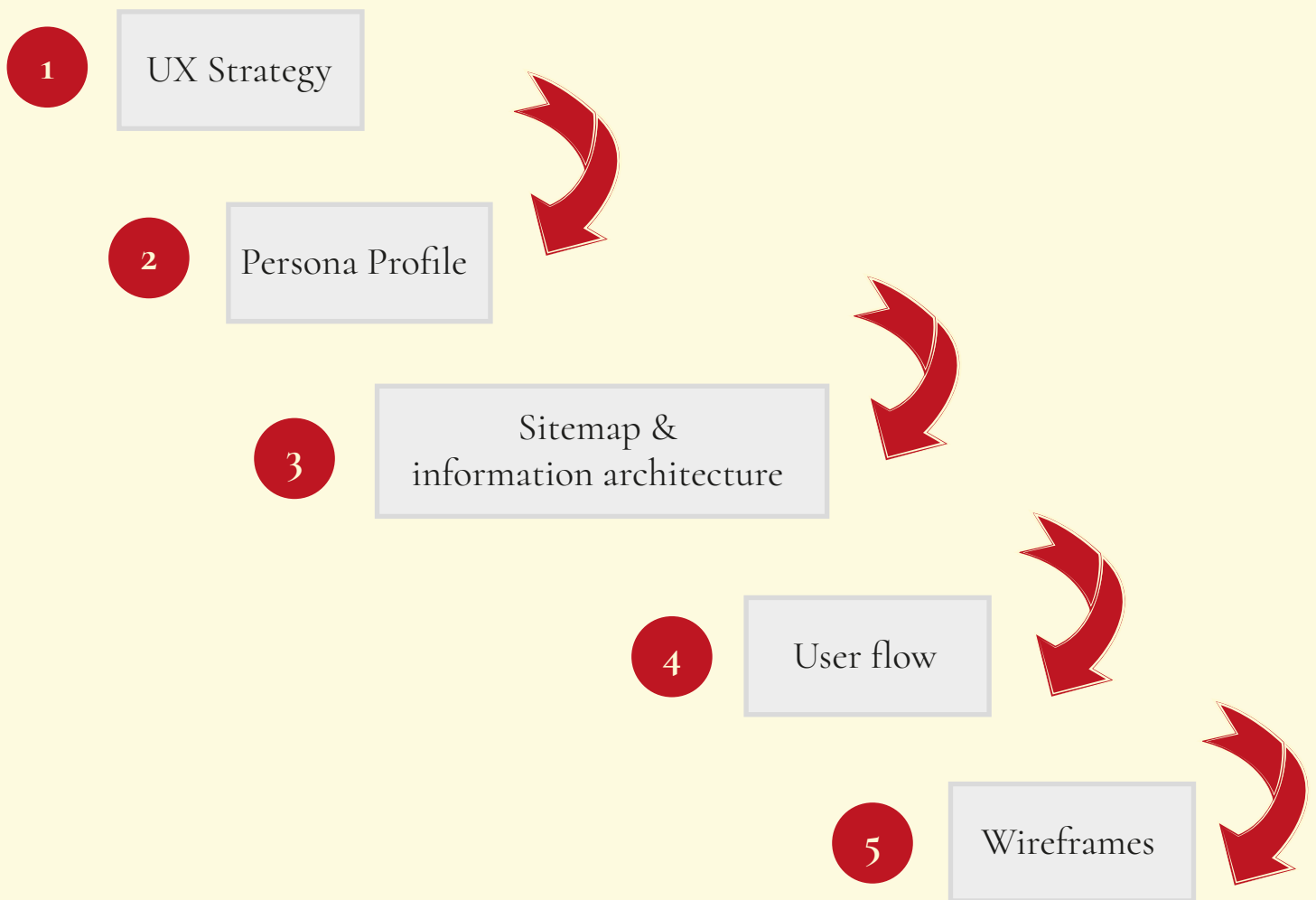
Seafood restaurant

MARIA is a luxury seafood restaurant designed as a refined and safe space for women.

Concept project developed as part of a certification, redesigned as a full branding & UX case study.

Maria

User Experience



UX Strategy



Project Overview

Maria is a Mediterranean seafood restaurant located in Tunis, offering fresh fish dishes and local recipes in a modern and welcoming atmosphere.

Target Audience

Urban professionals (25–45) looking for quality meals, online ordering and easy reservations.
Tourists and expats seeking Mediterranean seafood experiences.

UX Goals

- Make ordering and reservation fast and intuitive
- Clearly present menu categories and ingredients
- Communicate quality and trust
- Improve conversion and customer retention

Client Needs

Online sales system

Order customization

Clear digital menu

Premium brand communication

Increased visibility and traffic

User Needs

Check delivery availability

Browse the menu and ingredients

Order food online

Reserve a table

Access location and contact information

Persona Profil



Name : Aline Dupont

Age : 36 years old

Occupation : Art Director

Statuts : Single/ independant/ financially stable

Location : Urban Area

Goals :

Quick reservation

Explore the menu without pressure

Feel safe and secure

Digital Behavior :

Mobile-first user

Expects coherence between brand and experience.

Pain points :

Confusing websites

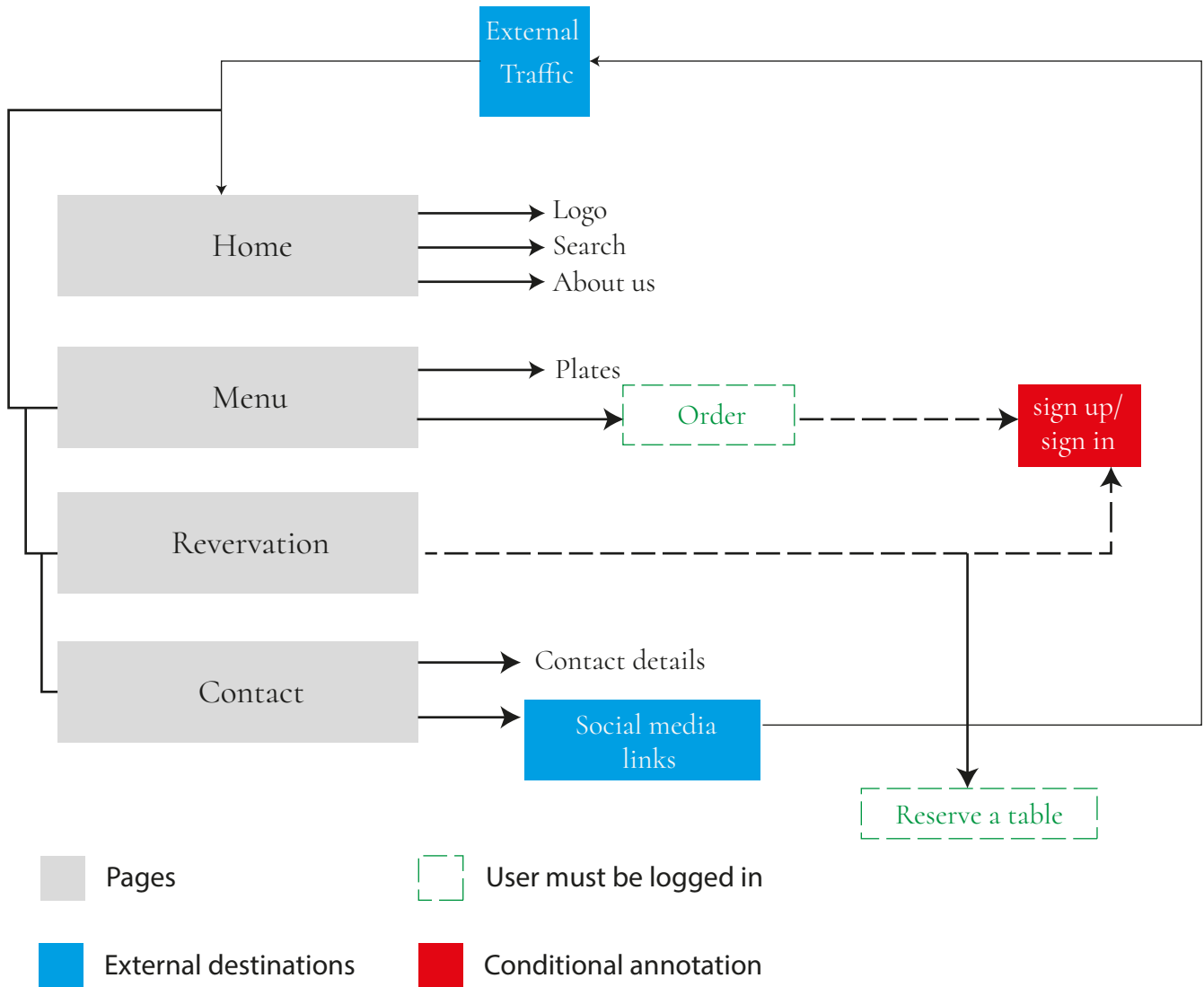
Unclear processes

Everyone Places

Overcrowded web pages

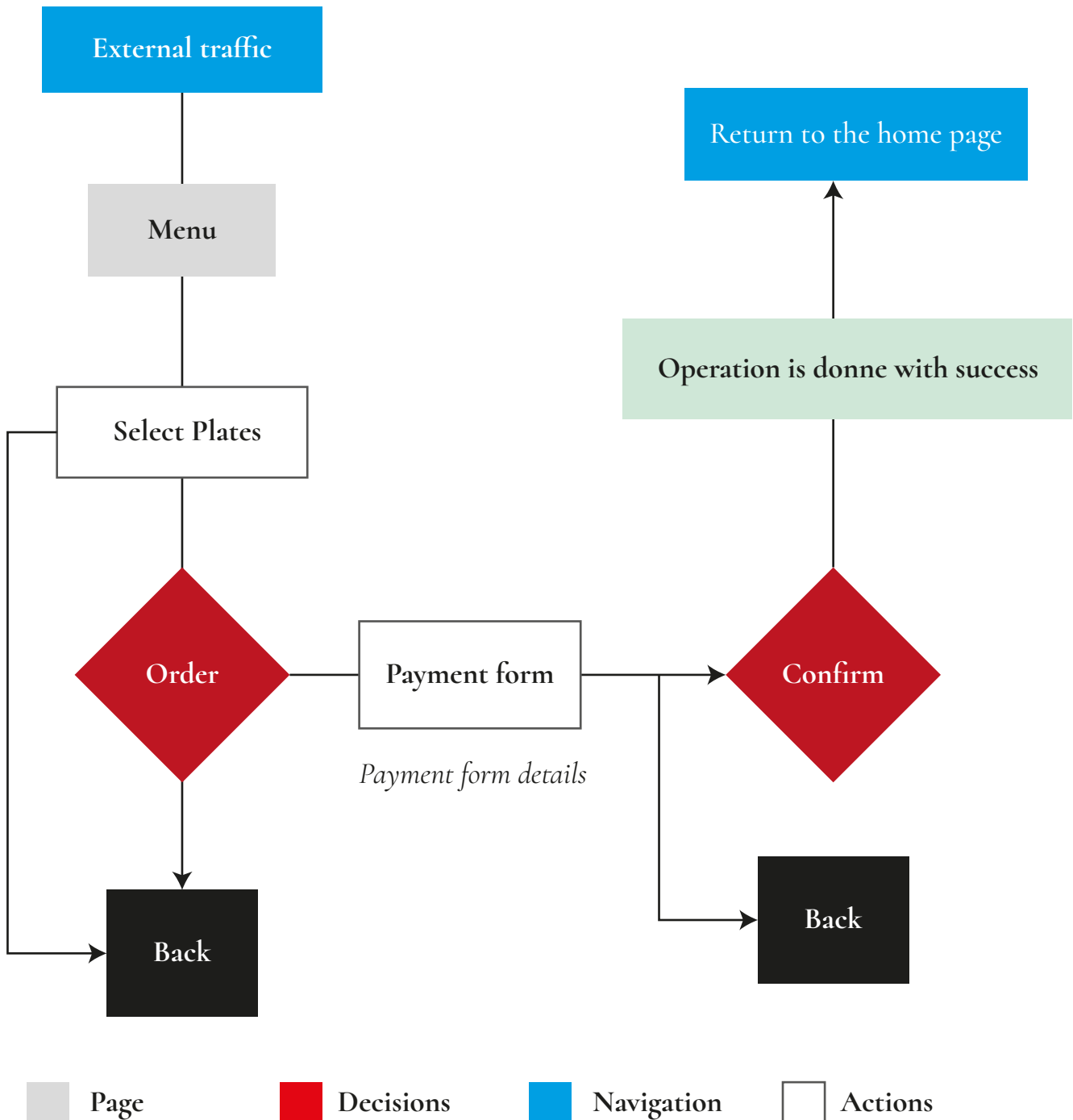
Quote : If the website is organized, I trust the place.

Siteweb Map



*** Ordering or resevation requires authentication.**

User flow

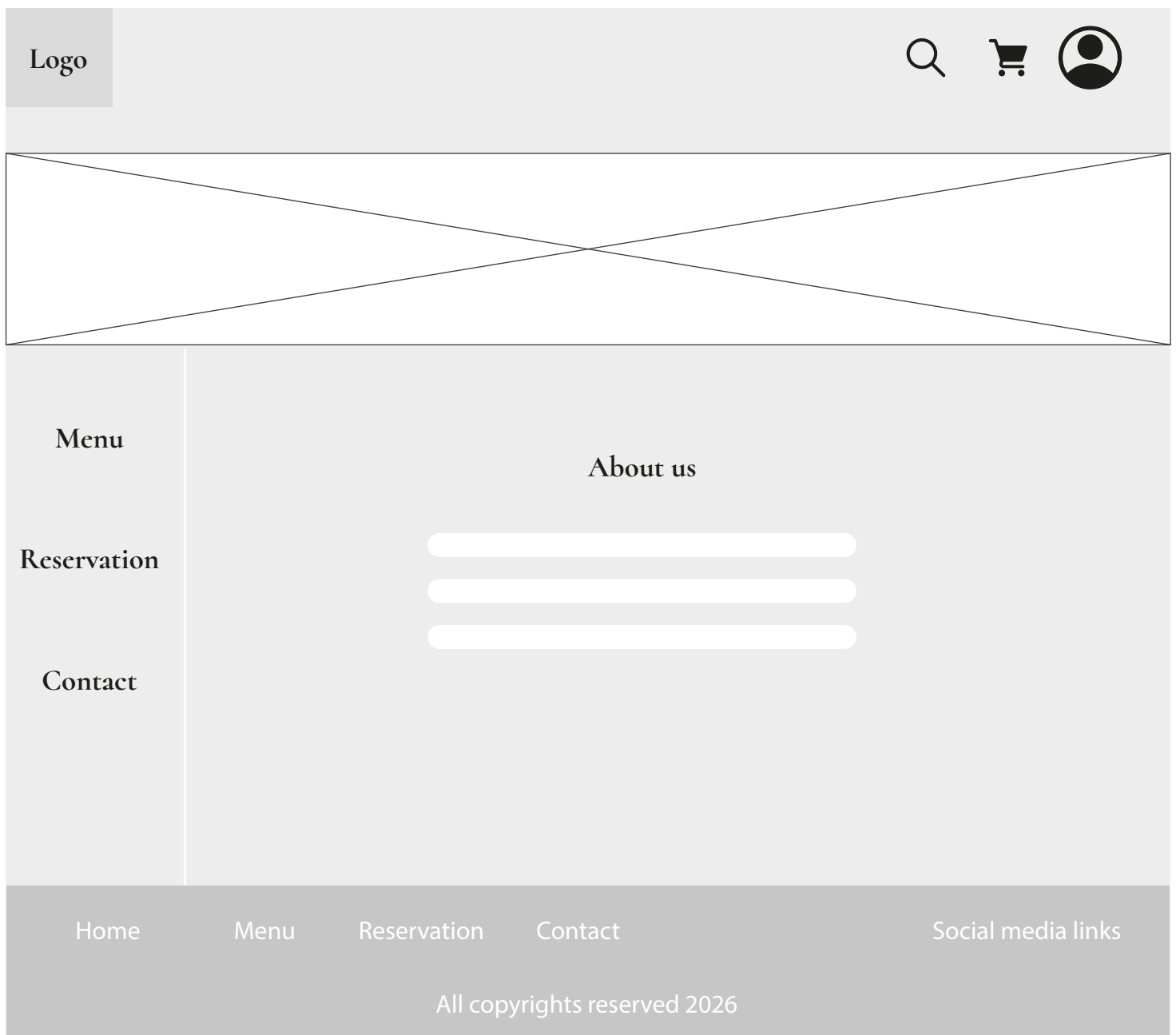


User flow designed to clarify the ordering process, identify decision points, and ensure a smooth transition from menu selection to order confirmation.

Wireframes



Home Page



This wireframe focuses on structure and user flow, not final content.

Wireframes



Menu

Logo



 Filter :

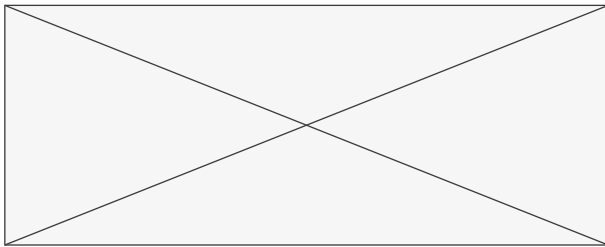
Pizzas

Fish

Couscous

Pastas

Dish name



Ingredients :

Add to cart



HomeMenuReservationContact

Social media links

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This wireframe focuses on structure and user flow, not final content.

Wireframes

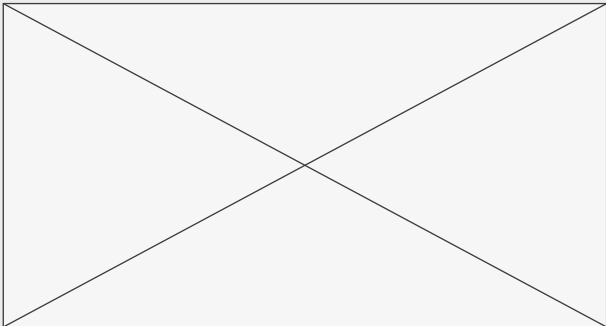


Reservation

Logo



Take your place, Now !



Reserve a table



Home

Menu

Reservation

Contact

Social media links

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This wireframe focuses on structure and user flow, not final content.

Wireframes



Contact

Logo



Contact

Adresse

Phone

Social Media





First name

Last name

Email

Subject

Send

Home

Menu

Reservation

Contact

Social media links

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This wireframe focuses on structure and user flow, not final content.

Wireframes



Cart

Dish name

Price

Confirm

Delete

This wireframe focuses on structure and user flow, not final content.



Payement form

General information

Full Name

Email

Shipping Adresse

Phone

Payment Methods

☐ In shipping ☐ Bank card

Bank details

Card Number

Code PIN

Pay the order

Reset

This wireframe focuses on structure and user flow, not final content.

MARIA



Logotype



The Maria logo is an elegant typographic composition, crossed by a stylized mermaid, the central symbol of the visual identity.

The mermaid, integrated directly into the central letter, is not a simple pictogram: it is part of the word, creating a strong link between the name and the marine world.

This choice reflects the idea that the sea is not only a source of ingredients, but the very soul of the restaurant.



Logo versions



Principal Logo



Favicon



Secondary logo : website mobile version



White Version

Interdictions



MARIA

Don't stretch the logo & don't change its orientation.

MARIA

Don't change the logo color.

MARIA

Don't remove elements from the logo.

MARIA

Don't add effects.

Autorisations



MARIA

White Background

MARIA

Ivory color Background
for website

All clear backgrounds are available.

MARIA

White logo version is available with a dark backgrounds.

Typo/ couleurs



Cormorant Bold : Logo/Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Cormorant Regular : Text

abcdefghijklmnopqrstuvwxyz

0123456789

Serif typography, with its subtle contrasts and bold serifs, evokes:
high-end gastronomy, tradition, and a refined, timeless culinary experience.

Brick Red

HEX: #be1622

RGB: 190 22 34

CMYK: 15% 100% 90% 10%

Dark Grey

HEX: #3c3c3b

RGB: 60 60 59

CMYK: 0% 0% 0% 90%

Black

HEX: #000000

RGB: 0 0 0

CMYK: 91% 79% 62% 97%

Ivory

HEX: #fdf9d5

RGB: 253 249 214

CMYK: 2% 0% 23% 0%



Action buttons



Aside/copyRights footer



Background



Ordinary text

The color of the text changes depending on the background color.

USER
INTERFACE
VISUALISATION

Laptop + Mobile



MARIA



ABOUT US

[Home](#)

[Menu](#)

[Reservation](#)

[Contact](#)

Maria is a seafood restaurant offering premium, carefully crafted dishes.
We are open from 12:00 to 23:00.



Follow us



Maria Mediterranean Restaurant

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MARIA

Our menu – Carefully crafted seafood dishes !



Filter : Pizzas

Fish

Salads

Soups

Pastas

Pizza Seafood



Ingredients : shrimp, tomato, olive, basil

Price : X \$



add to cart

Grilled Fish



Ingredients : bream, grilled vegetables

Price : X \$



add to cart

Sea Bream Fillet



Ingredients : sea bream + white rice

Price : X \$



add to cart

Fried Squid



Ingredients : squid, french fries, ketchup

Price : X \$



add to cart



Maria Mediterranean Restaurant

Home

Menu

Reservation

Contact

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MARIA

Whether it's a celebration, a business dinner, or a quiet evening,
Maria welcomes you.
Reserve your table now.



Name

Phone

Date/ Hour



Number
of person



Reserve a table



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Mock-Ups and Graphic Assets

Menu



Responsive web site mock-ups

