



Ember & Oak

WEBSITE, ORDERING PLATFORM & MOBILE APP · CASE STUDY

A complete concept design and build — website, online ordering with delivery, an in-restaurant tablet and mobile app, plus a self-service admin panel for daily operations.

Concept & Vision

"A restaurant website that feels like the dining room itself — dark, warm, unhurried, and built entirely around one idea: everything on the plate met an open flame."

Ember & Oak is a fictional modern fire-kitchen restaurant, developed as a full concept to demonstrate what a premium hospitality website looks like when the visual identity is built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Diners researching a reservation before they call — expecting the site to set the same tone as the room they're about to walk into.

BRAND PERSONALITY

Confident, warm, unpretentious luxury. Dark and intimate rather than bright and corporate — closer to candlelight than a showroom.

PRIMARY GOAL

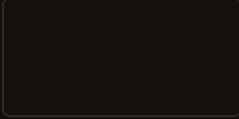
Convert a visit into a reservation, using real menu content, real photography, and a booking form that takes seconds to complete.

OWNERSHIP

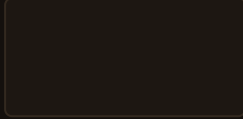
The restaurant owner manages menu items, gallery photos, and contact details independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#14100D



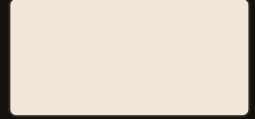
Surface
#1D1712



Ember
#C9773F



Wine
#5C2331



Cream
#F1E7D6

A warm near-black replaces pure black throughout — it reads as considered rather than default, and lets the copper accent do the work of drawing the eye.

TYPOGRAPHY

Everything we serve has met an open flame.

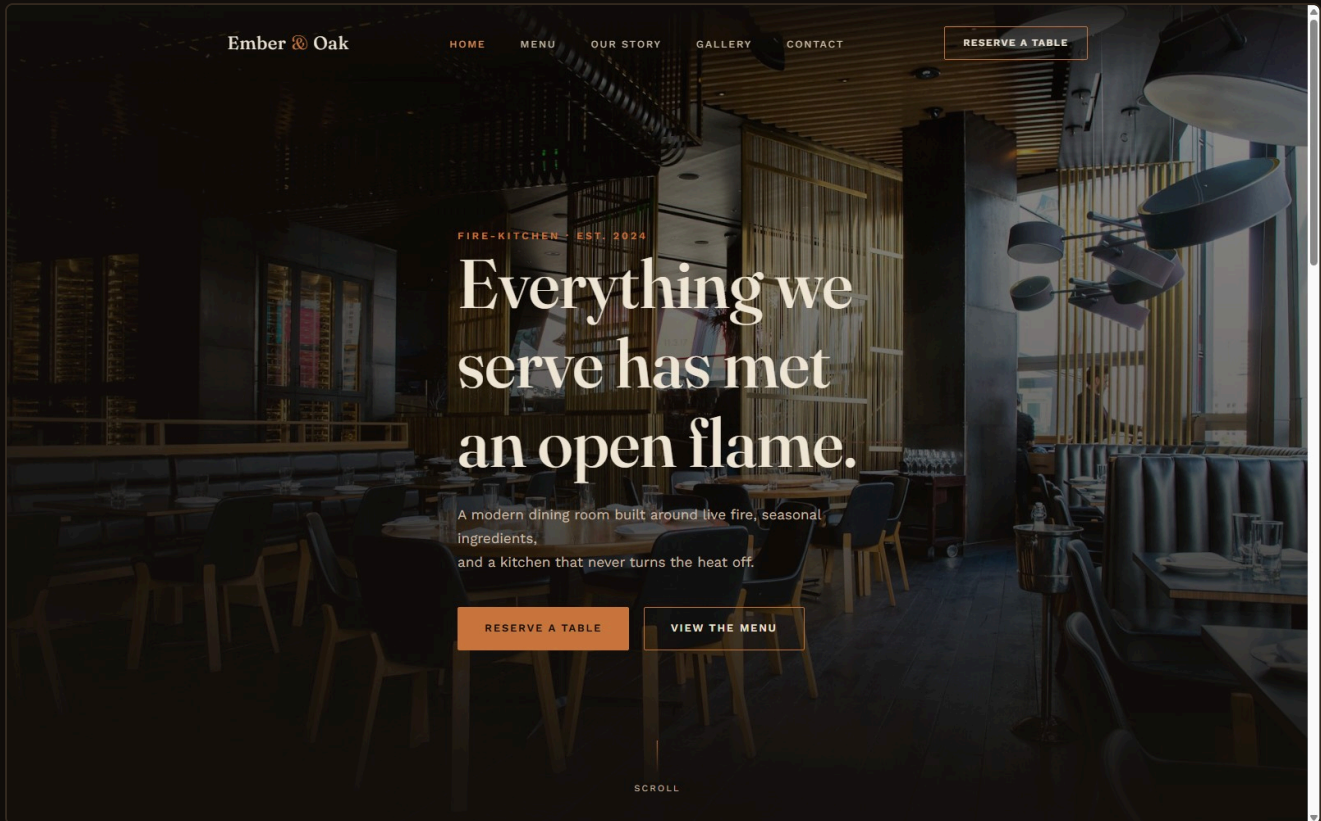
Fraunces pairs a soft, characterful serif for headlines with Work Sans for body copy and interface text — a deliberate pairing, not the default safe choice.

FRAUNCES · DISPLAY | WORK SANS · BODY & UI

LAYOUT APPROACH

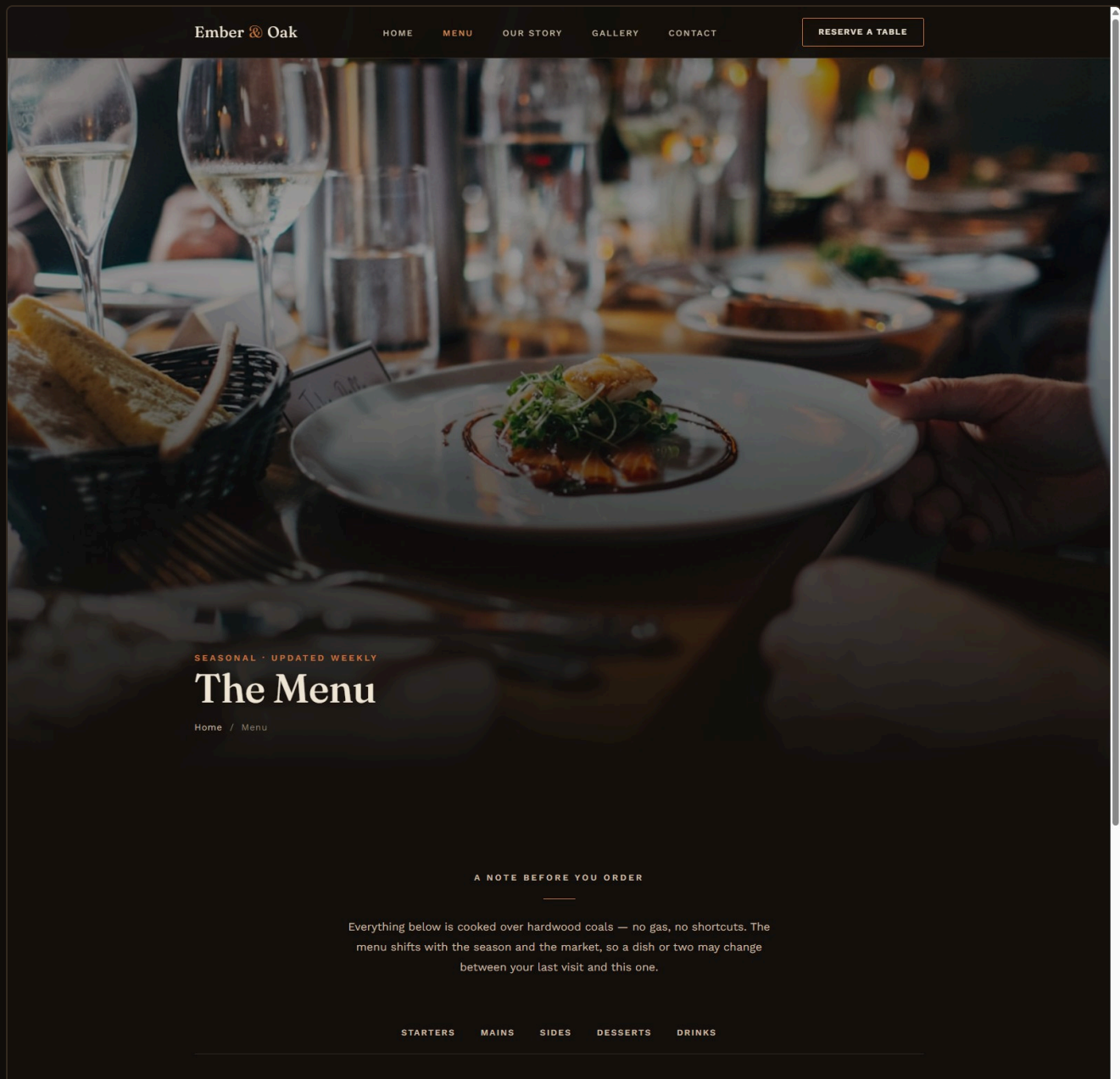
Full-bleed cinematic photography, generous negative space, and thin gold hairline dividers replace the boxed, card-heavy layouts common in restaurant templates — the room is the hero, not a UI component.

Home



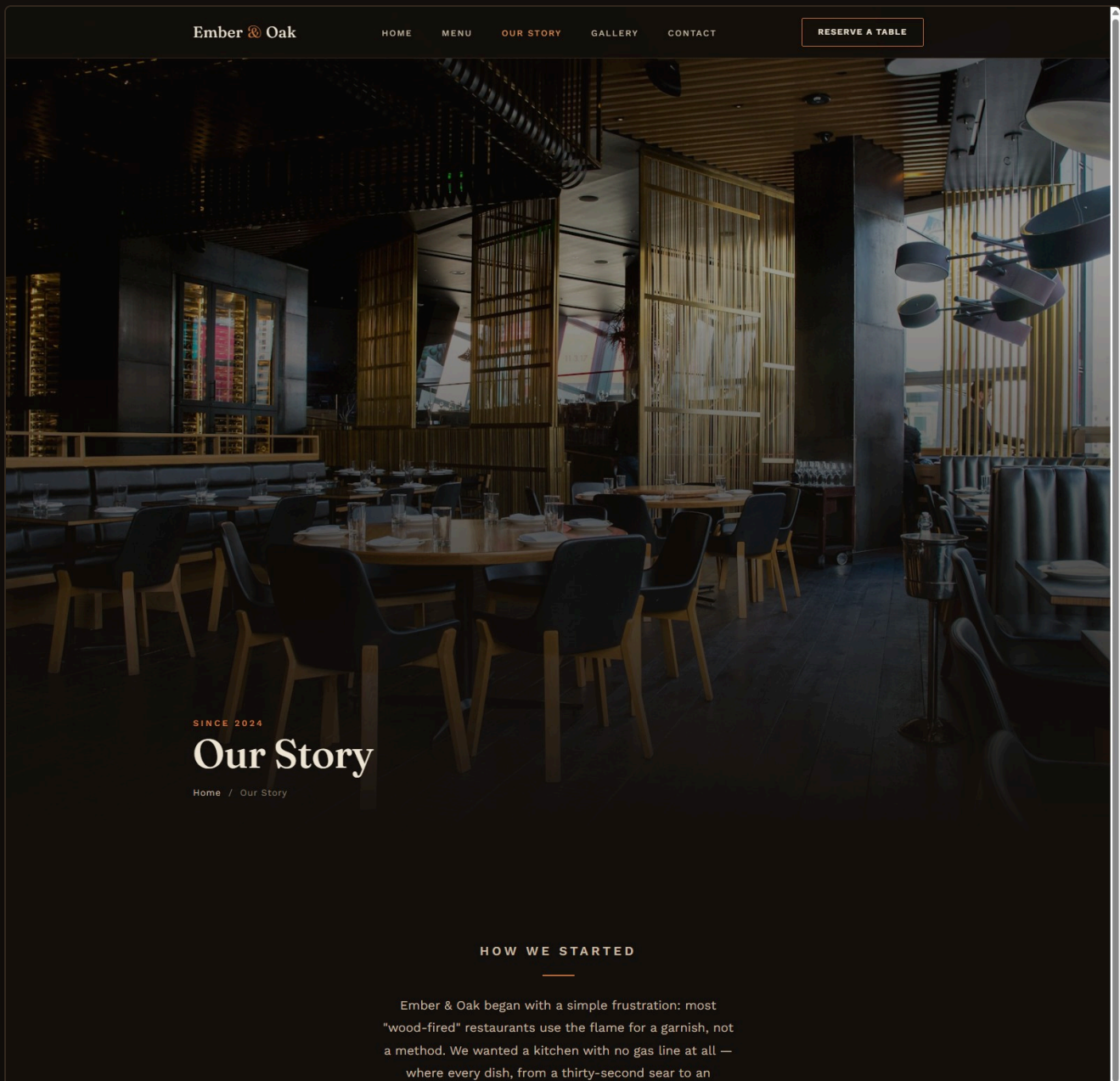
Purpose: establish tone in the first three seconds. A full-height interior photograph, a single-sentence thesis statement, and one clear action — reserve a table — before the visitor scrolls past the fold.

Menu



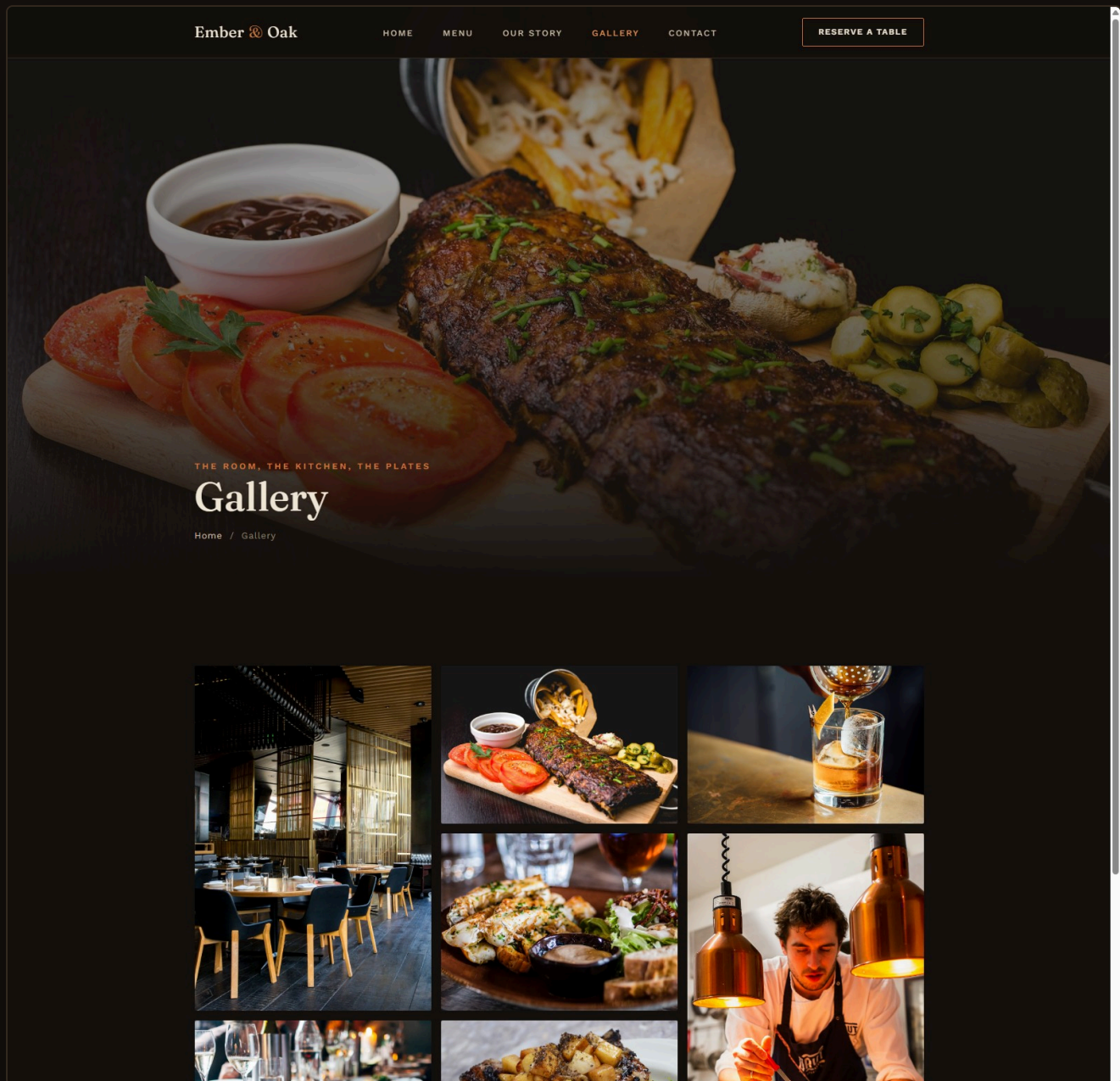
Purpose: read like an actual printed menu, not a product catalog. Dish name, dotted price leader, and a one-line description — grouped by course, jump-linked at the top for fast navigation on long menus.

Our Story



Purpose: build trust through specificity. A real founding timeline and a stated set of values give the brand a point of view, rather than the generic "passion for food" copy most restaurant sites default to.

Gallery



Purpose: let the room and the plates sell the visit. An asymmetric masonry grid avoids the uniform-thumbail look, and every photo in this gallery is uploaded and managed by the owner through the admin panel.

Contact & Reservations

Ember & Oak

HOME

MENU

OUR STORY

GALLERY

CONTACT

RESERVE A TABLE



WE'D LOVE TO HAVE YOU

Reserve a Table

[Home](#) / [Contact](#)

GET IN TOUCH

Visit us on Foundry Lane

ADDRESS

14 Foundry Lane
Riverside District, 10001

HOURS

Tuesday – Sunday
5:30pm – 11:00pm
Closed Mondays

PHONE

+1 (000) 000-0000

EMAIL

hello@emberandoak.com

LARGE PARTIES

For groups of 8 or more, please call ahead
— we hold a private hearth-side table most evenings.

REQUEST A RESERVATION

FULL NAME

Jordan Ellis

PHONE

(000) 000-0000

EMAIL

you@email.com

DATE

dd/mm/yyyy

TIME

Select a time

PARTY SIZE

Select party size

NOTES (ALLERGIES, OCCASIONS, REQUESTS)

Anything we should know before you arrive?

REQUEST RESERVATION

Purpose: remove friction from booking. Hours, address, and phone sit beside a short reservation form — date, time, party size, and notes — with nothing to fill in that isn't essential.

Order Online

Ember & Oak

HOMEMENUOUR STORYGALLERYCONTACT

ORDER ONLINE

DELIVERY • PICKUP

Order Online

Home / Order Online

MIDDLE EASTERNITALIANSPANISHMAINSDESSERTS

DRINKS



Fire-Grilled Kofta

Spiced lamb, sumac onion, smoked tomato, warm flatbread.

\$26.00

+ ADD



Charcoal Shish Tawook

Garlic yogurt marinade, toum, charred pepper.

\$24.00

- 2 +



Smoked Baba Ghanoush

Fire-charred eggplant, tahini, pomegranate.

\$14.00

+ ADD

Your Order

2 × Charcoal Shish Tawook\$48.00

1 × Smoked Chocolate Tart\$13.00

Delivery Fee\$5.00

Total\$66.00

GO TO CHECKOUT

View in-restaurant tablet ordering →

Purpose: browse the full menu by cuisine, build a cart, and choose pickup, in-house delivery, or a partner delivery app — the same catalog and pricing that live on the Menu page, reused rather than duplicated.

Checkout

Ember & Oak

HOME

MENU

OUR STORY

GALLERY

CONTACT

ORDER ONLINE

STEP 1

How would you like to receive your order?



Pickup
Ready in 20–25 min
No fee



Ember & Oak Delivery
Our own drivers
\$5.00 · 35–45 min



Partner Delivery App
Via connected delivery apps
Fee set by provider

STEP 2

Payment method

CREDIT / DEBIT CARD

APPLE PAY

CASH ON PICKUP

CARD NUMBER

NAME ON CARD

4242 4242 4242 4242

Jordan Ellis

EXPIRY

CVC

MM / YY

123

Payment processing screen shown for design purposes — connect to a live payment gateway (Stripe, PayPal, or a regional provider) at implementation time.

Order Summary

2 × Charcoal Shish Tawook

\$48.00

1 × Smoked Chocolate Tart

\$13.00

Delivery Fee

\$5.00

Tax

\$5.28

Total

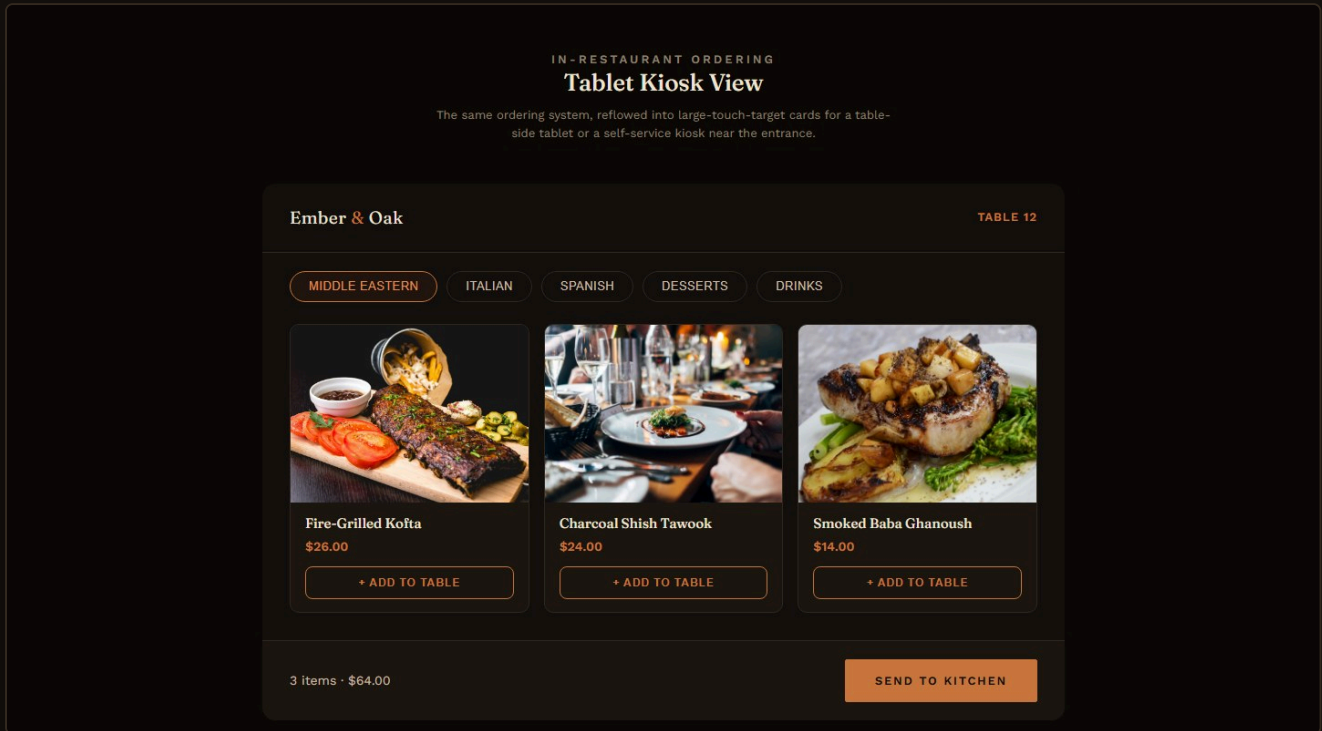
\$71.28

PLACE ORDER

[← Back to menu](#)

Purpose: a two-step flow — delivery method, then payment — with tax and fees calculated live. The payment screen is shown for design purposes only; at implementation time it connects to a live gateway such as Stripe or PayPal.

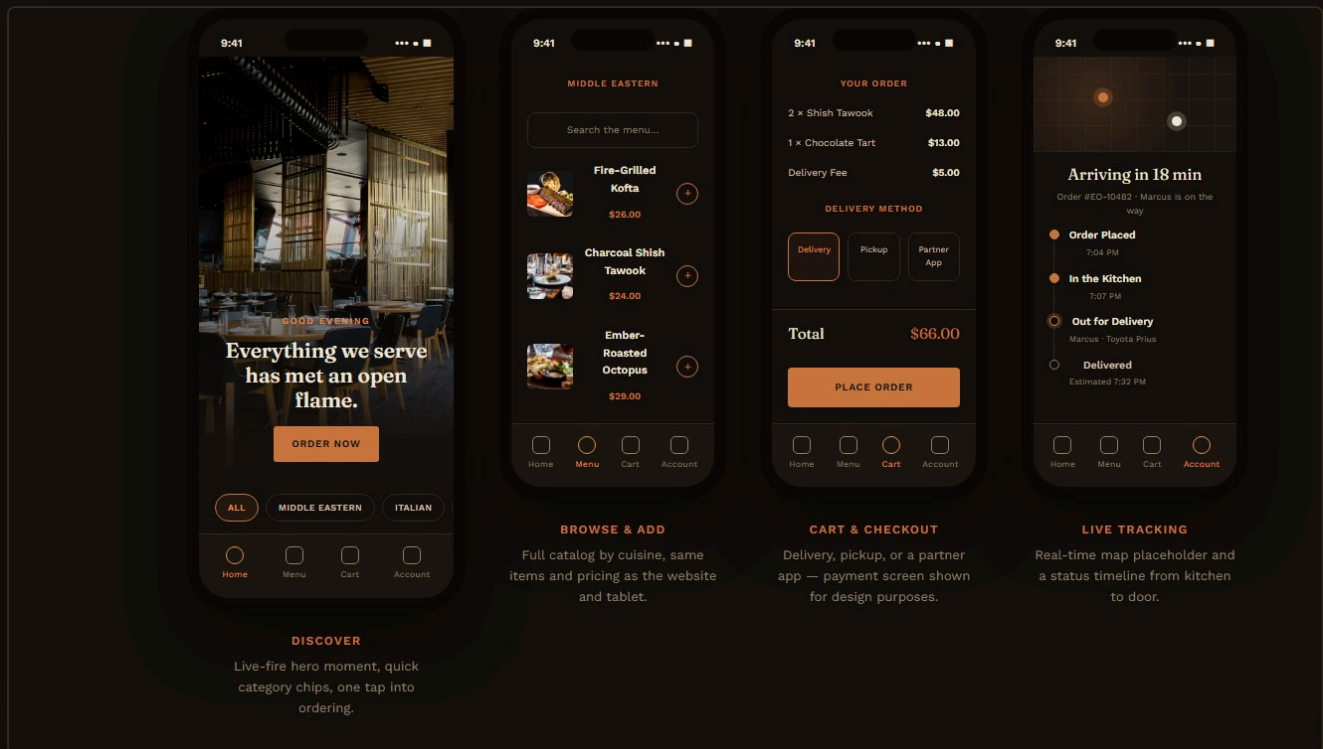
In-Restaurant Tablet



Purpose: the same catalog, reflowed into large touch-target cards for a table-side tablet or a self-service kiosk near the entrance — no separate system for staff to learn, no separate menu to keep in sync.

4 MOBILE APP

iOS & Android Companion App



Purpose: four native-style screens — discover, browse, checkout, and live delivery tracking — built from the same design system and the same ordering data as the website and the in-restaurant tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live order data.

Dashboard & Menu Management

Ember & Oak

Dashboard

Menu Items

Gallery

Restaurant Info

Signed in as admin

Sign Out

Dashboard

A quick look at what's live on the site right now.

24

MENU ITEMS

22

VISIBLE ON SITE

8

MENU CATEGORIES

8

GALLERY PHOTOS

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Menu Item

Manage Gallery

Edit Restaurant Info

Recent activity

ACTION	ITEM	WHEN
Menu item updated	Bone-In Pork Chop	2 hours ago
Photo uploaded	Gallery — "Evening Service"	Yesterday
Menu item added	Ember-Roasted Octopus	3 days ago

Purpose: give the owner a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: menu, inventory, staff, and info.

Menu Editor & Gallery

Ember & Oak

Dashboard

Menu Items

Gallery

Restaurant Info

Signed in as admin
[Sign Out](#)

Menu Items

Add, edit, or hide dishes — changes appear on the live site instantly.

+ Add Menu Item

NAME	CATEGORY	PRICE	STATUS	
Fire-Grilled Kofta Spiced lamb, sumac onion, smoked tomato.	Middle Eastern	\$26.00	Visible	Edit Delete
Smoked Short Rib Twelve-hour hardwood smoke, pickled shallot.	Mains	\$38.00	Visible	Edit Delete
Hearth-Fired Margherita San Marzano tomato, fior di latte, basil.	Italian	\$22.00	Visible	Edit Delete
Fire-Seared Gambas Garlic, chili, smoked olive oil.	Spanish	\$27.00	Hidden	Edit Delete
Smoked Chocolate Tart Sea salt, whipped creme fraiche.	Desserts	\$13.00	Visible	Edit Delete

Add / Edit Item

Dish Name

Category

Fire-Grilled Kofta

Middle Eastern

Description

Spiced lamb, sumac onion, smoked tomato, warm flatbread.

Price (USD)

26.00

☒ Visible on live menu

Save Changes

Menu Items: add, edit, price, categorize, or hide any dish in seconds — no code, no developer, no waiting.

Ember & Oak

Dashboard

Menu Items

Gallery

Restaurant Info

Signed in as admin
[Sign Out](#)

Gallery

Photos shown here appear automatically on the site's Gallery page.

Upload a new photo

Photo (JPG, PNG, or WEBP)

Caption

Choose File

No file chosen

e.g. Smoked Short Rib

Upload Photo

	CAPTION	UPLOADED	
	The Dining Room	Aug 2, 2026	Delete
	Smoked Short Rib	Aug 3, 2026	Delete
	From the Bar	Aug 3, 2026	Delete
	Behind the Pass	Aug 5, 2026	Delete

Gallery: upload a new photo and it appears on the live site's Gallery page immediately.

Staff Accounts & Inventory

Ember & Oak

Dashboard

Menu Items

Gallery

Inventory

Staff Accounts

Restaurant Info

Signed in as admin

Sign Out

Staff Accounts

+ Add Staff Member

Each staff member gets a short login code for the tablet ordering system — no passwords to remember on the floor.

NAME	ROLE	LOGIN CODE	STATUS	
Marcus Bell	Kitchen Manager	4F2A	Active	Edit New Code Delete
Sofia Reyes	Server	9C3D	Active	Edit New Code Delete
Theo Okafor	Bartender	7B1E	Active	Edit New Code Delete
Nadia Farouk	Host	2E8F	Inactive	Edit New Code Delete

Add / Edit Staff Member

Full Name

Role

e.g. Marcus Bell

Server

☒ Active (can log in to the tablet system)

Add Staff Member

Staff Accounts: every staff member gets a short, auto-generated login code for the tablet ordering system — no passwords to remember on the floor, and codes can be reissued instantly if one is compromised.

Ember & Oak

Dashboard

Menu Items

Gallery

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Restaurant Info

Signed in as admin

Sign Out

Inventory & Raw Materials

Track stock on hand for key ingredients. Items below their reorder line are flagged automatically.

+ Add Ingredient

INGREDIENT	ON HAND	REORDER AT	SUPPLIER	STATUS		
Dry-Aged Beef Short Rib	18.0 kg	10.0 kg	Riverside Meat Co.	In Stock	Edit	Delete
Live Lobster	4.0 units	8.0 units	Coastal Seafood	Reorder Now	Edit	Delete
Hardwood Charcoal	62.0 kg	25.0 kg	Foundry Fuel Supply	In Stock	Edit	Delete
San Marzano Tomatoes	6.0 kg	12.0 kg	Vittoria Imports	Reorder Now	Edit	Delete
Bourbon (House Pour)	14.0 L	6.0 L	Riverside Spirits	In Stock	Edit	Delete

Add / Edit Ingredient

Ingredient Name

e.g. Dry-Aged Beef Short Rib

Unit

kg

Quantity on Hand

18.0

Reorder Threshold

10.0

Supplier

e.g. Riverside Meat Co.

Add Ingredient

Inventory & Raw Materials:

stock levels for key ingredients, with items below their reorder threshold flagged automatically — so the kitchen sees a shortage before it becomes a service problem.

Technical Foundation

Built for a specific business reality: an independent restaurant owner who needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

FRONT OF HOUSE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full ordering flow — pickup, own-driver delivery, or a partner app
- ✓ In-restaurant tablet ordering, same catalog as the website
- ✓ Mobile app design mockup — discover, order, and track delivery
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove menu items in real time
- ✓ Auto-generated staff login codes for the tablet system
- ✓ Inventory tracking with automatic reorder alerts
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 site, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this restaurant, not recognizable as a reused theme.

02

The owner never has to call a developer for routine changes

New dish, new price, new photo, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for visitors and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A SITE LIKE THIS FOR YOUR BUSINESS?

Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.

Design & Development Portfolio · 2026