Reserve.love Design Proposal

Concept statement

This website is designed for people who are dating or already a couple to found a suitable restaurant to date. People on different relationship status will have the different needs for a restaurant to date. For example, two people who just start to dating will easily run into some awkward situation, such as silence in a conversation. They will need some subjects to continue their topic, so a theme restaurant maybe more suitable for them. In order to make the date more appropriate and enhance the dating quality. The key idea is that the users will fill a form about their dating status and preference. The information has two purposes: one for the system to filter options for the user to choose from, the other one for the restaurant to know the user's preference. This project is build on the research data of IDUS-711 Contextual Research.



IDUS 711: Contextual Research Methods-Spring 2017 Dating Environment

Project Summary

It is a reservation platform. All the resources are suitable places for a date. Now there is not enough information online to tell the users if it is an appropriate restaurant or not. The user wants to know what kind of restaurant it is, such as the music, the light, the seat, the culture, etc. The different relationship status will also affect the choice of place to date. By using this platform, the user will easily find an appropriate restaurant to satisfy their preference, also the restaurant will know some special requests from the users such as they two prefer cross seats or it is theirs second date (it means they need more topics to know each other better), so that the restaurant could change their serves a little bit to enhance the dating quality (like a bartender). This website is one part of a whole dating serves system.

Scope Definition

The Reserve love will have 25 pages estimably.

- Main page ²
- Restaurant List page 1
- Preference Form and System Feedback page 2
- Restaurant Detail page 10
- Blog list & detail 2
- Contact page 1
- Login and sign up 5
- User Profiles (list, setting, detail) 3

Target Audience Definition

Age range: At least 18 years of age

Gender: Male and Female

Group: People who are just start dating

Traits: They need more topics to know each other better and reduce unnatural

circumstances.

Age range: At least 18 years of age

Gender: Male and Female

Group: People who are in high passion status

Traits: They need a place in which they will not be interrupt while chatting.

Age range: Estimate above 30 years of age

Gender: Male and Female

Group: People who are in stable status

Traits: Usually going outside for a date for celebrate birthday and anniversary.



Primer Stakeholders

Susan Martin is 27 years old young lady. She is a grad-student whose major is fine art. She is in some way melancholy moody, and artistic youth. She just met a guy in one of her classes and she really interested in. They had a good first date. She wants to spice up their relationship so that really want to find a perfect place for their second date.

Robert Kelly is a geek who really interested in tech. He is a young professor working at Savanna State University. He is not in a very good looking and a little bit shy. Tomorrow, it will be the first date with a girl he met on Facebook. He needs to find a restaurant which is appropriate for the first date and could in some way reduce the rate of awkward things happen. He also needs to find the place which could bring some interesting topic.

Amanda Wang is a 24 years old girl. She and her boyfriend travel to this city for spring break. They want to find a restaurant which could not only enjoy the local foods but also have a romantic date. They are in a high passion relationship and wants to spend every minute with each other. They want to find a quite and a little more private place to eat.

Matthew Smith is a 30 years old man who has together whit his girlfriend for 3 years. Today is his girlfriend's birthday. He wants to plan a perfect date. He knows his girlfriend like the outside seats, like high aesthetic interior decoration. He wants to record the special time.

User Stories Primer Stakeholders

Anna Kumar is 25 years old young lady. She is a cancer and exactly like a cancer. She is very sensitive and nostalgic. She likes to record and keep objects. Recently, she and her boyfriend spent a wonderful night at a jazz bar. The jazz played in that bar became special to her. She really wants to record this feeling.

Aden is an inarticulate boy. He considers himself like one of the nerds in Big Bang Theory. One episode of the seasons gives him a good idea. In this episode Penny and Sheldon played a game which is asking a series of questions to each other in turn, to check if they could fell in love with each other. Aden used this game to his first date with a girl. Now he is facing the second date, and he wishes he could find some interaction ways like this one more time.

Lenard Valentine is planning the celebration of his 10 years anniversary of marriage. They have two kids, one is 7 years old the other one is 3 years old. Lenard and his wife barely have time for two of the world. He wants to have a special and romantic life with his wife. He knows everything preference about his wife, just hard to find a place to suite them all.

Secondary Stakeholders

David King has his own restaurant named Green Truck. It is a typical south of the United States kind of restaurant. The restaurant is located at the downtown ears of the city near a park. Some of the seats have really good views. The city is a tourist city. His restaurant is new. He doesn't know how to let the tourist know his restaurant.

Leo is working at a travel agency and in charge of making personal travel plans. There are a lot of clients asking for honeymoon travel plans. He always needs to find some appropriate restaurant for a romantic date.

Jansson is a manager of a restaurant & bar. He wants the restaurant has more income. It is a roof top type and very suitable for dating. Most of the customers are dating here actually. Recently, the income of the restaurant is facing bottleneck period. No matter how hard he try, there is still no change. The restaurant has really good service and environment. Jansson wants more people know this place to enhance the income.

Primer Stakeholders



Susan Martin

Profile

Susan is 27 years old young lady. She is a grad-student whose major is fine art. She is in some way melancholy moody, and artistic youth. She is not a talking person, especially in front of someone she is not very familiar with. She just met a guy in one of her classes and she really interested in. They have dated twice.

Scenario

She wants to spice up their relationship and to know each other better, so that a good place to talk and eat will be perfect. She is a little bit afraid of the little awkward silence moment between conversations.

Needs

She wants to find a restaurant could engaged with more topic to talk about. Also the restaurant better has good interior design to show that she has a good aesthetic taste to the guy.

Background

27 years old, female. grad-student, Savannah, GA

Major fine art

Has a 4.0 GPA

Works on-campus at the art museum of her collage.

Personality introverted

Visual person

Features

Susan could read the detailed intro of a restaurant: history, some decorations have its stories, design, flatware, and related blog links.

She could read the blog, It has some conversation games recommended.

Primer Stakeholders



Mina Horton

Profile

Nina is a 24 years old girl. She studies at a medicine school. She is a independent girl, rely on her scholarship and the salary from working at a coffee shop to cover the cost for collage.

Background

24 years old, female. undergraduate-student, NY
The third year of her collage
Lack of money
Outgoing and passionate

Scenario

She save money for a while in order to travel during spring break with her boy friend. They has been together just half year in a high passionate status and want to spend every minute with each other.

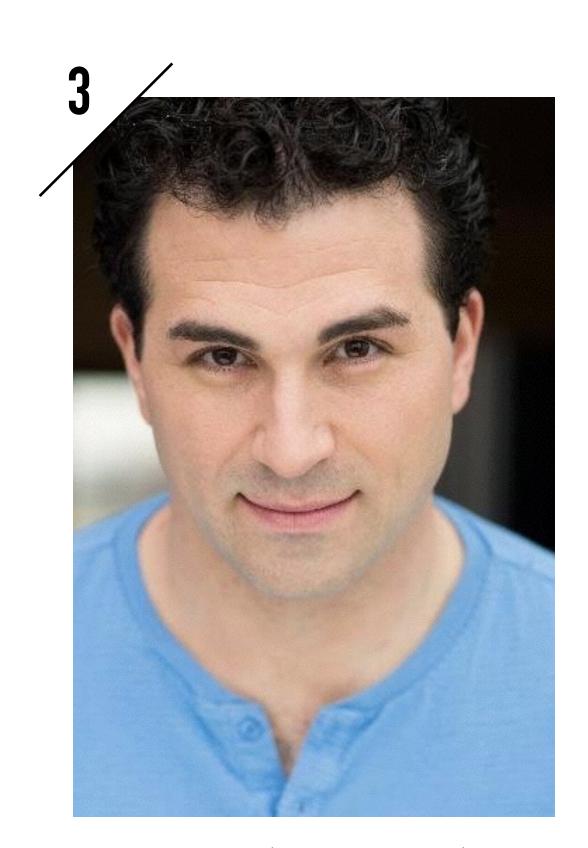
Needs

They want to find a restaurant which could not only enjoy the local foods but also have a romantic date. The price is normal, but a quite and a little more private place to eat.

Features

Nina could search the restaurant based on type of foods, price, private level, and voice level (music and noise).

Primer Stakeholders



Matthew Smith

Profile

Matthew Smith is a 35 years old man who has together whit his girlfriend for 5 years. He is a workaholic so that he has a good salary but very limited free time. His girl friend always complain that he is too busy cannot accompany her.

Background

35 years old, male. Chicago, Investment Adviser Very limited free time Strive for quality of life

Scenario

Today is his girlfriend's birthday. He wants to plan a perfect date. He knows his girlfriend like the outside seats, like high aesthetic interior decoration.

Needs

He wants to find a restaurant could fit all the preferences of his girlfriend.

He also plans to order a birthday cake, gift and flowers, etc. So much things need to do but he does not have much time....

Features

Mathew could find a restaurant quickly on reserve.love, also he can order a birthday serve which contains music band, birthday cake and flowers (these all has different types to choose from).

Primer Stakeholders



Robert Kelly

Profile

Robert Kelly is a geek who really interested in tech. He is a young professor working at Savanna State
University. He is not in a very good looking, a little bit shy and does not have dated much girls.

Background

31 years old, male. professor, Savannah, GA Major Computer Science Works at Savanna State University. Personality introverted

Scenario

Tomorrow, it will be the first date with a girl he met on Facebook. He is nervous. He hopes everything will be perfect tomorrow.

Needs

He needs to find a restaurant which is appropriate for the first date and could bring some interesting topic, in order to reduce the rate of awkward things happen. The weather and traffic need to be consider either.

Features

Robert find some rooftop restaurants seem appropriate. When he about to make a reservation the system tell him tomorrow will be raining. He changes his mind and find another theme restaurant.

User Stories Primer Stakeholders



Anna Kumar

Profile

Anna Kumar is 25 years old young lady. She is a cancer and exactly like a cancer. She is very sensitive and nostalgic. She likes to record and keep objects.

Background

23 years old, female. Librarian, GA Works at a collage library. Personality introverted Sensitive and nostalgic Careful

Scenario

Recently, she met a boy she really like but she is a little shy to connect him after the date. For their second date, Anna says she will pick a place.

Needs

She wants to find a way which could be a reason to connect.

Features

Reserve.love will give the couple a little plant to grow. If the plant is still alive until their second reservation on the website. There will be a discount for them.

Primer Stakeholders



John Harmon

Profile

John Harmon have two kids, one is 7 years old the other one is 3 years old. His wife is a piano teacher. Their works both not very busy, but John and his wife barely have time for two of the world because of the kids.

Background

38 years old, male. Insurance Advisor, NC Works at a Insurance Consultant Agency Has two kids
Married 10 years

Scenario

John Harmon is planning the celebration of their 10 years anniversary of marriage. He wants to have a special and romantic time with his wife.

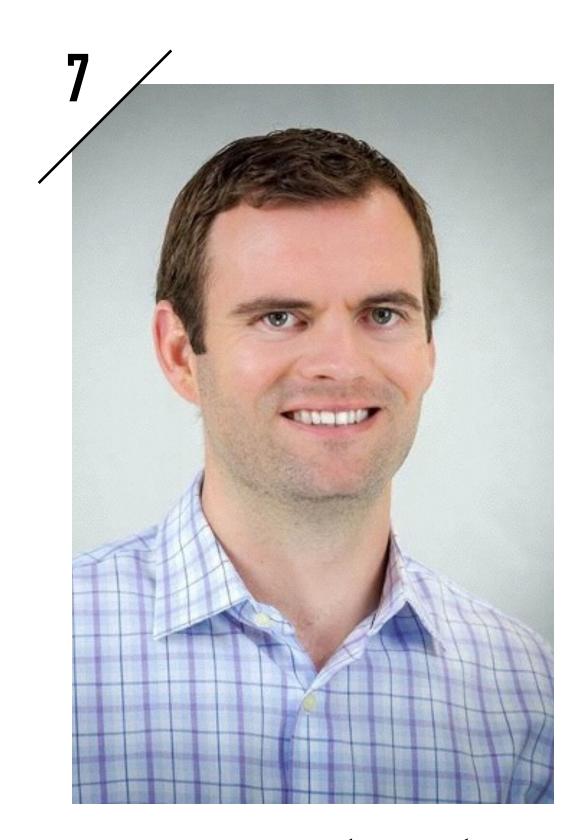
Needs

He knows everything preference about his wife, wants to find a place to suite them all. Also he wants to record the special time.

Features

John find a restaurant suit his wife's preference like the food, the view, the light, the music, the seats. He order the food online. He also order a anniversary service with contains flower music, and a music box (the music will be the one John choose to play), etc.

Primer Stakeholders



Casey Alexander

Profile

Casey Alexander is an inarticulate boy. He considers himself like one of the nerds in Big Bang Theory. One episode of the seasons gives him a good idea. In this episode Penny and Sheldon played a game which is asking a series of questions to each other in turn, to check if they could fell in love with each other.

Background

29 years old, male. NY
Works at a IT company
Personality introverted
Professional

Scenario

Aden used the game at his first date with a girl. Now he is facing the second date, and he wishes he could find some interaction ways like this one more time.

Needs

He wants to prepare some interactive game for the second date.

He wants to know if there is some special tips for a particular restaurant.

Features

Casey go to see the blog to find some article could help him.

He make a reservation at a fancy restaurant. Some tips shows up to tell him this restaurant is a Japanese restaurant. Everyone need to take off their shoes, so be careful to choose socks.

Secondary Stakeholders



David King

Profile

David King has his own restaurant named Green Truck. It is a typical south of the United States kind of restaurant. Sometimes David service as bartender at night.

Background

48 years old, male.
Restaurant Owner
Bartender

Scenario

The restaurant is located at the downtown ears of the city near a park. Some of the seats have really good views. The city is a tourist city. His restaurant is new.

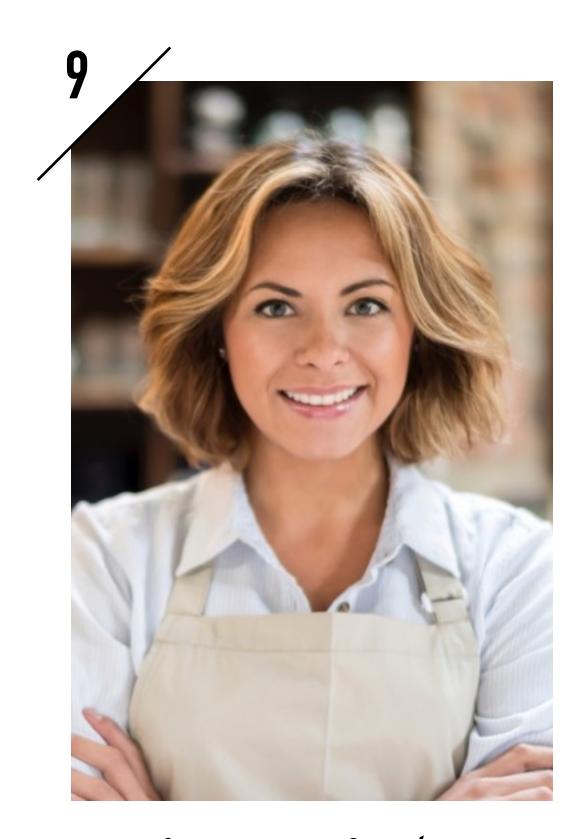
Needs

He wants more tourist know his restaurant is a really good place for dating.

Features

David write a blog at reserve.love and apply a sticker from the website to show to the tourist at his gate.

Secondary Stakeholders



Jeannie Lindsey

Profile

Jeannie Lindsey is a manager of a restaurant & bar. It is a roof top type and very suitable for dating. Most of the customers are dating here actually.

Background

34 years old, female.

Manager of a restaurant&bar

Professional

Scenario

Recently, the income of the restaurant is facing bottleneck period. No matter how hard she try, there is still no change. The restaurant has really good service and environment. Jeannie wants more people know this place to enhance the income.

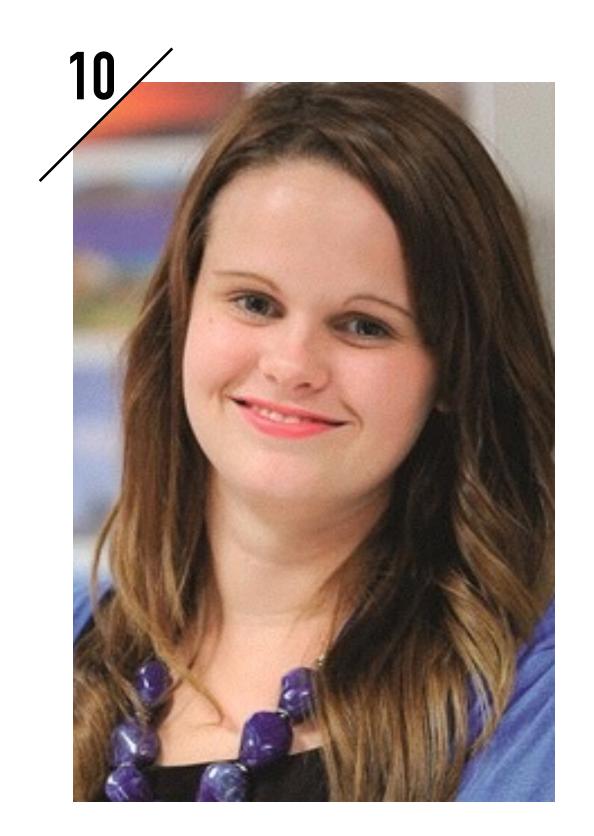
Needs

She wants the restaurant has more income.

Features

Jeannie put her restaurant on reserve.love and apply for advertisement at main page.

Secondary Stakeholders



Maggie Rodger

Profile

Maggie is working at a travel agency and in charge of making personal travel plans. There are a lot of clients asking for travel plans for couple.

Background

27 years old, female. FL Works at a travel agency Profession

Scenario

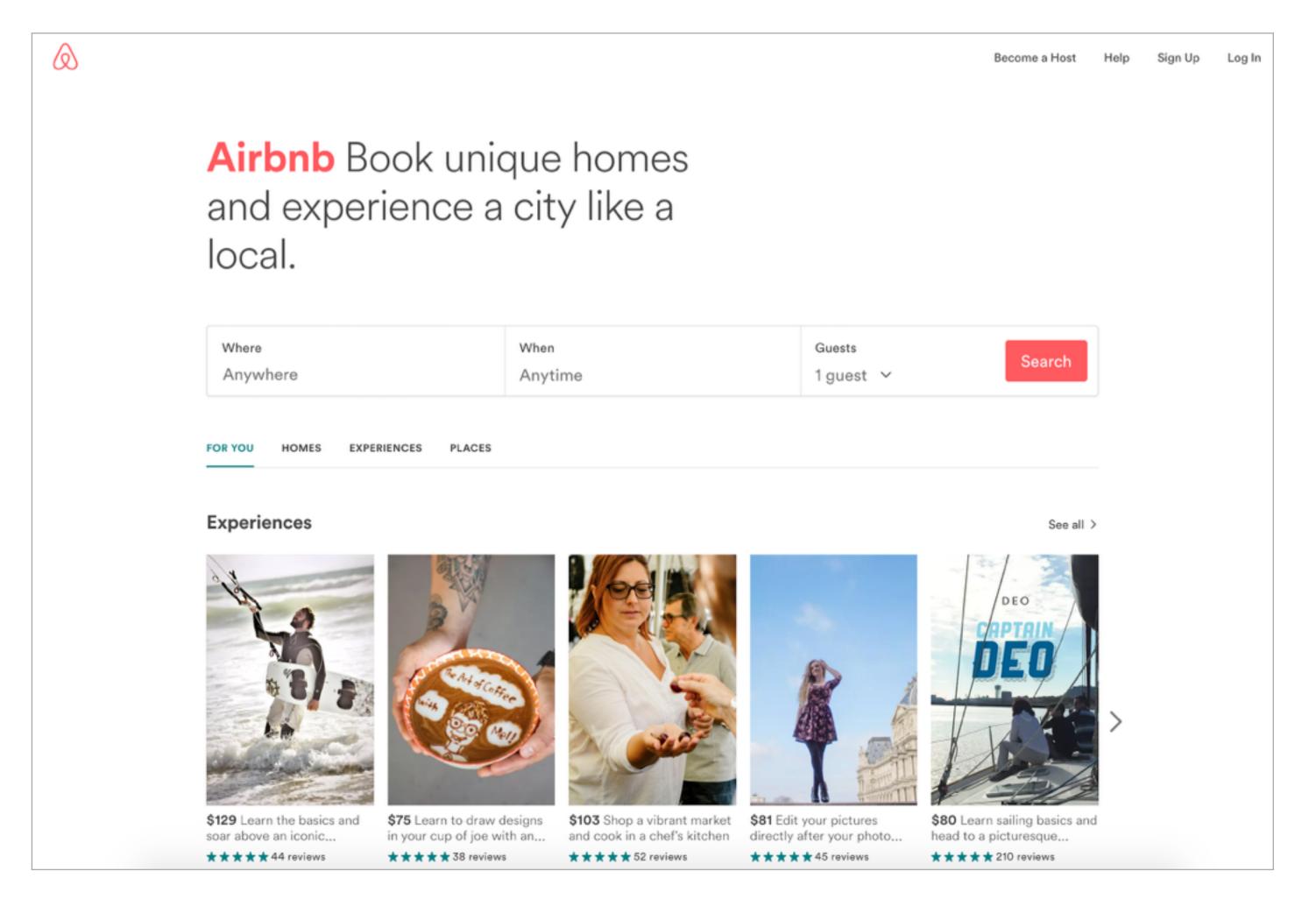
There are a lot of clients asking for honeymoon travel plans. Maggie always needs to find some appropriate restaurant for a romantic date.

Needs

She needs find romantic restaurant all over the world. Language and translation sometime is a big barrier.

<u>Features</u>

Reserve.love could meet all her needs. It is an international platform and provide translate service.

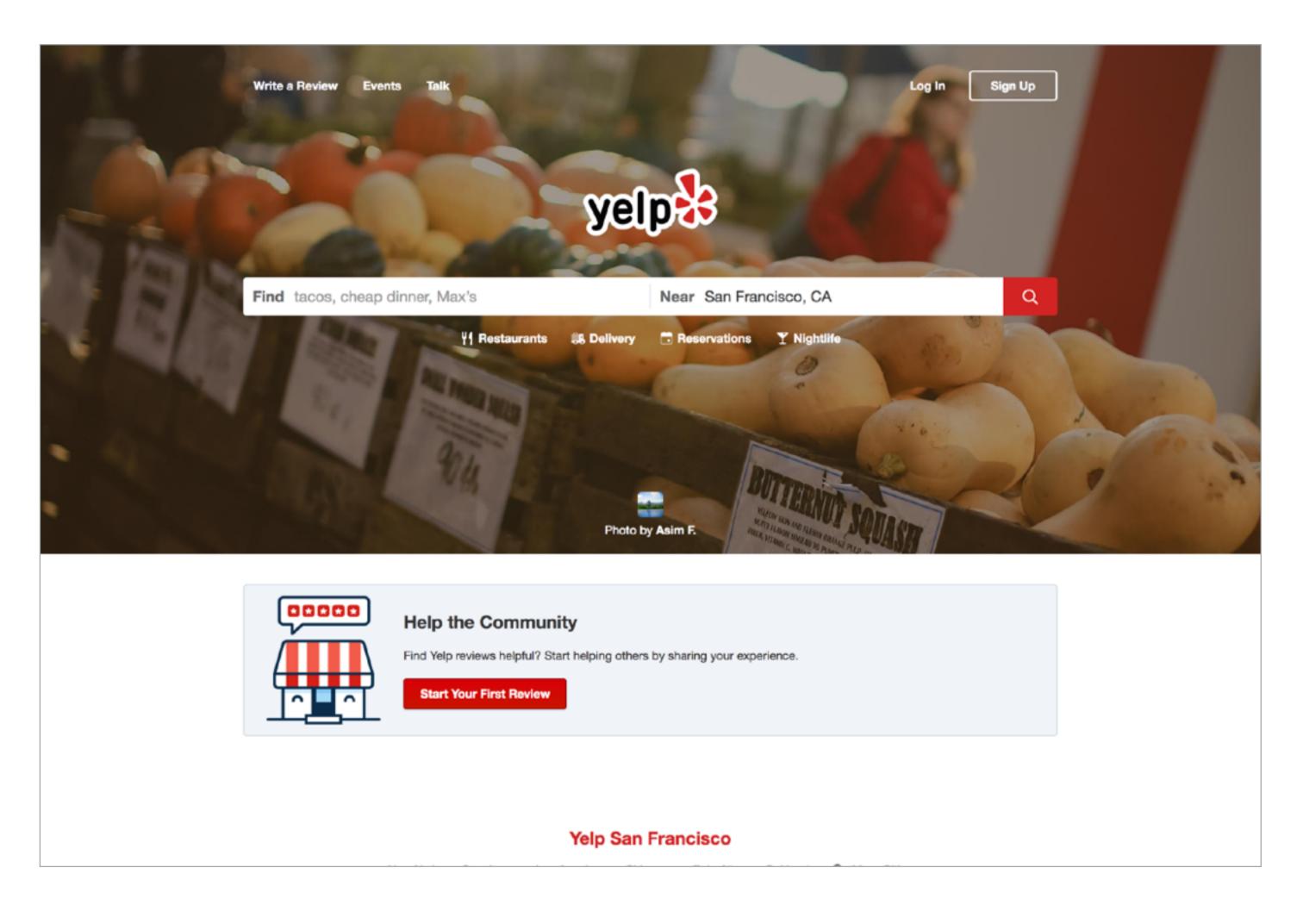




A platform for booking houses.

Relevant features.

- Has very detailed destruction of each item.
- The platform very well designed to provide a high quality feeling.
- The story part is a good function to advertise the values and services of the website.
- All the houses in Airbnb is provided by personal host.
- The platform provide photographer to every host to ensure the pics quality.
- Standardize all the criteria for every house.

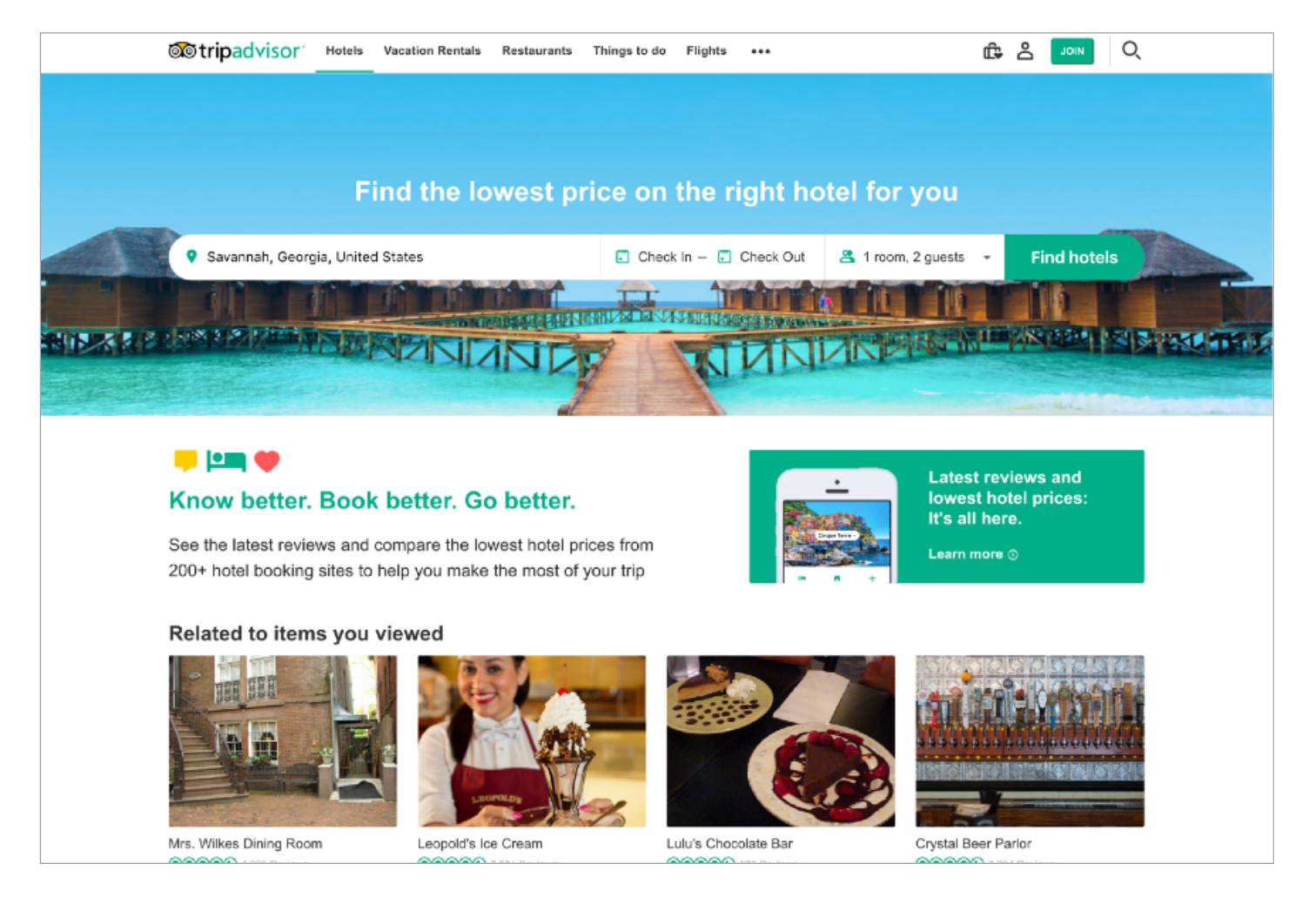




A platform for finding a restaurant and has a really wide target audiences range.

Relevant features,

- The user flow of make a reservation.
- Detail page of each item.
- The restaurant location info and navigation part.
- The functions of review relevant.
- Encourage user to upload pics.



3/ motripadvisor®

A platform for tourism to find place to visit, restaurant, hotel and flight.

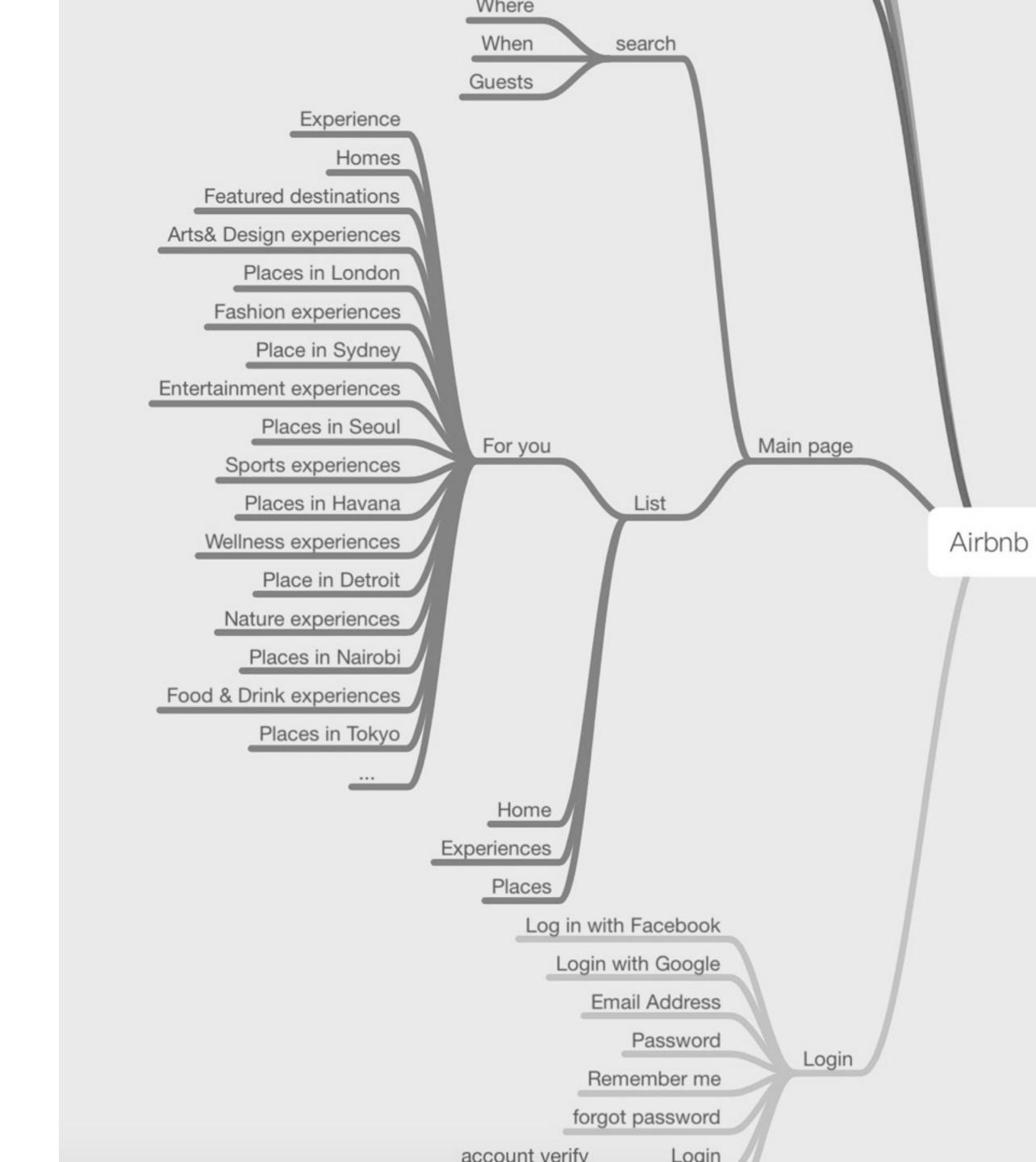
Relevant features.

- Ranking
- Very successful Branding.
- The stickers at stores is a good point to learn, it provides the feeling of secure to the user.

Summary

By going through the competitive research, there are some enlighten points which I could benefit from,

- The host uploads the basic info of the restaurant engage with specific description and high quality pictures.
- The platform could provide photographer for the host.
- Standardized anything could be standard.
- Build blog for the platform to advertise the story of the users, news and activity.
- Thoughtful branding both online and physical.
- Encourage users to give feedback and upload the pics take by themselves to provide security.
- Base on the feedbacks to form a ranking system.



Mood-board from competitors

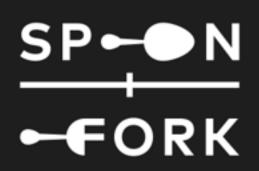




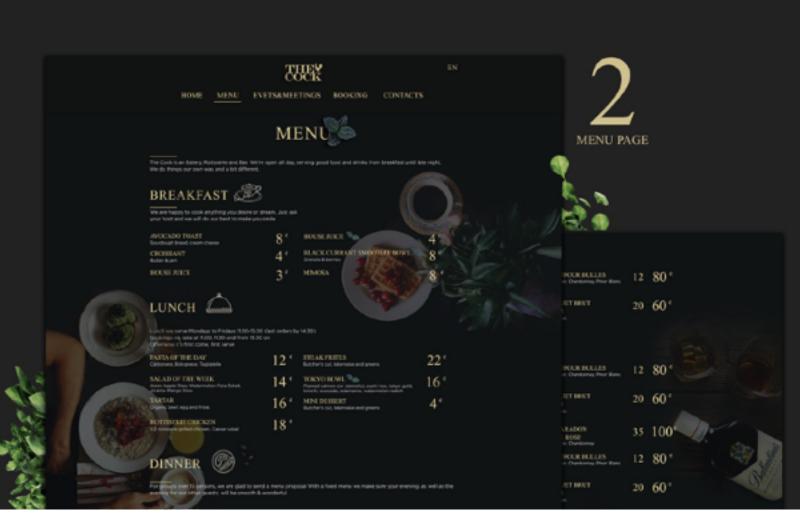
Нарру Нош

Viral sticky note driven user centered design big data intuitive co-working thought leader

BOOK A TABLE



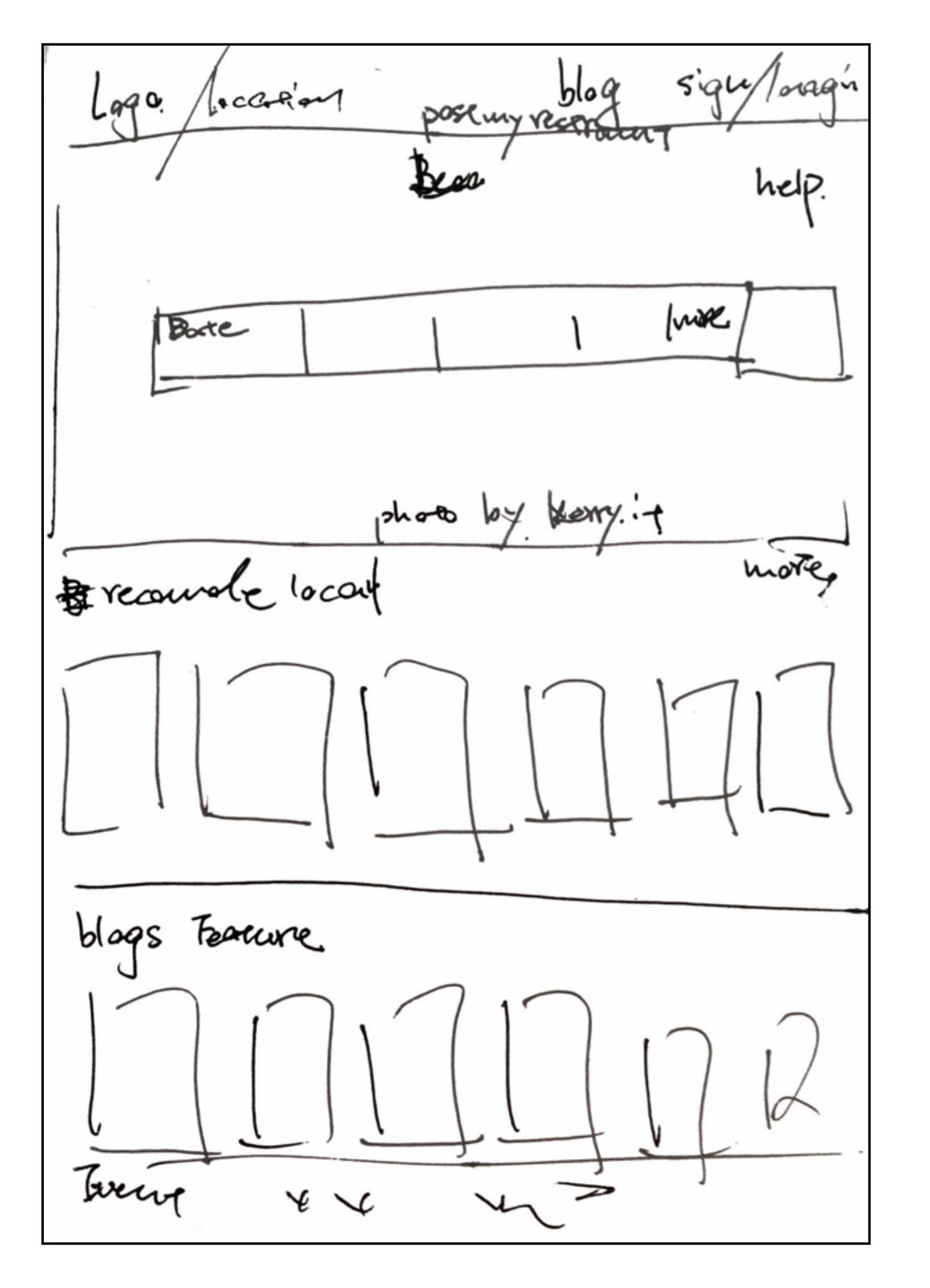


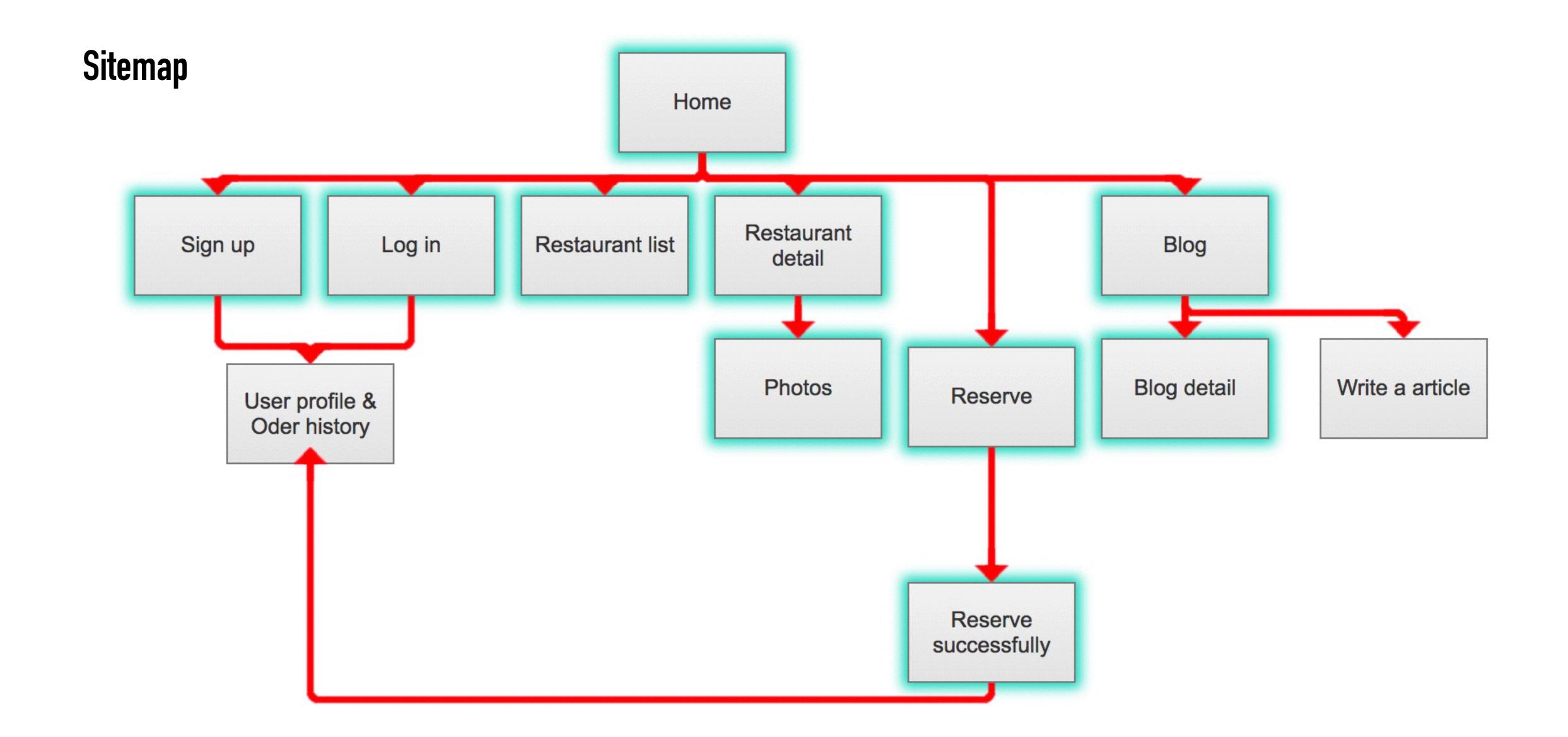


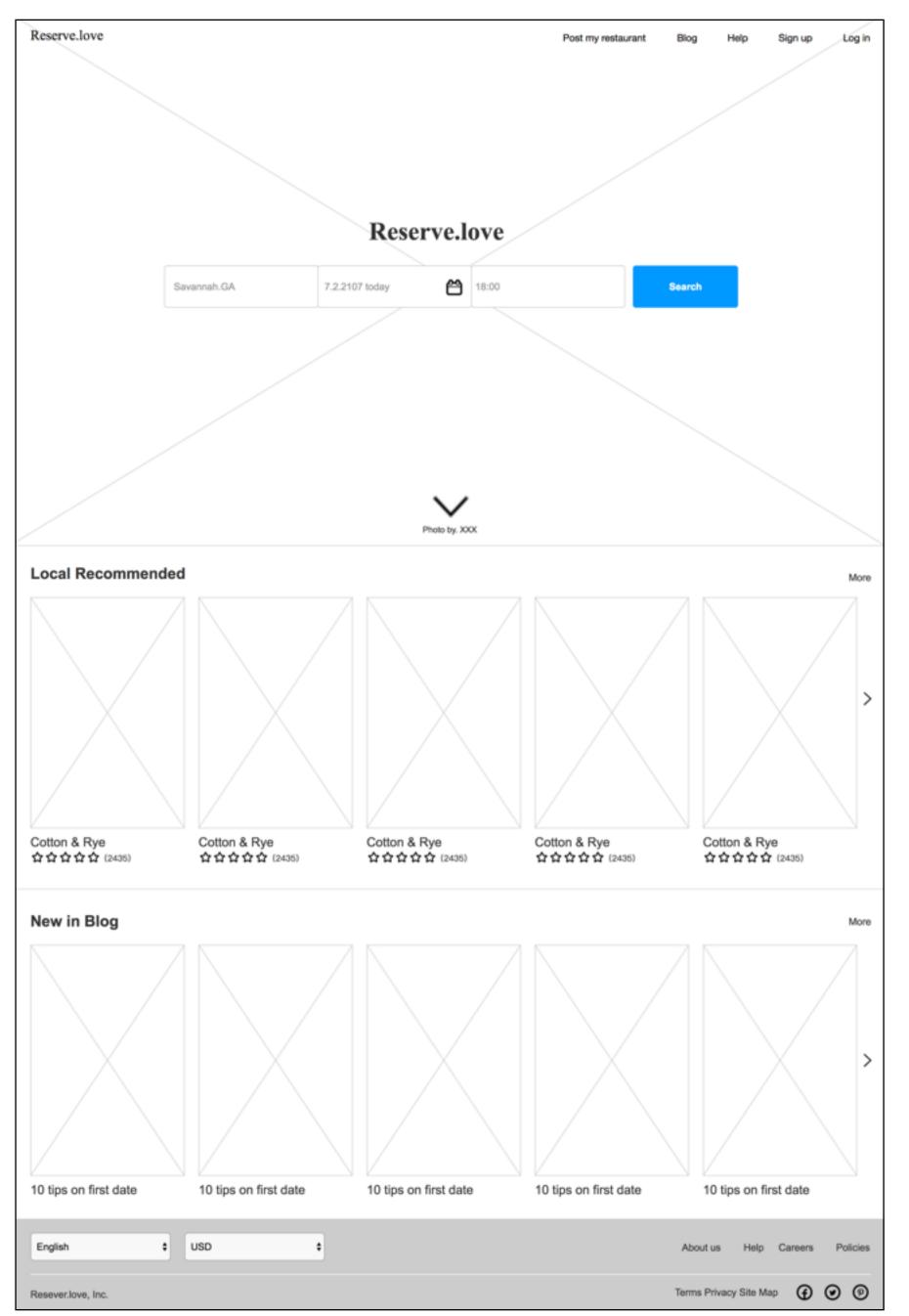
Sitemap

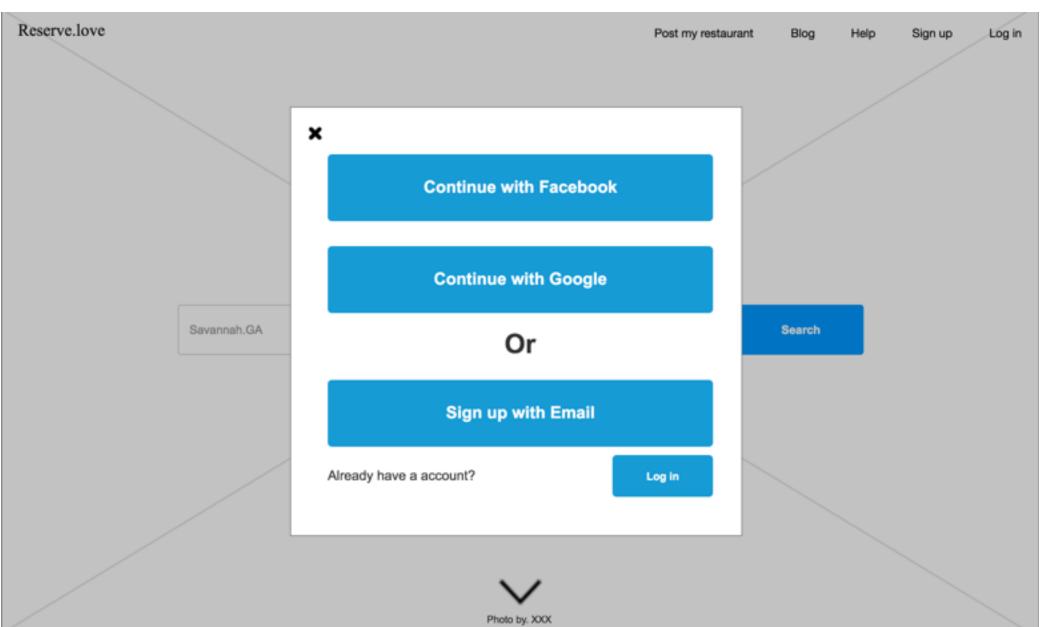
Main page. Sblog alerails -> write blogs. singn/login -> My order -> service detail restrouent details; teedback.

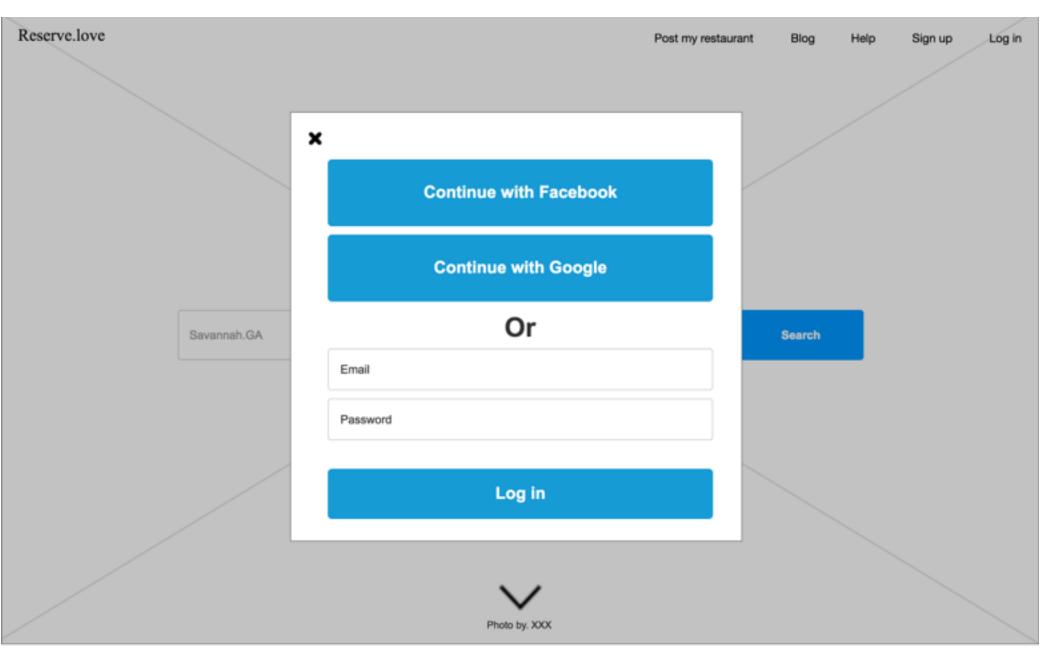
Sketches

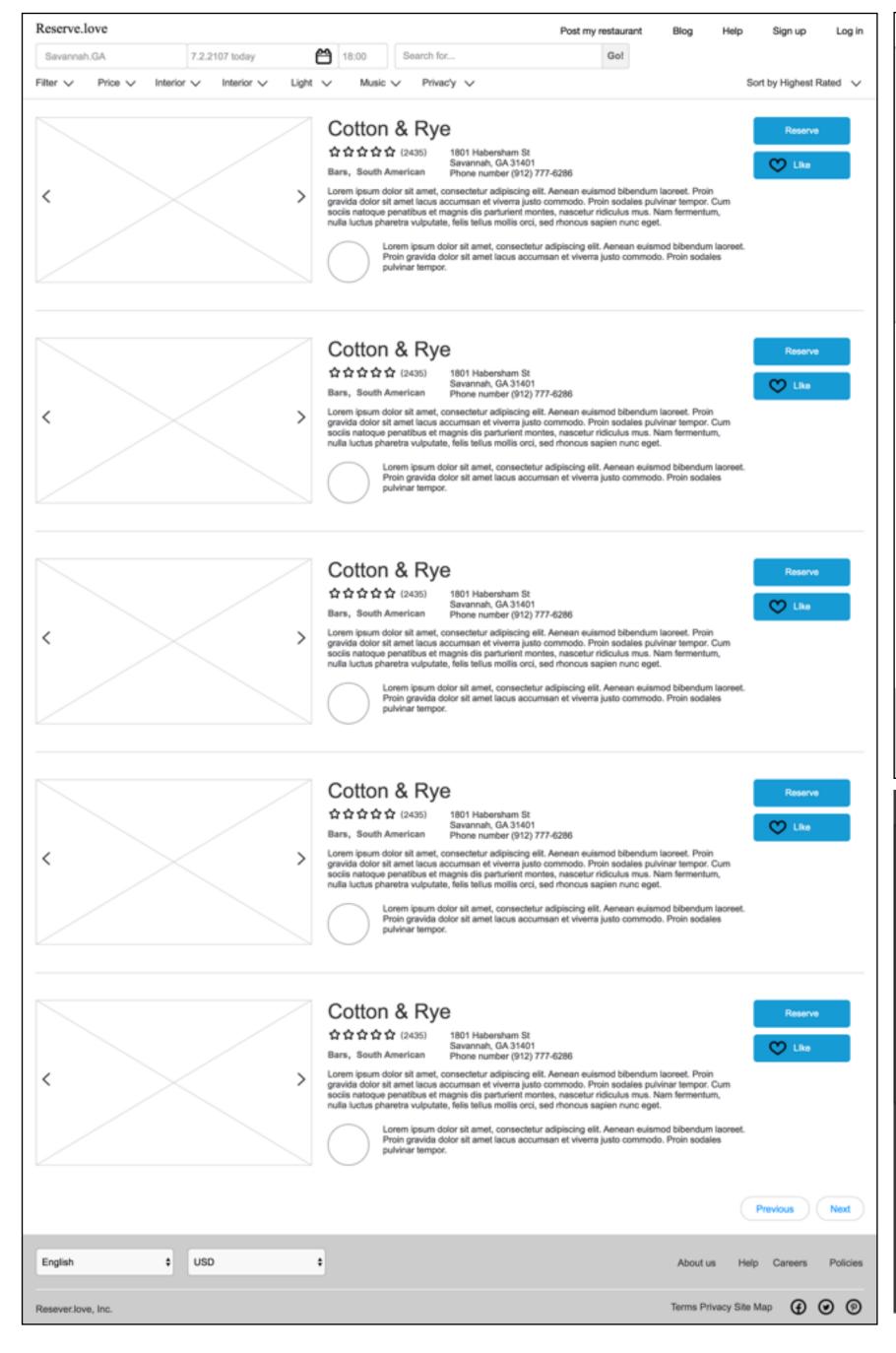


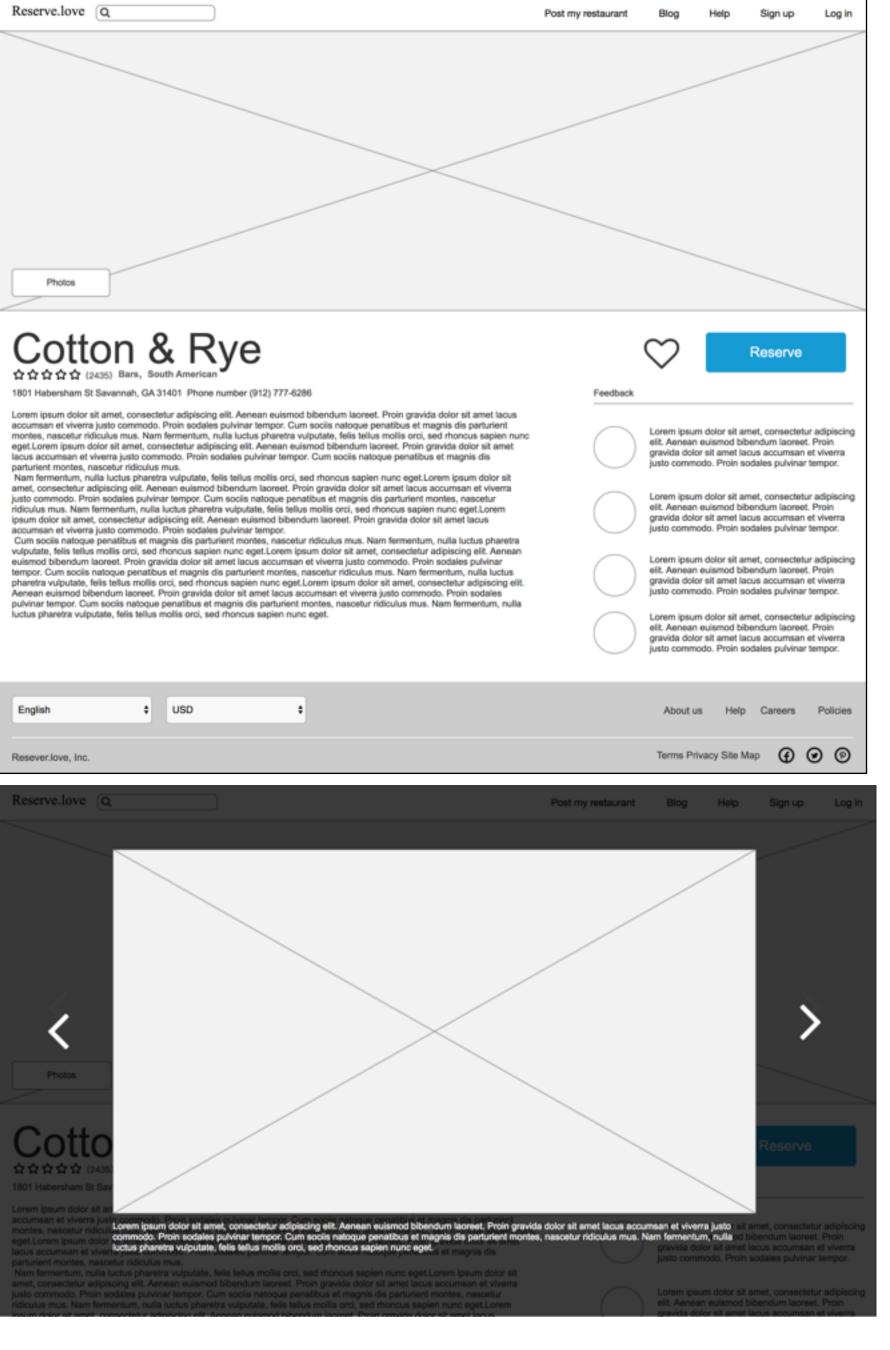


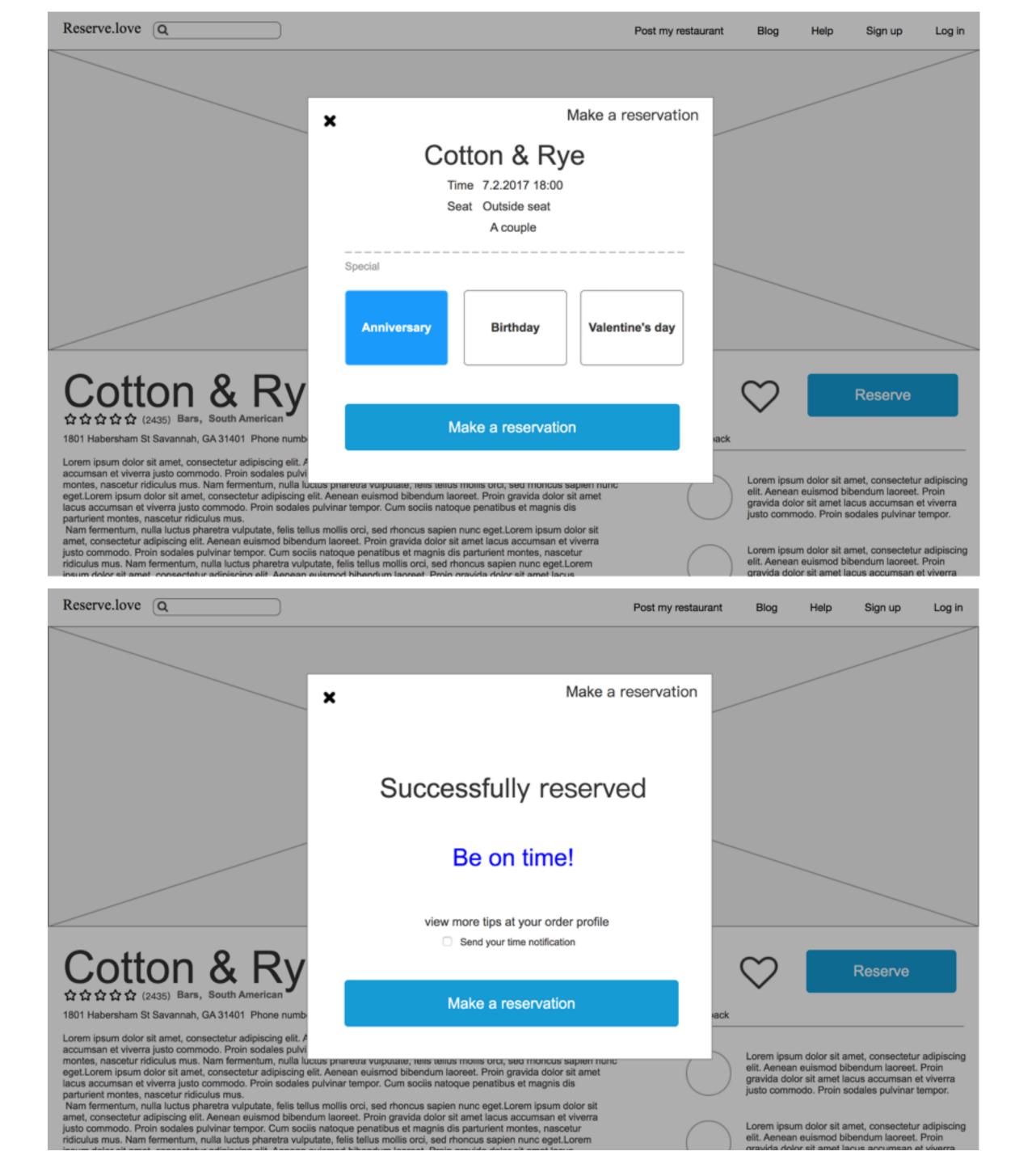










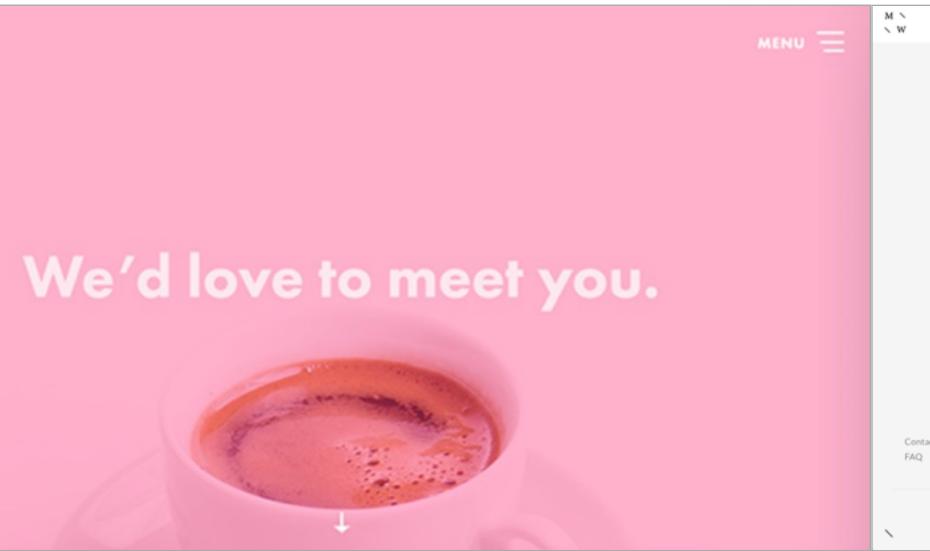


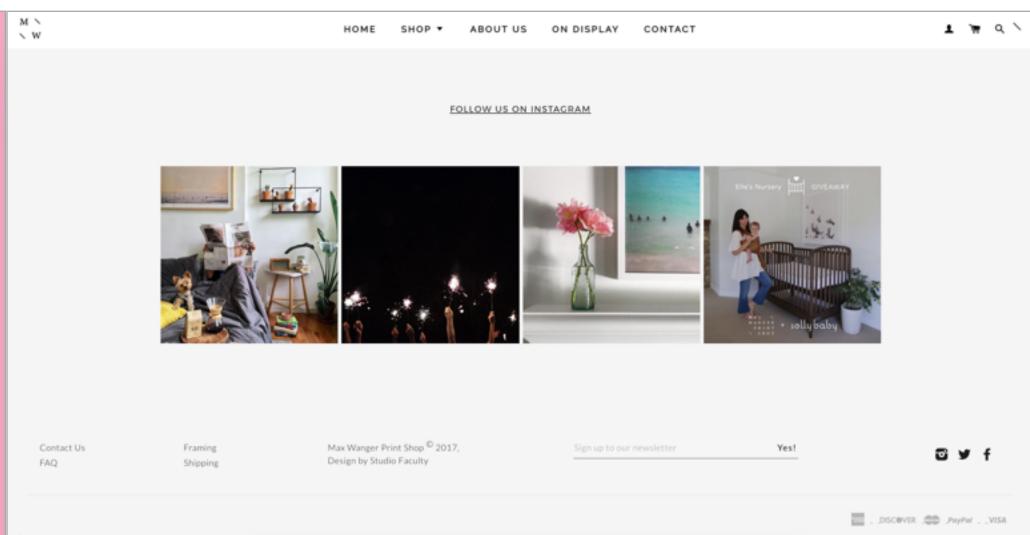


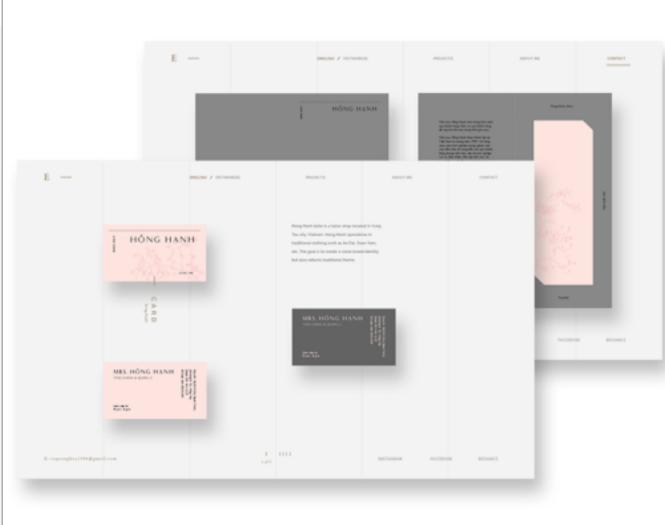
Visual Design Mood-board

Layout

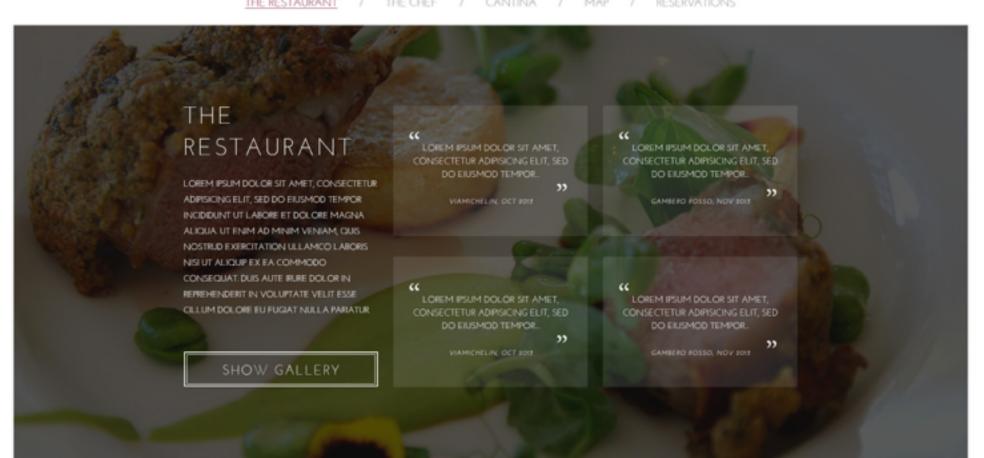
Keywords simple, clear, elegant, but not feminine

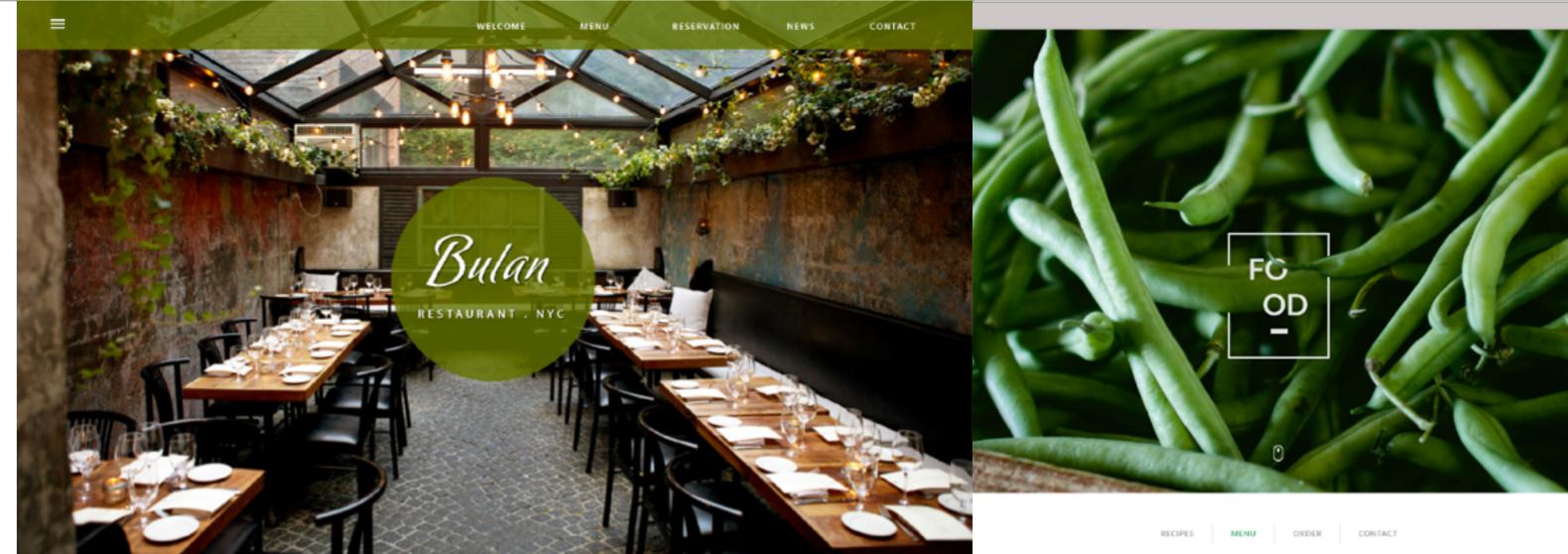






LA VITA NOVA





Visual Design Mood-board

Colors

Keywords pink/red, gray, black





La Portentia de la Boca

ABCDIIGHIJRIM NOPQRSTUVWXYZ ábcdefýhijklmnopgrst uvwxyz123456789

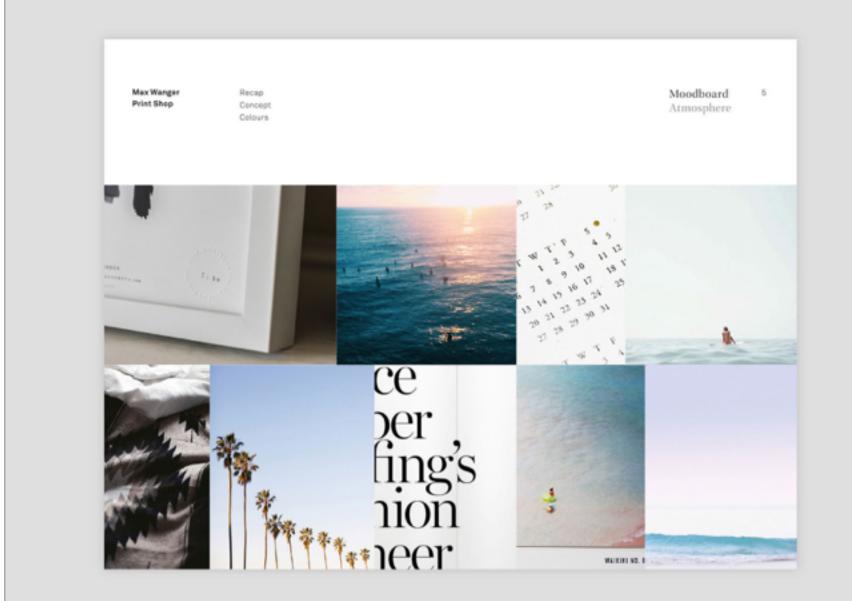
F25 Executive

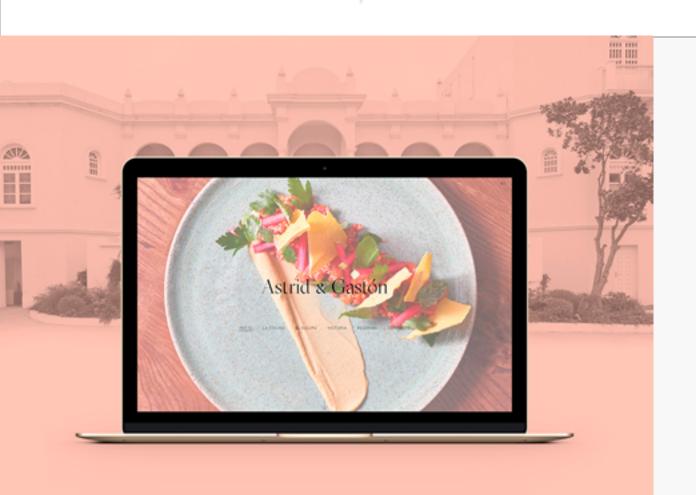
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Calibri

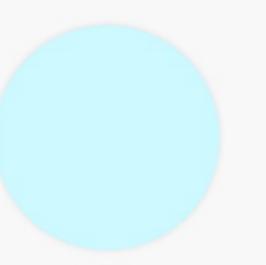
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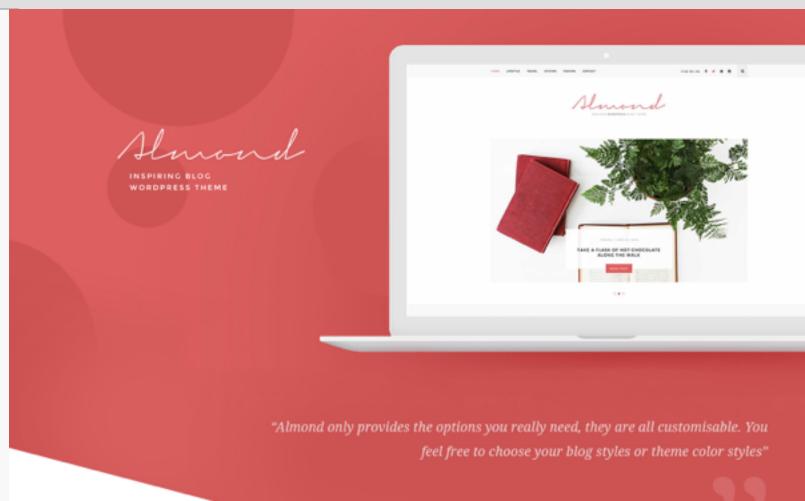












Visual Design Mood-board

Typography

Keywords serif as titles, none-serif as contents

Futura
Heavy

NEUTRAFACE
SLAB

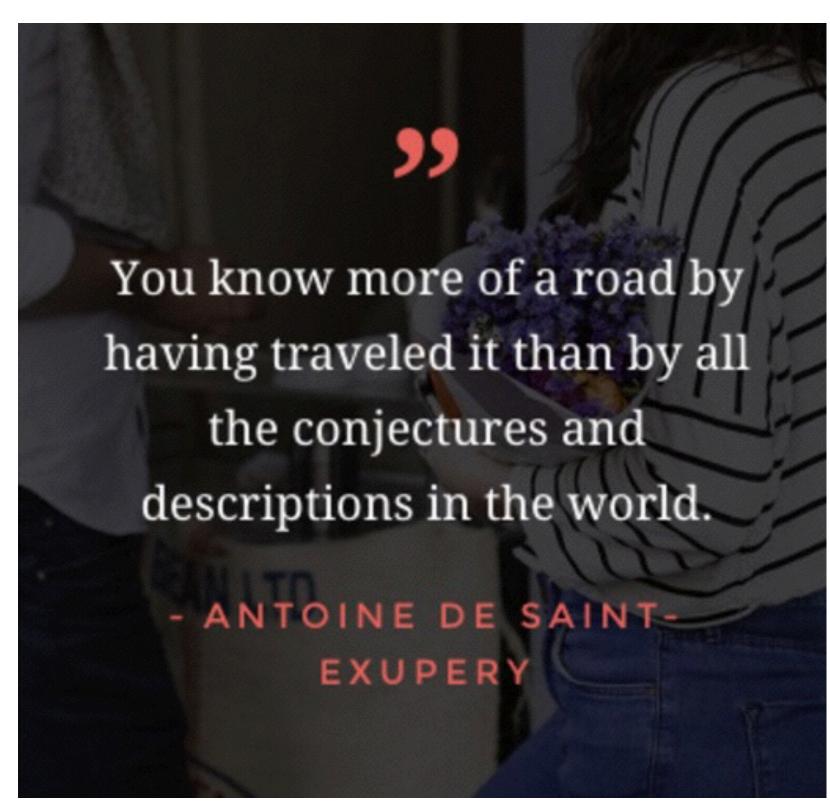
AaBbCc

AaBbCc

Abcdefghijklm
nopqrstuvwxyz

nopqrstuvwxyz





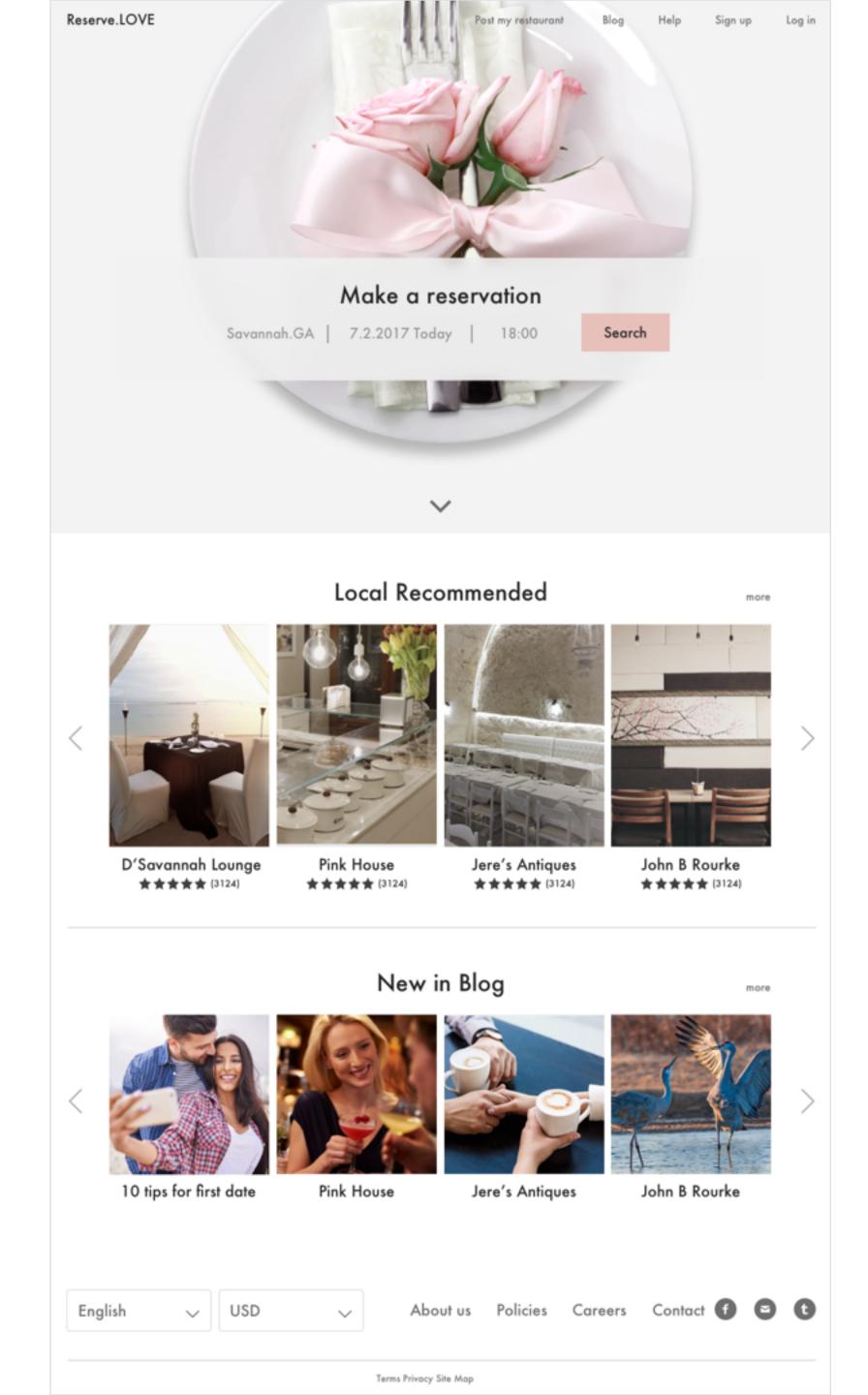
Adaptive Spectrum Define

For this project, my target users do not need to have a limitation or specific tech background.

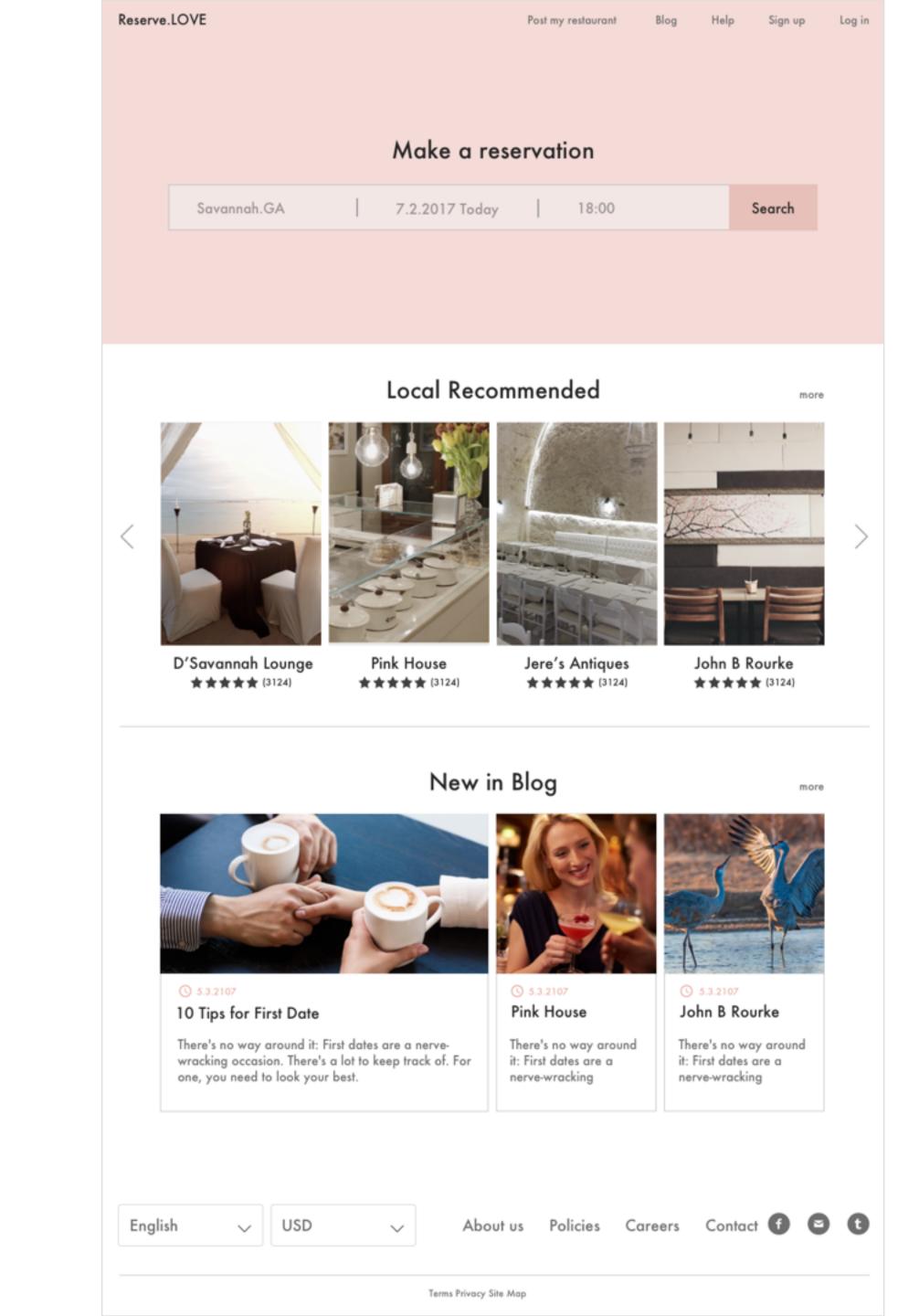
But still, they are online persons. They believe internet and use internet a lot to help them find a more convenient way to solve their daily problems, so that the variable screen space should be cover most of the mainstream smart devices.



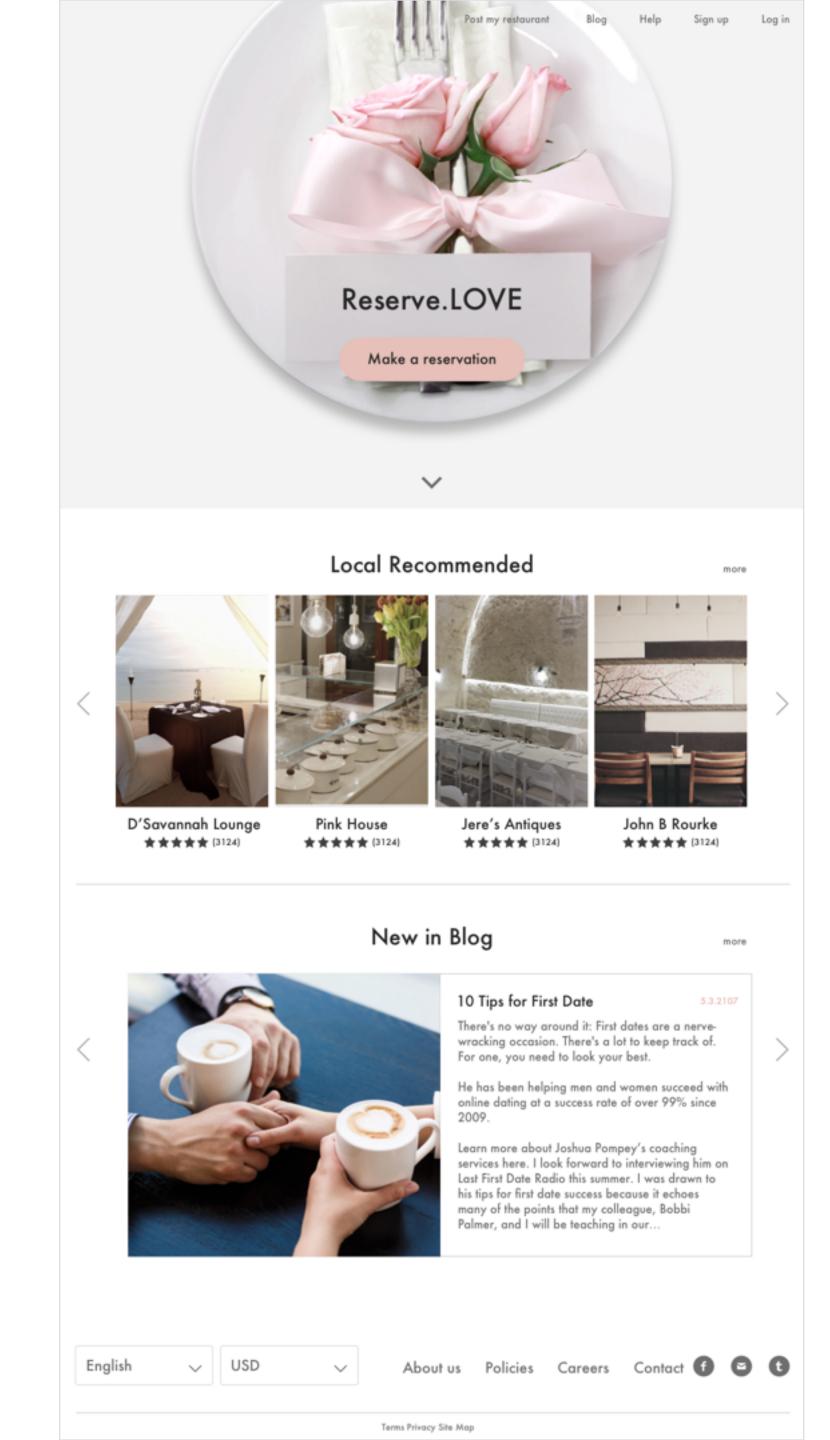
Rough Visual Design.1



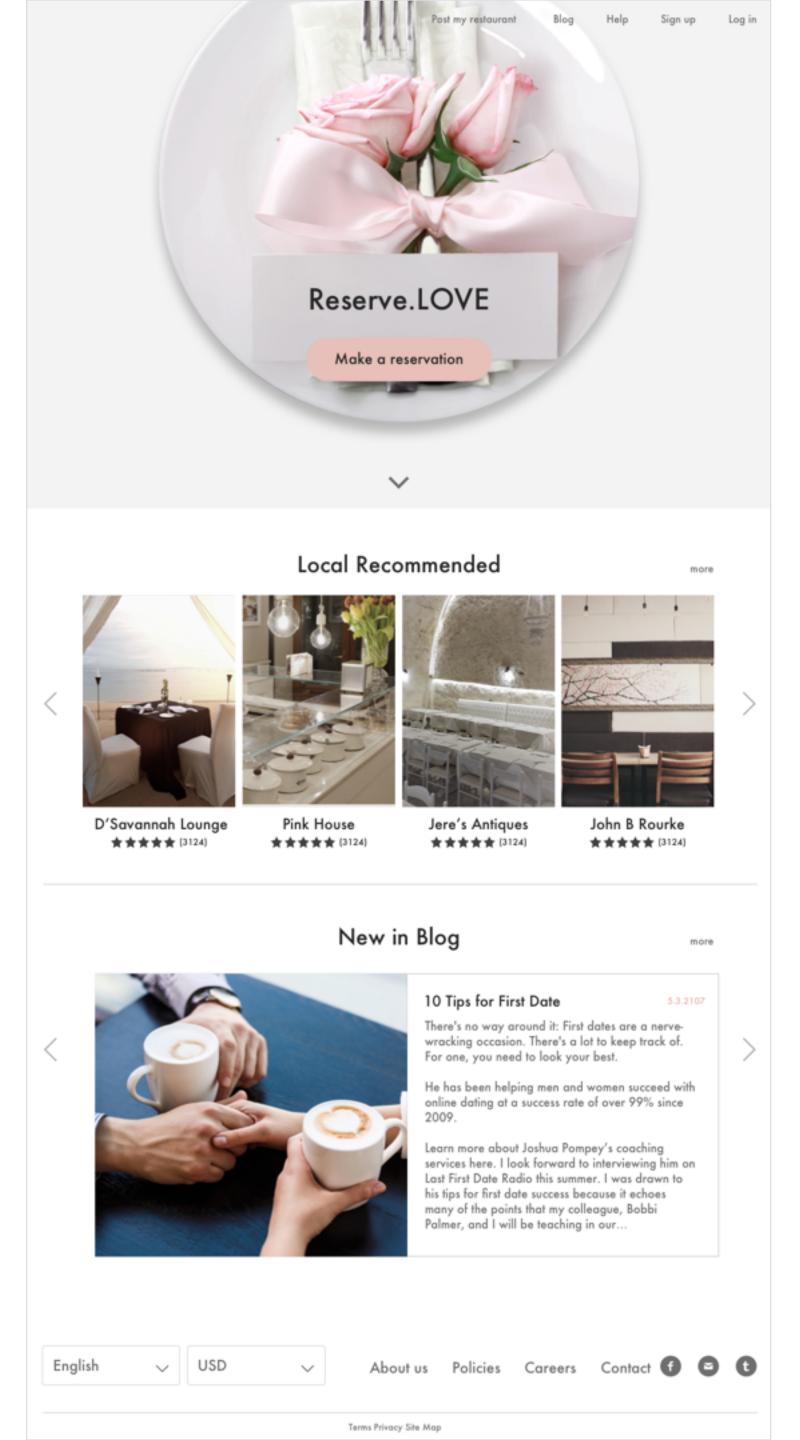
Rough Visual Design.2

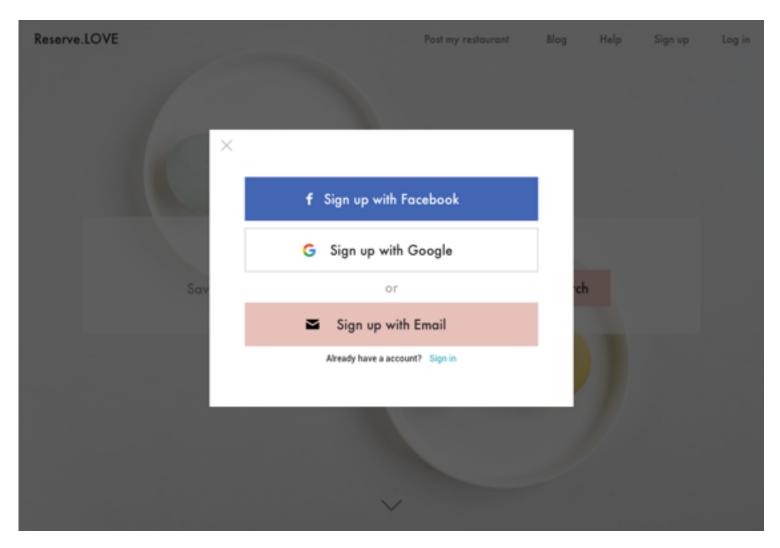


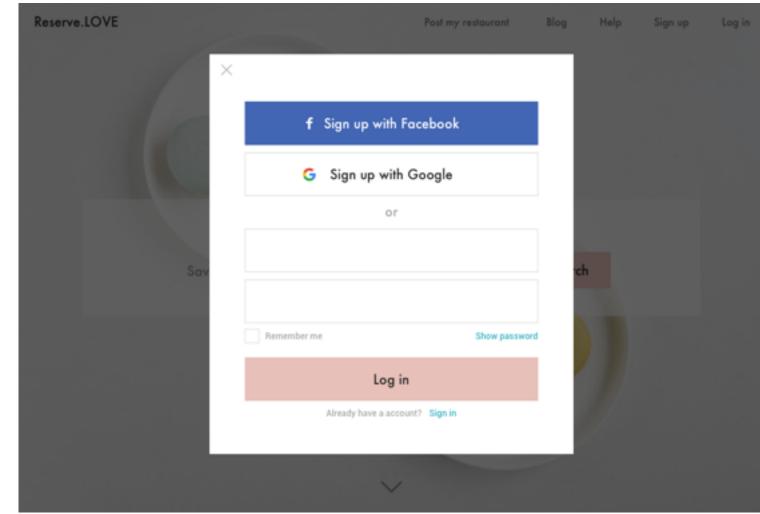
Rough Visual Design.3



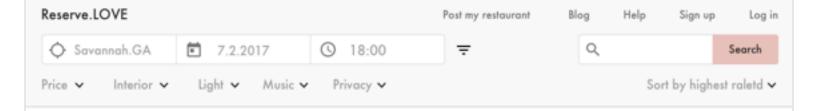
Final Visual Design | Home Page







Final Visual Design





D'Savannah Lounge ★★★★ (3124)



23 Abercorn Street, SAV, GA Bar, South America, 31401, +1 912-232-4286

Seafood, Vegetarian Friendly

Adjacent to our historic Savannah hotel is The Olde Pink House, one of Savannah's most popular restaurants. Guests of the Planters Inn have the unique opportunity to savor the restaurant's sparkling Lowcountry cuisine in the sophisticated.



nteresting delicious take on Low Country food. We unfortunately were not starving when we ate here so we shared a bunch of things...



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D'Savannah Lounge ★★★★ (3124)

♥ Reserve

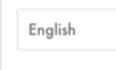
23 Abercorn Street, SAV, GA Bar, South America, 1401, +1 912-232-4286

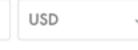
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Interesting delicious take on Low Country food. We unfortunately were not starving when we ate here so we shared a bunch of things...





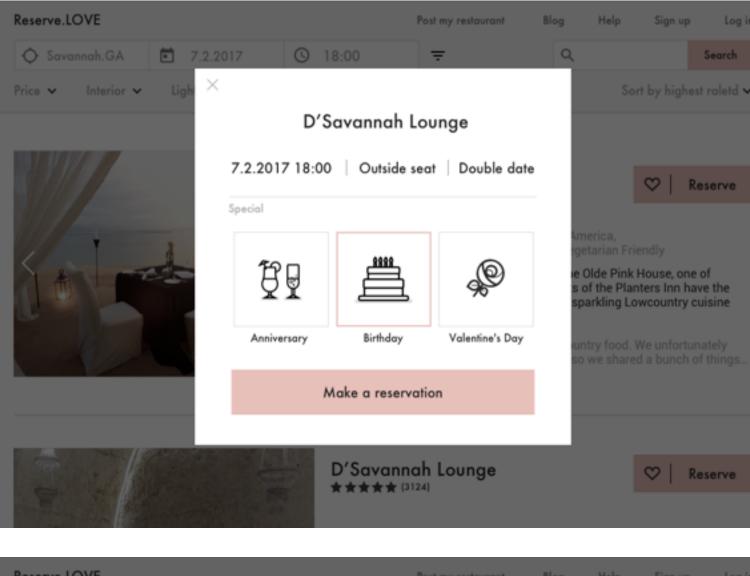


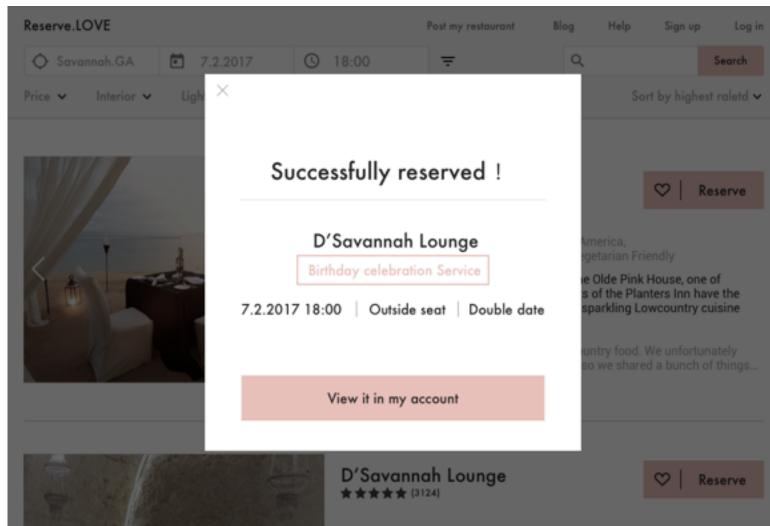
Terms Privacy Site Map





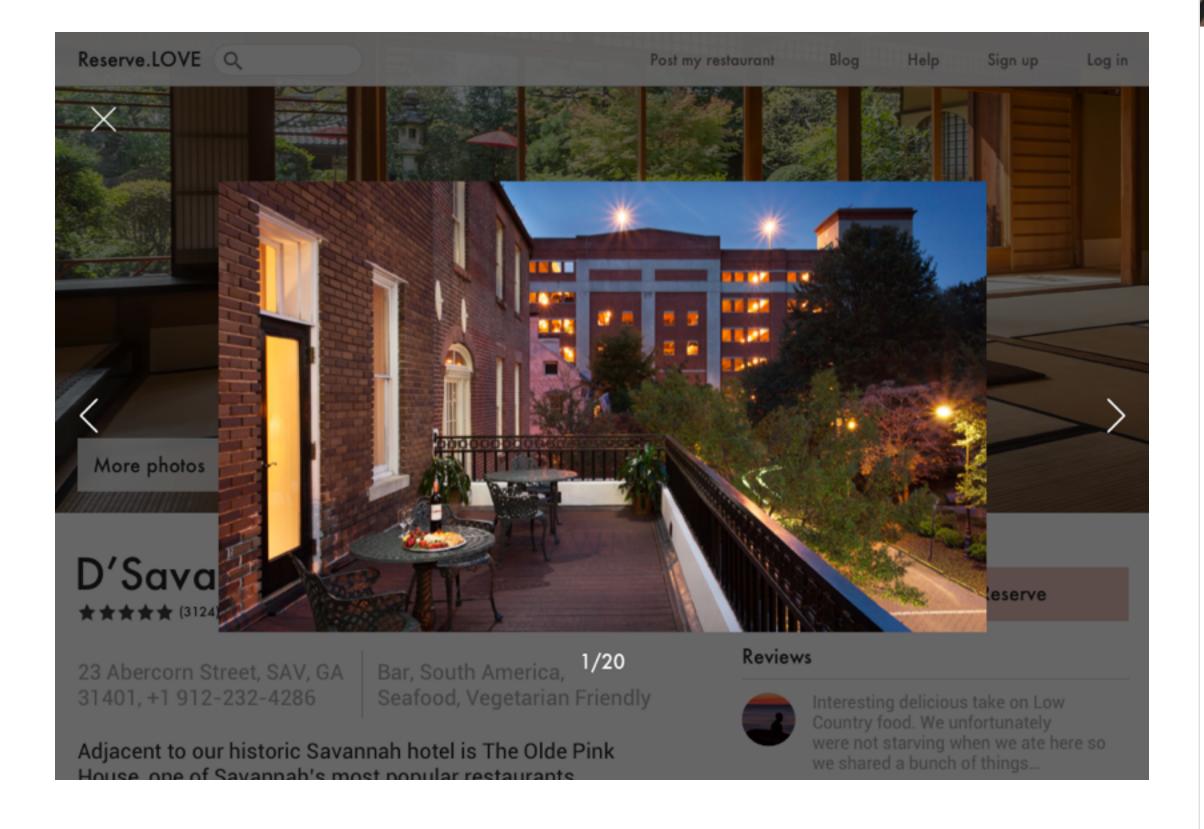


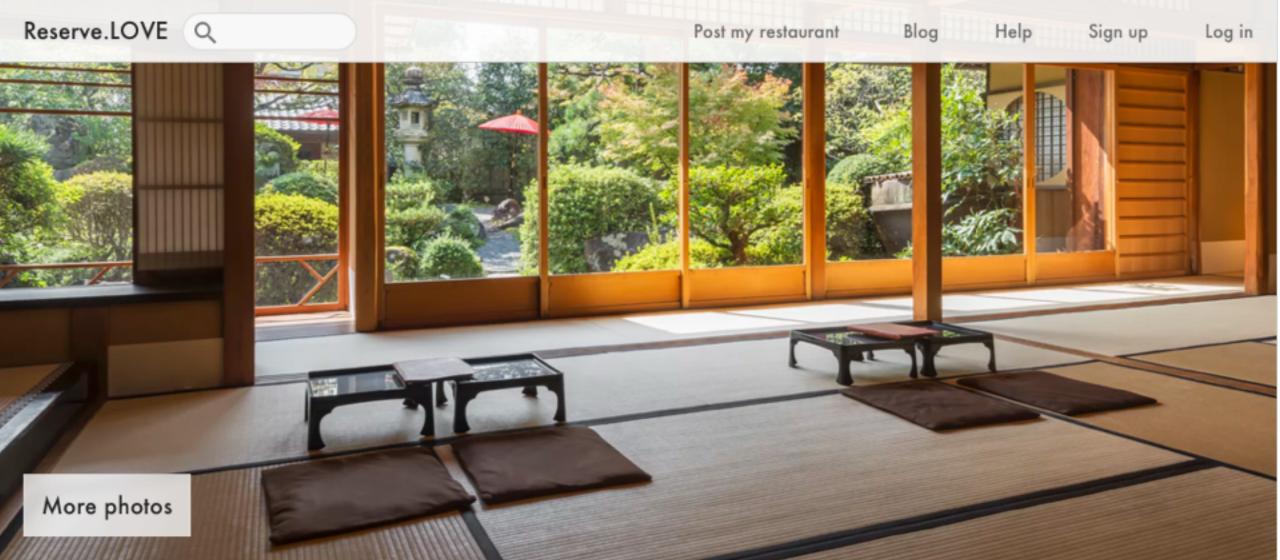




Final Visual Design

Detail Page





D'Savannah Lounge

★★★★ (3124)

23 Abercorn Street, SAV, GA 31401, +1 912-232-4286

Bar, South America, Seafood, Vegetarian Friendly

Adjacent to our historic Savannah hotel is The Olde Pink House, one of Savannah's most popular restaurants.

Guests of the Planters Inn have the unique opportunity to savor the restaurant's sparkling Lowcountry cuisine in the sophisticated, yet casual setting of Savannah's only 18th century mansion or have dinner delivered in the comfort and privacy of their guest room.

Either way, it's an experience to be cherished. Dine indoors or out; live entertainment nightly.



Reserve

Reviews



Interesting delicious take on Low Country food. We unfortunately were not starving when we ate here so we shared a bunch of things...



Interesting delicious take on Low Country food.



Interesting delicious take on Low Country food. We unfortunately were not starving when we ate here so we shared a bunch of things...



Interesting delicious take on Low Country food. We unfortunately were not starving when we ate...

English USD \vee

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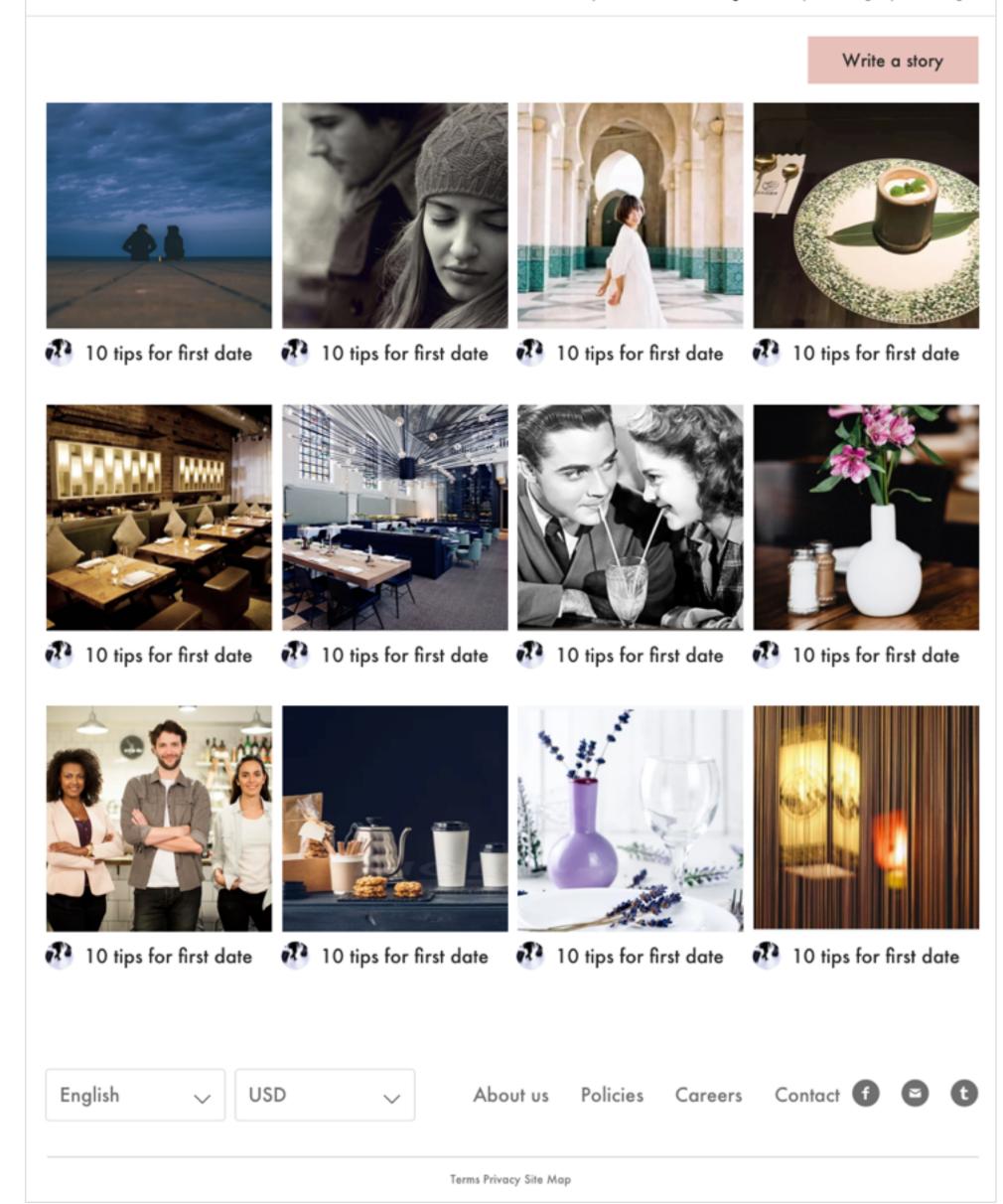


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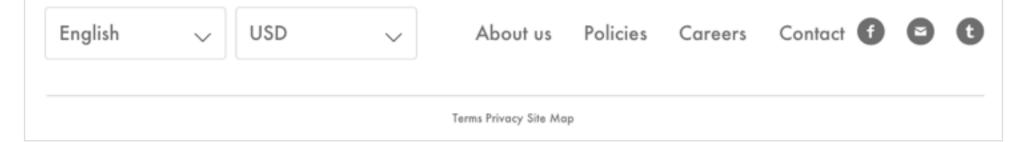
On dating men with "potential"

I have some advice for women younger than me, advice I hope they listen to. I'm 48 years old and only recently learned to run for the hills as fast as I can as soon as I hear the following spilling from my mouth or forming in my head: "But, he has so much potential."

Mark my words, this is the same as saying, "He's a loser." I know this now, all too well.

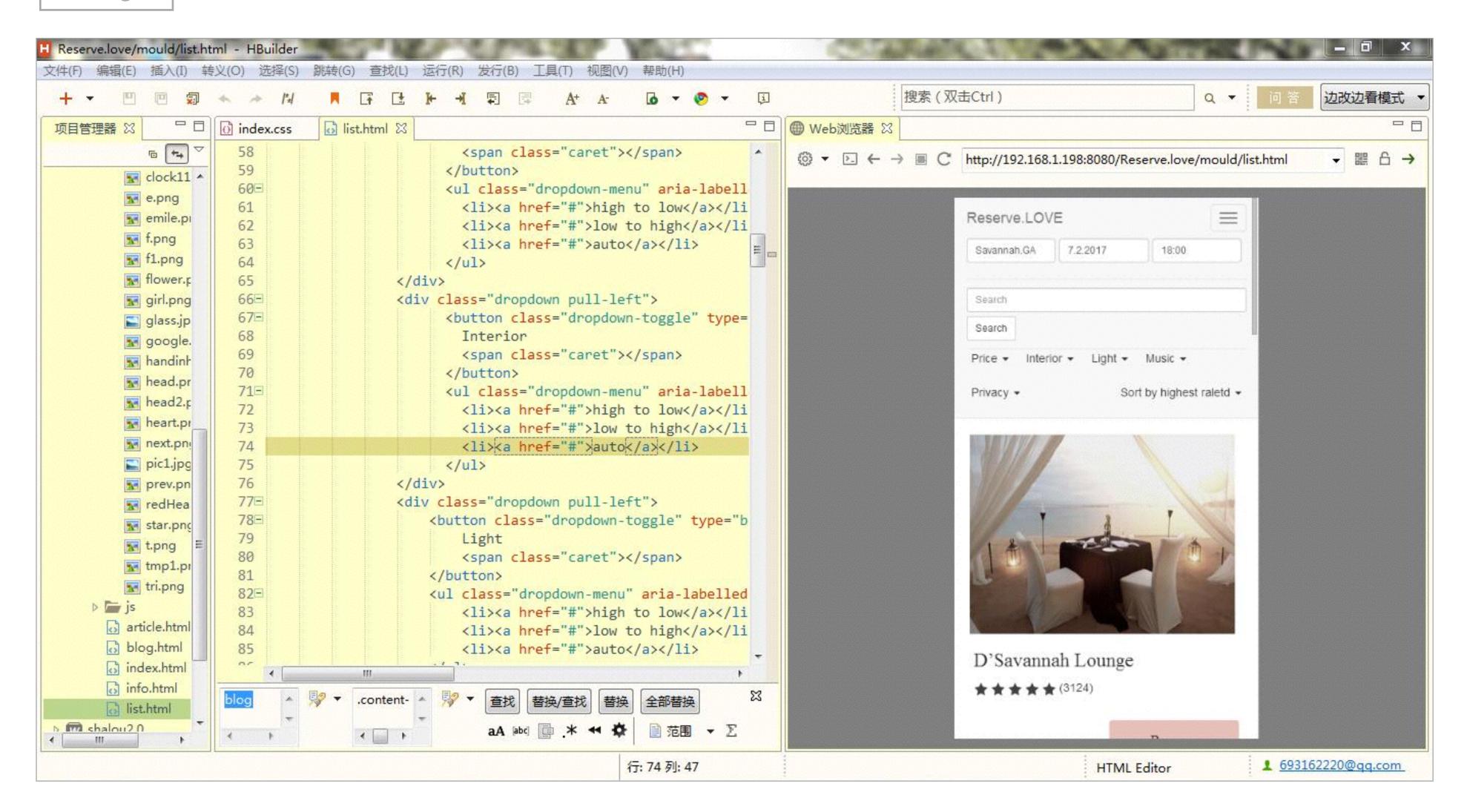
And yet, there's a part of me – a soft part, a tender part, a part of me I like and protect - that falls for men "with potential." The ones "with potential" were always the hardest ones to get over.

They were also the ones that were completely impossible and inappropriate to date, beginning with James, the freebasing coke addict I fell for when I was 16. He was 18, a freshman at UC Berkeley, an actor, a fantastic writer. He was brilliant. Once, he came by my basement window to take me out.

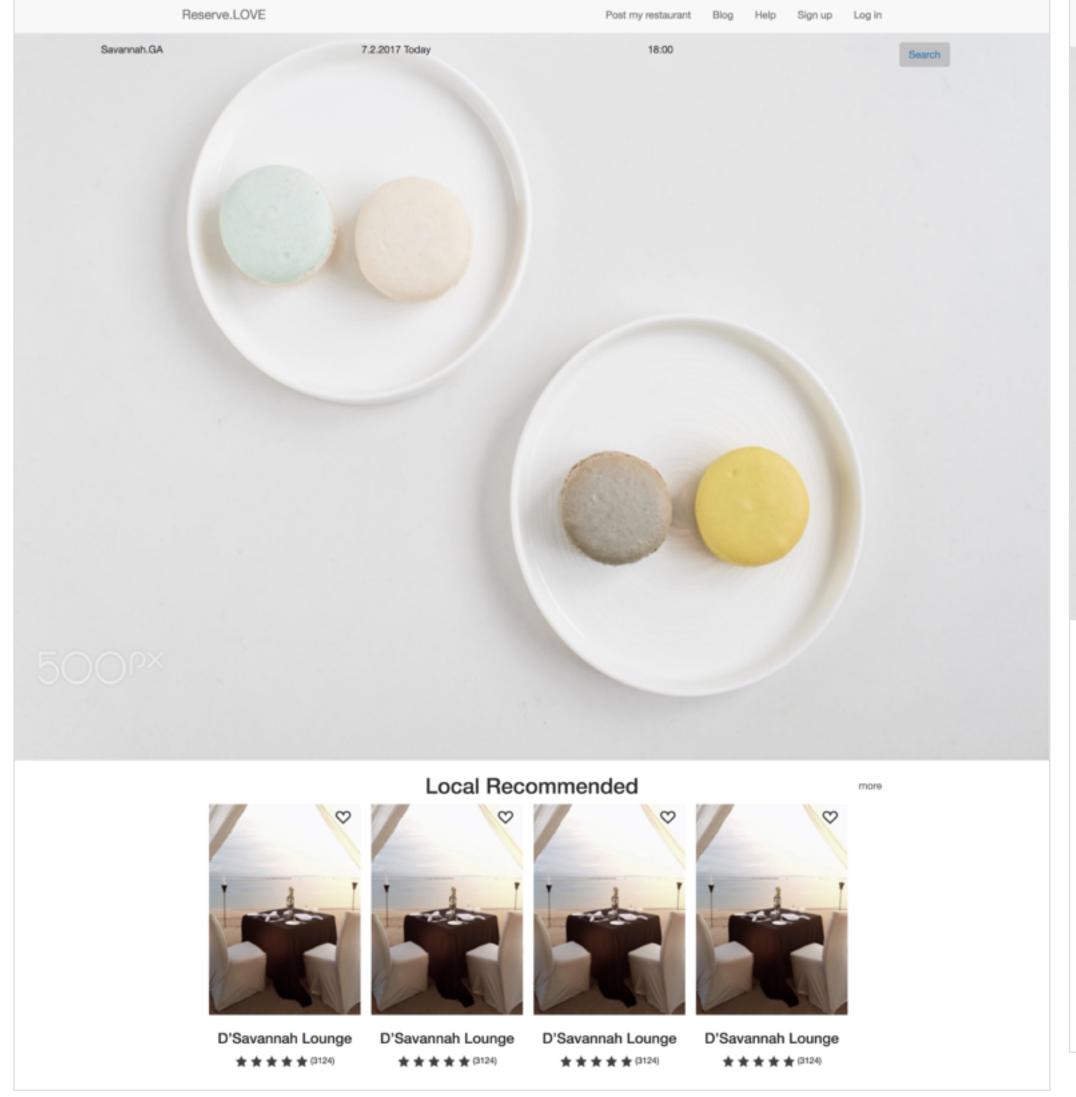


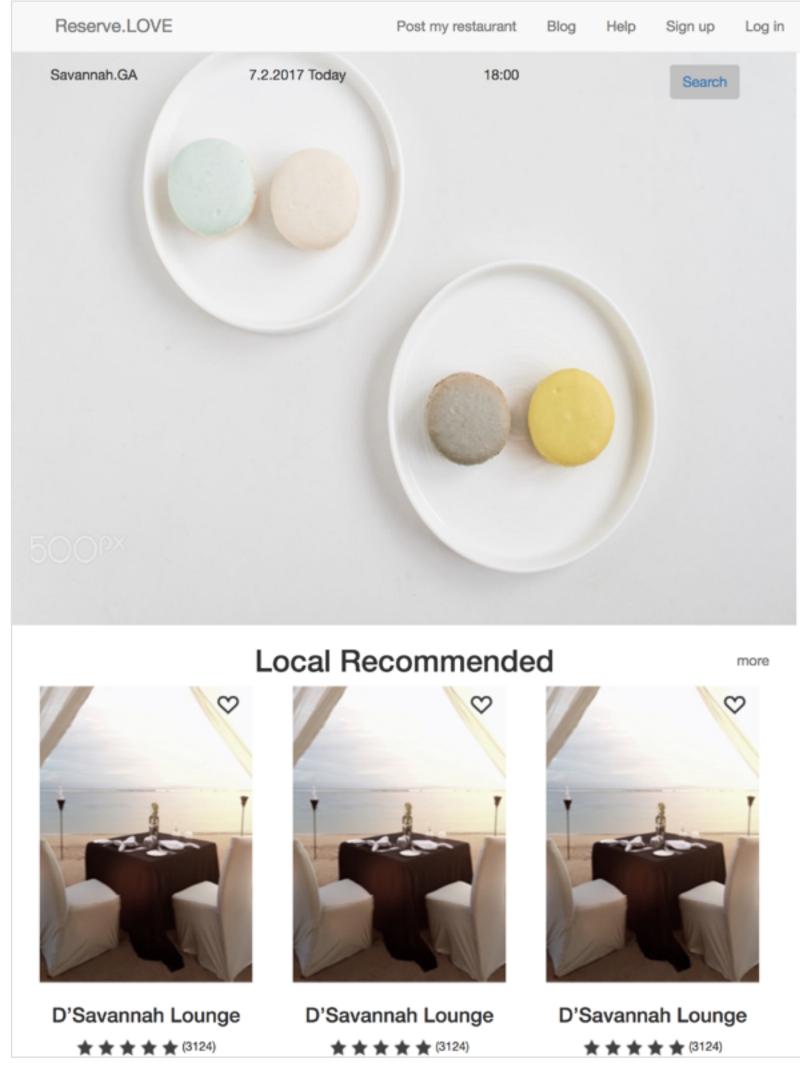
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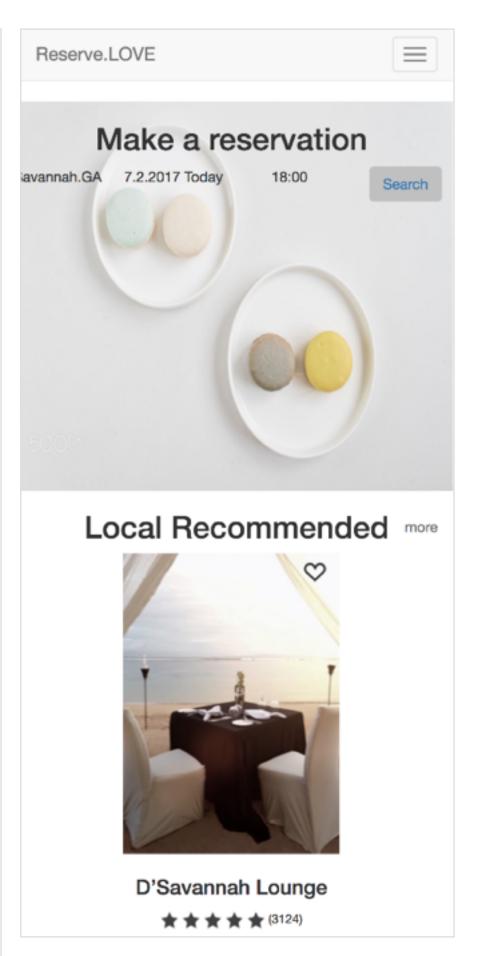
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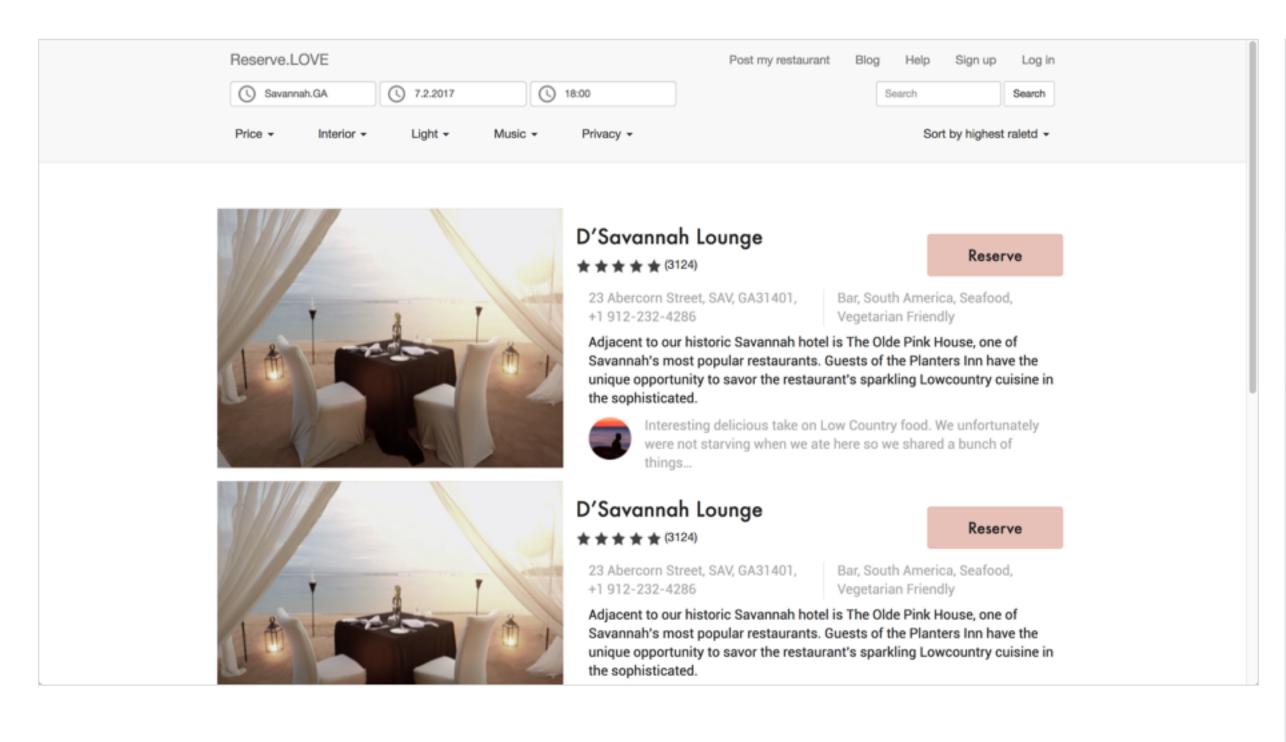
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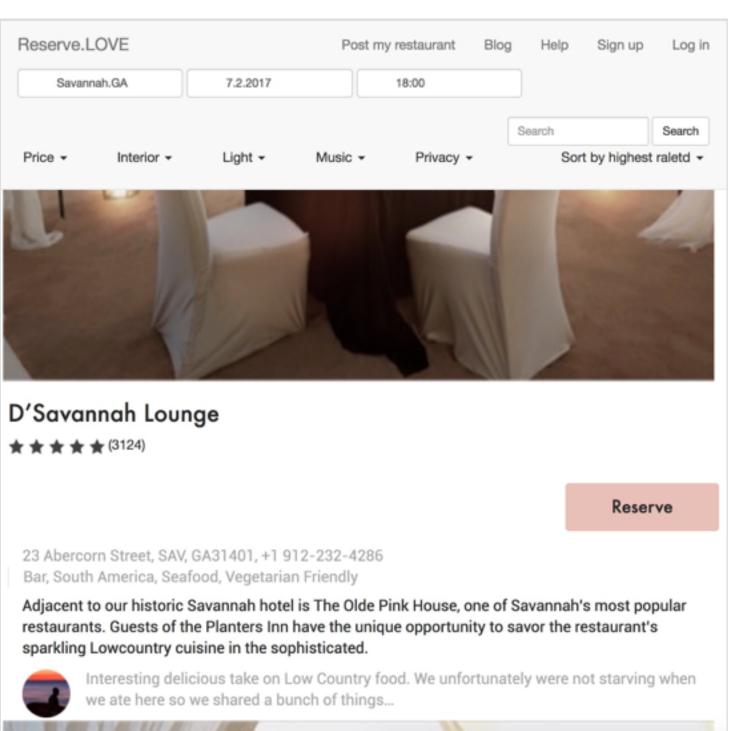


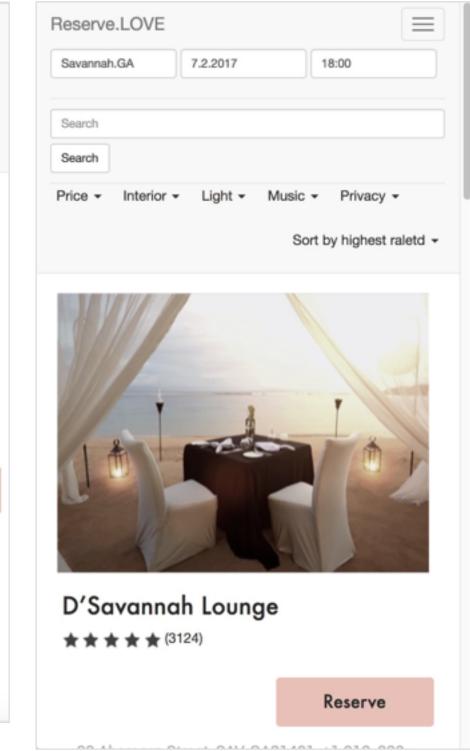




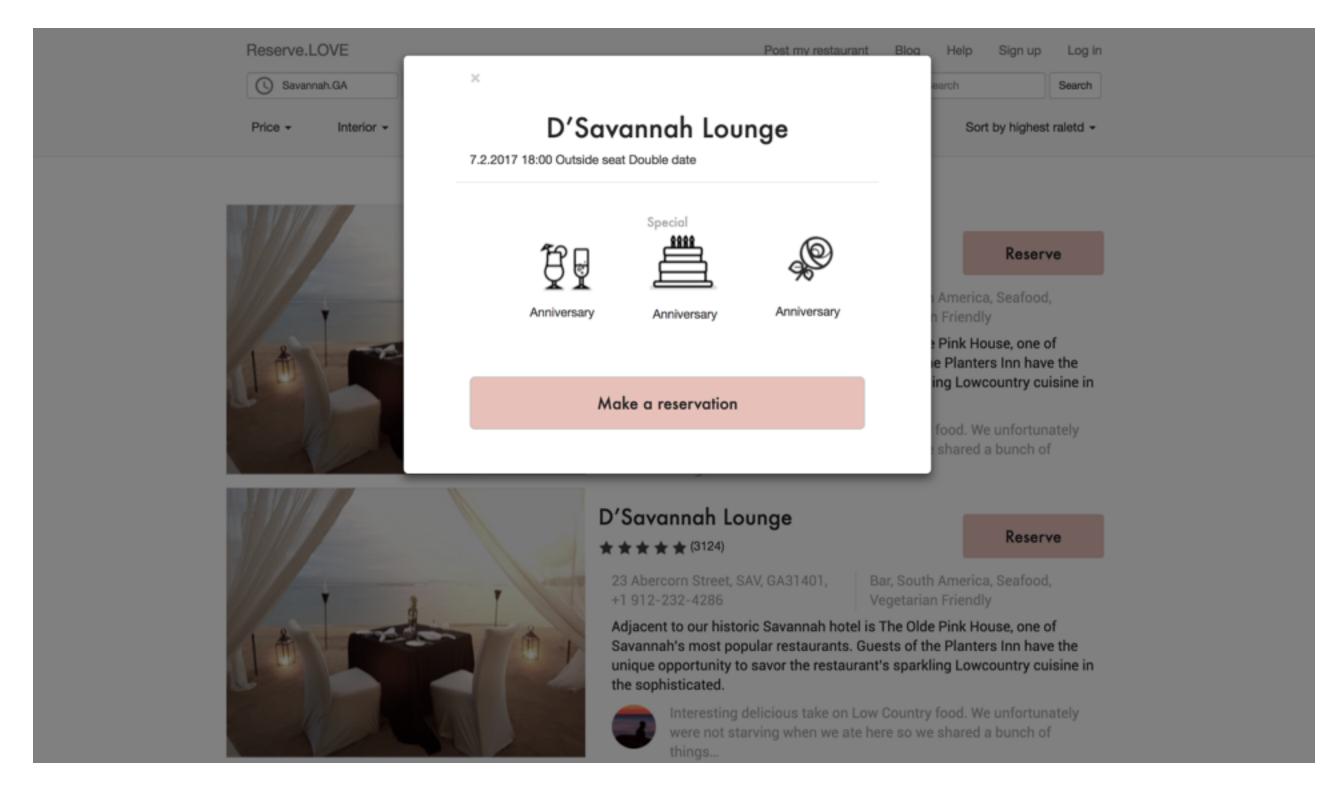
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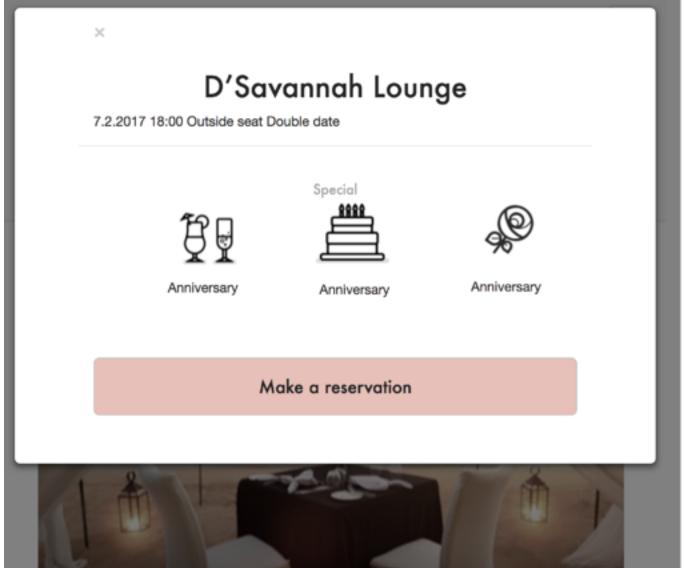


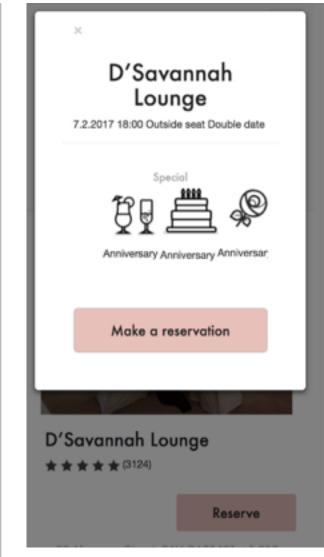




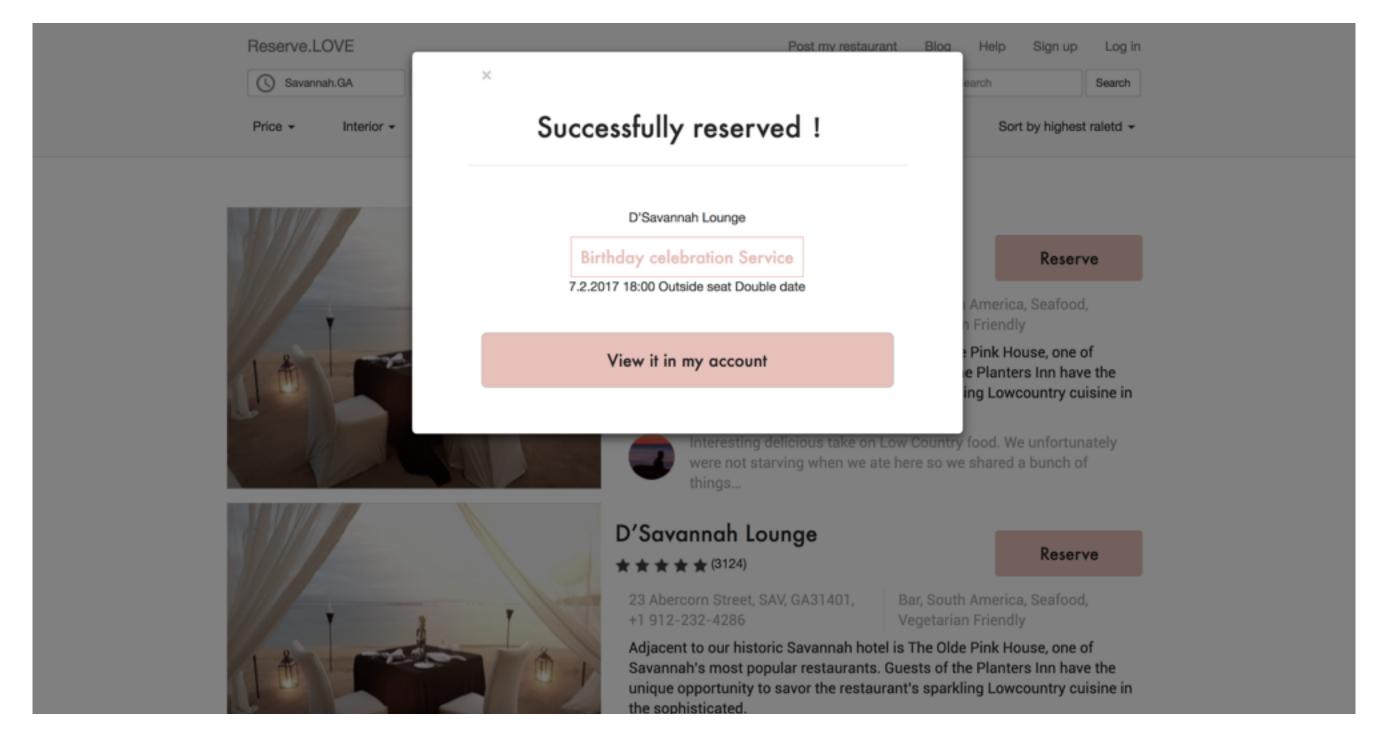
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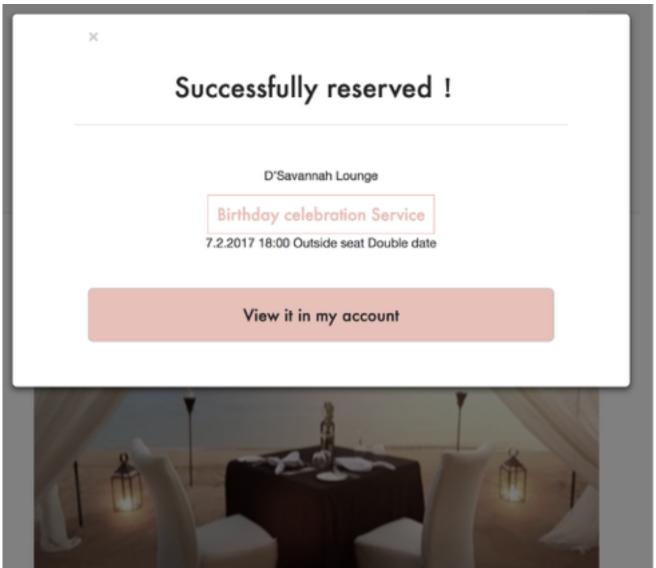


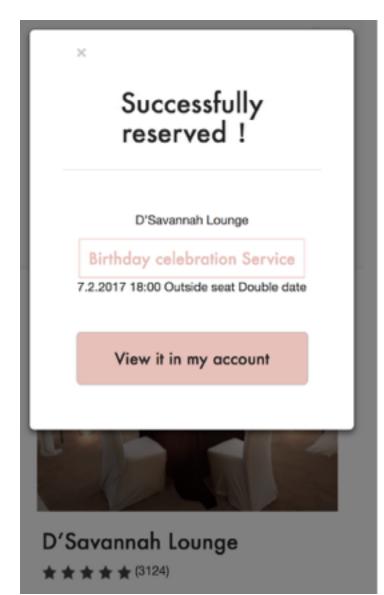




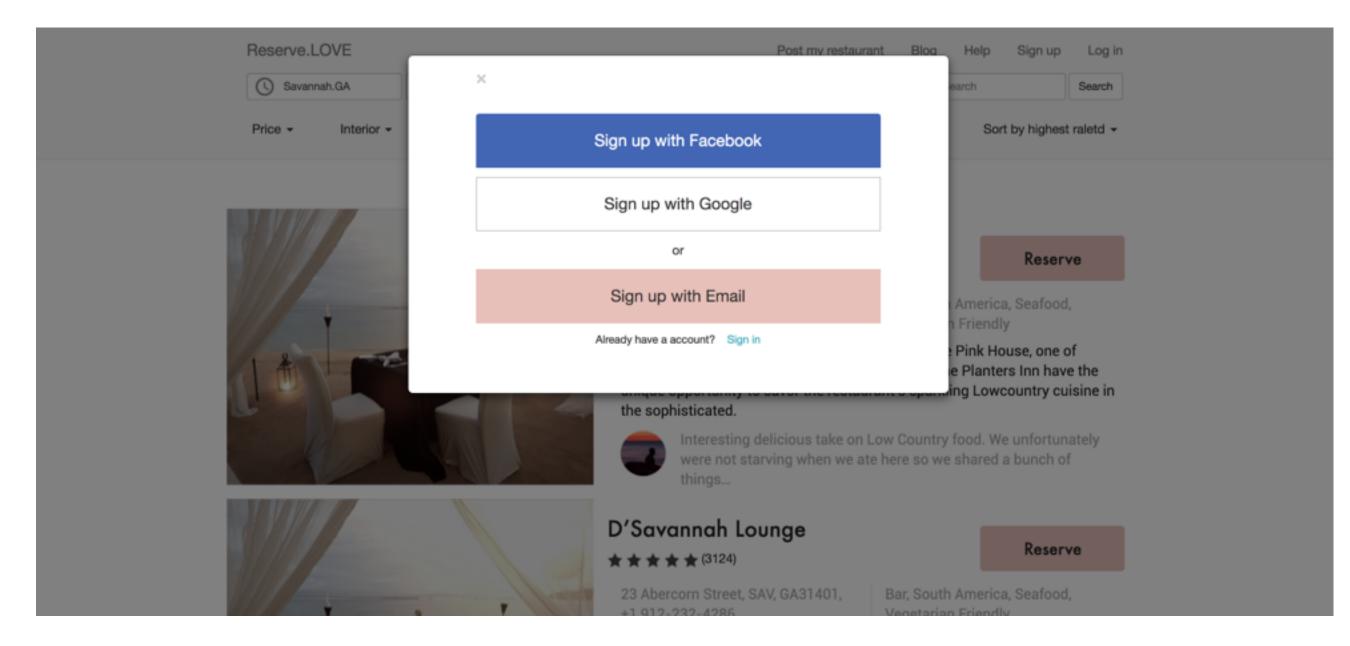
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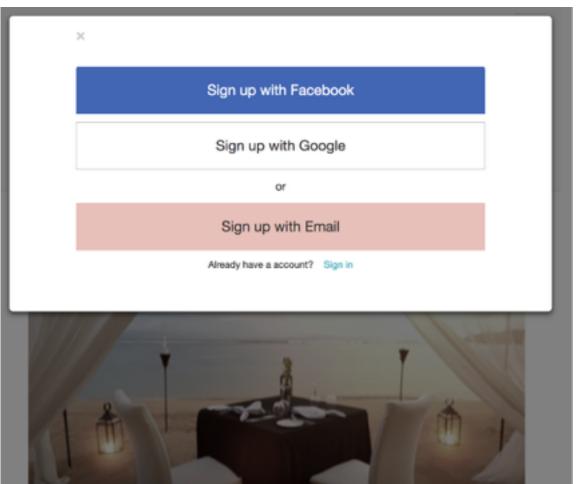


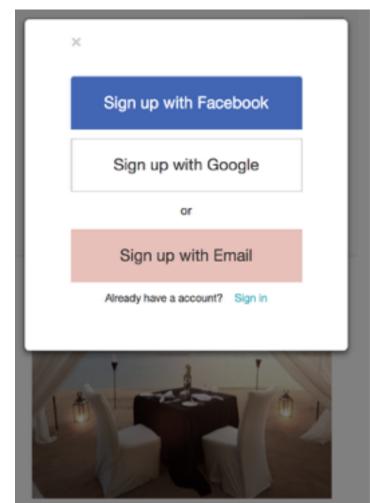




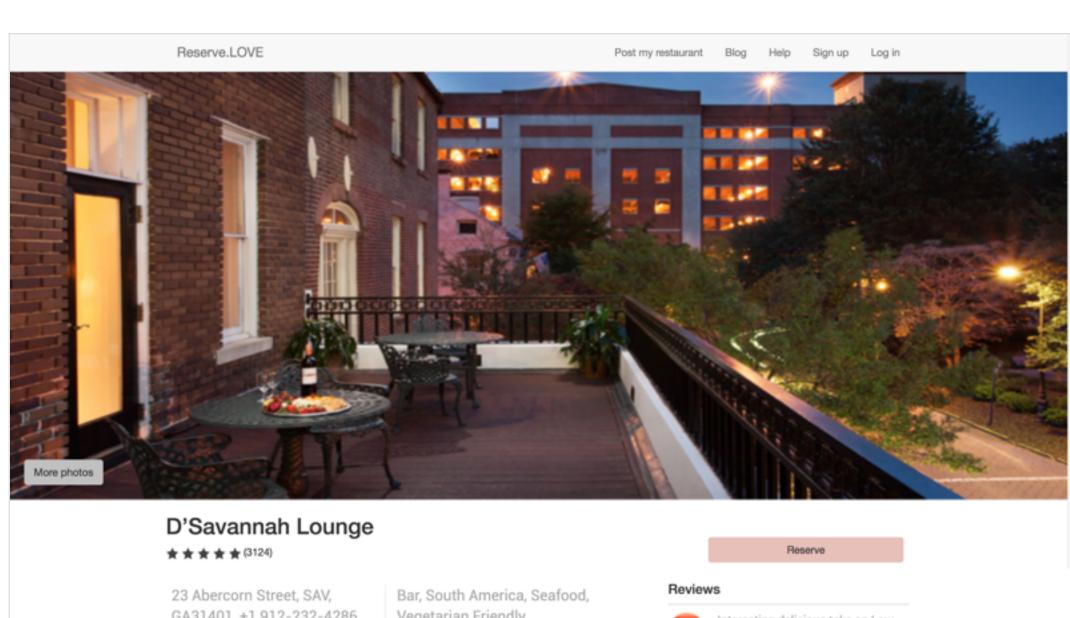
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GA31401, +1 912-232-4286

Vegetarian Friendly

Adjacent to our historic Savannah hotel is The Olde Pink House, one of Savannah's most popular restaurants.

Guests of the Planters Inn have the unique opportunity to savor the restaurant's sparkling Lowcountry cuisine in the sophisticated, yet casual setting of Savannah's only 18th century mansion or have dinner delivered in the comfort and privacy of their guest room.

Either way, it's an experience to be cherished. Dine indoors or out; live entertainment nightly.



Interesting delicious take on Low Country food. We unfortunately were not starving when we ate here so we shared a bunch...



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Reviews

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D'Savannah Lounge

most popular restaurants.

23 Abercorn Street, SAV, GA31401, +1 912-232-4286

Bar, South America, Seafood, Vegetarian Friendly

★★★★(3124)



Interesting delicious take on Low Country food. We unfortunately were not starving when we ate here so we shared a bunch...



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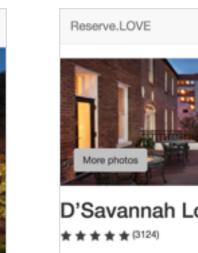
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D'Savannah Lounge

23 Abercorn Street, SAV, GA31401, +1 912-232-4286

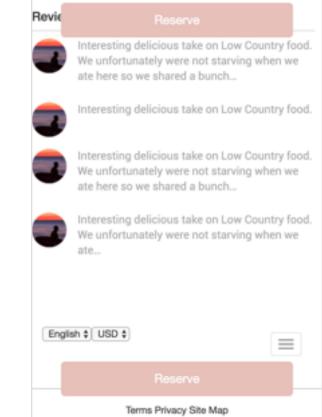
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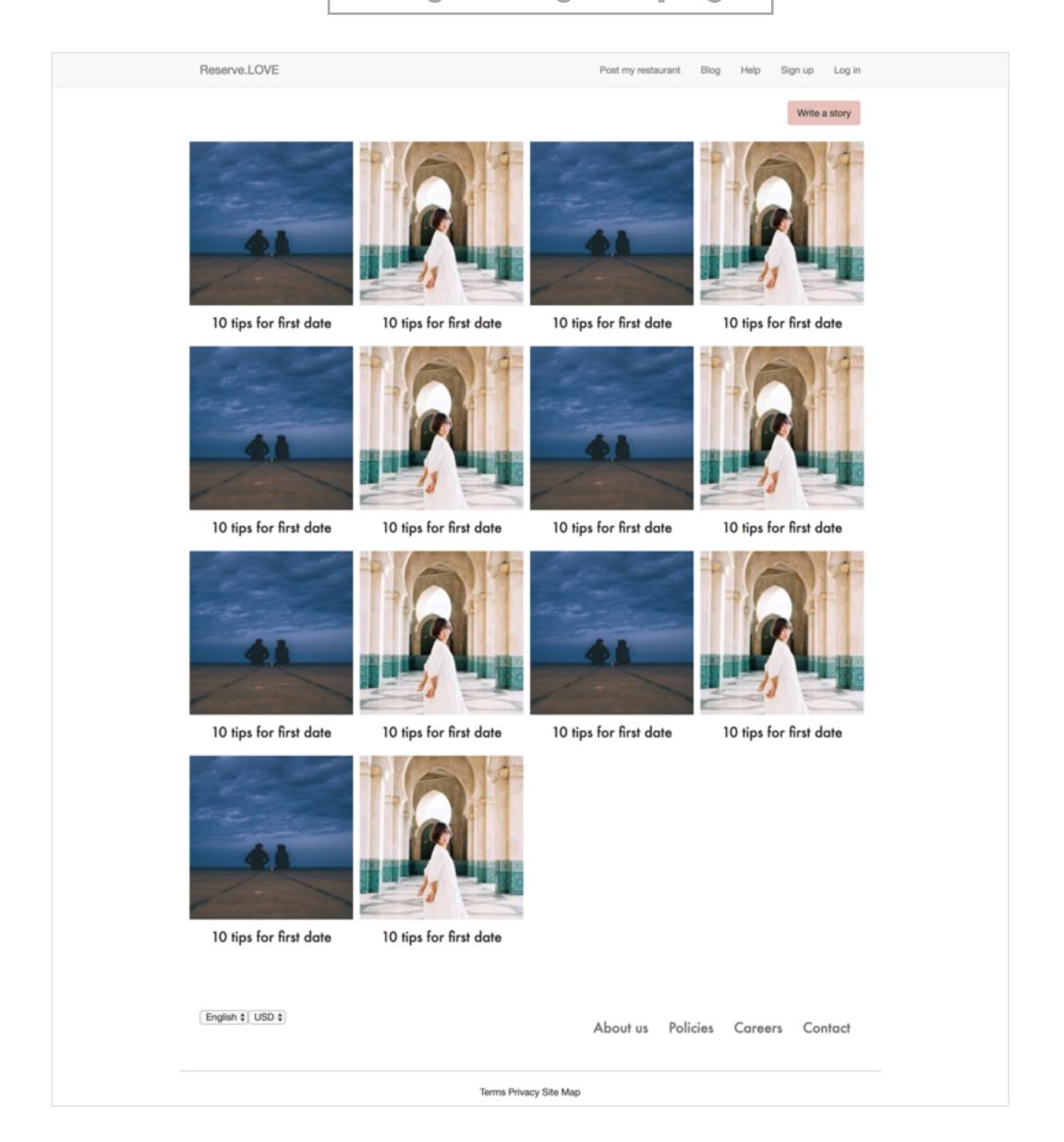
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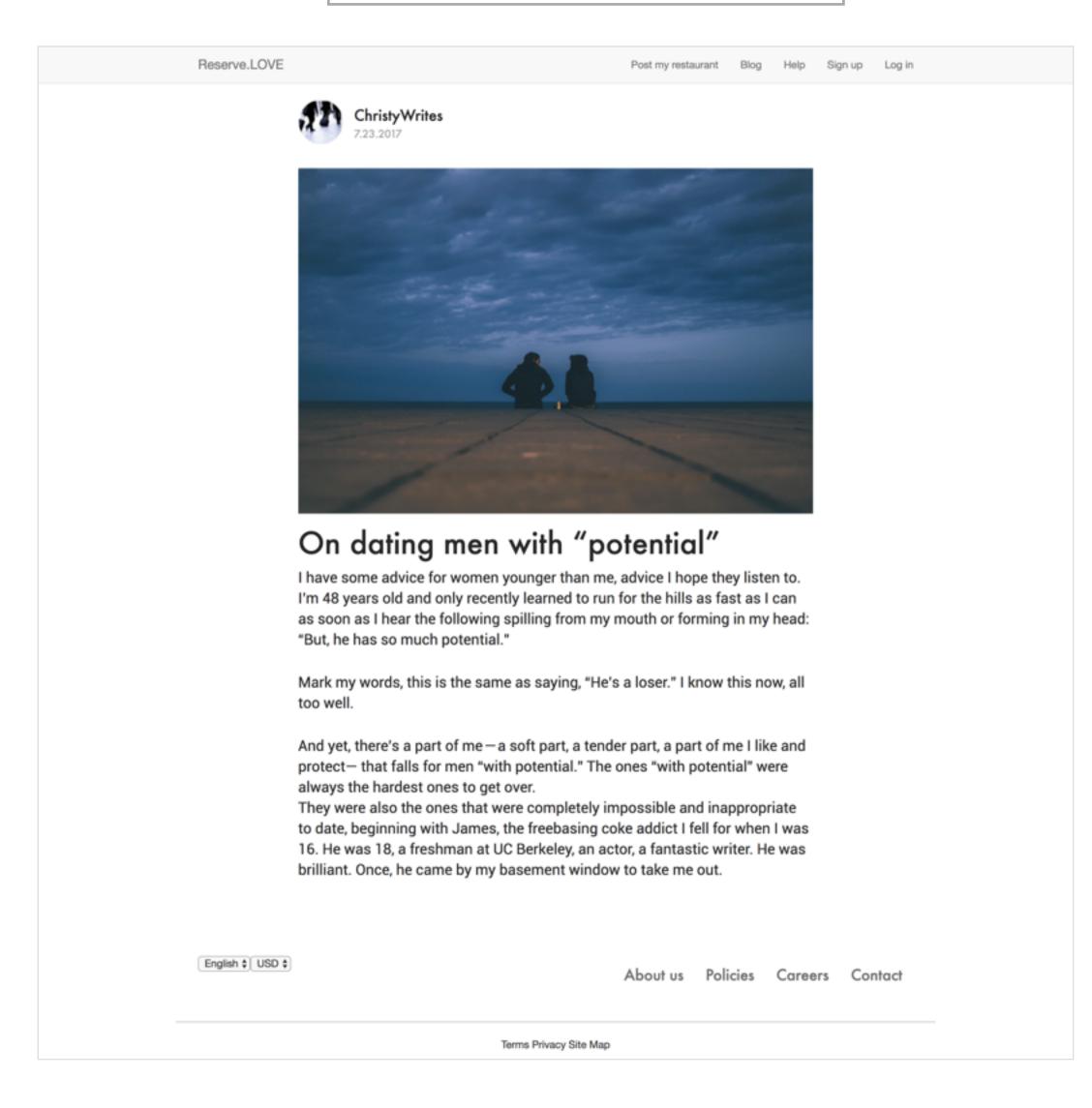






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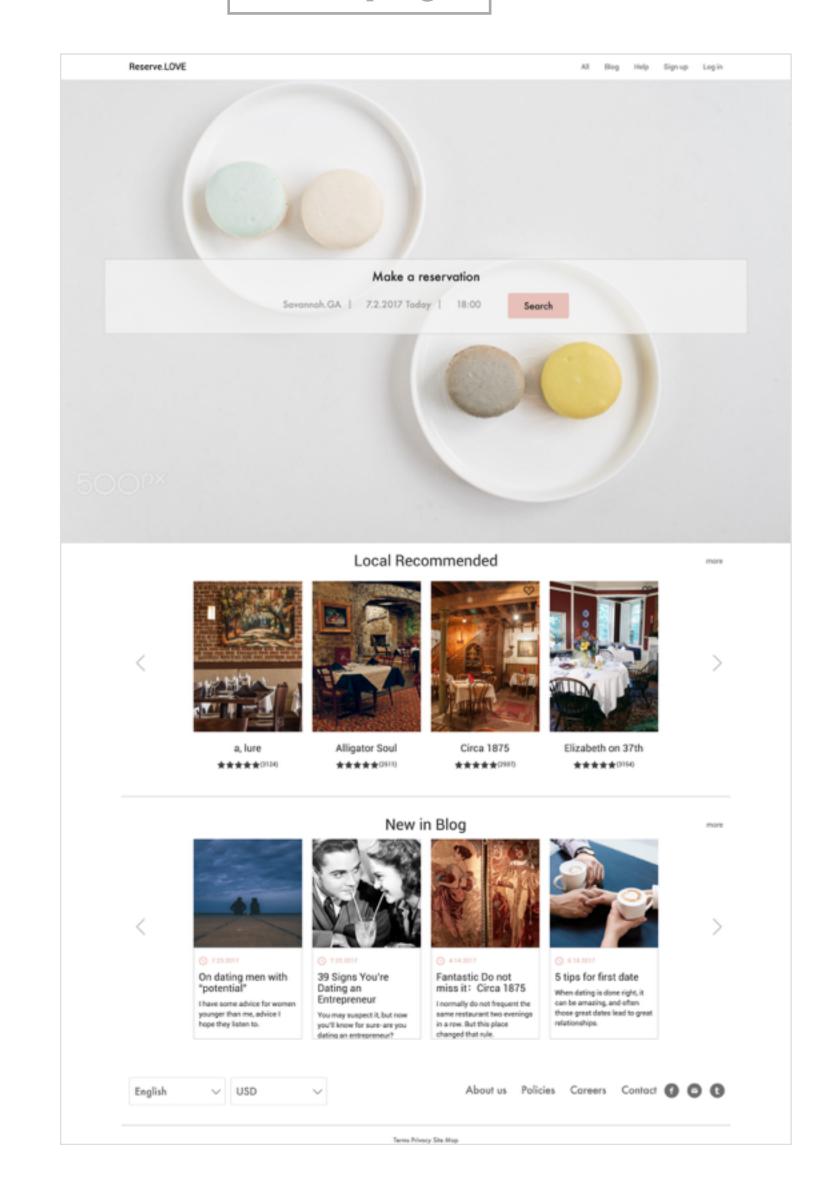
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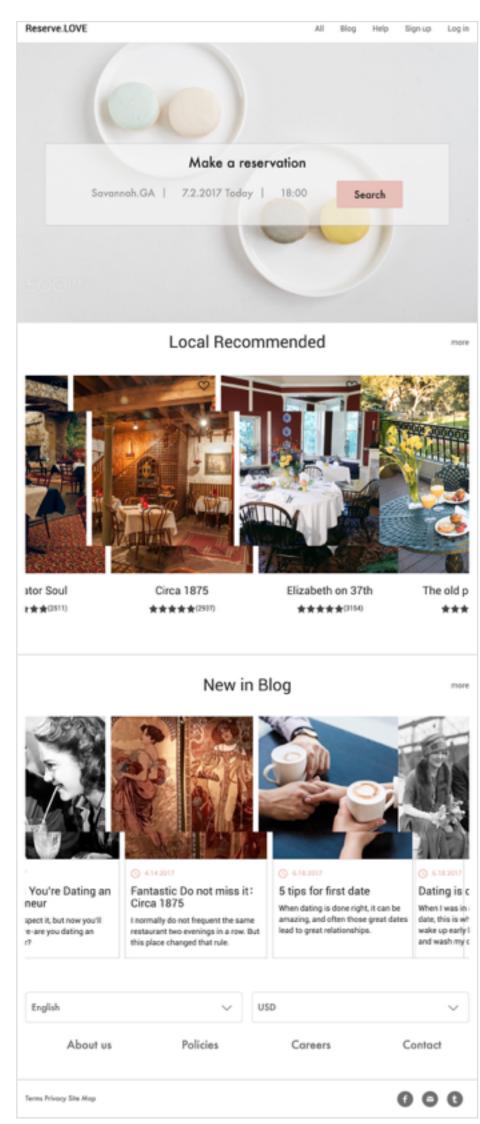


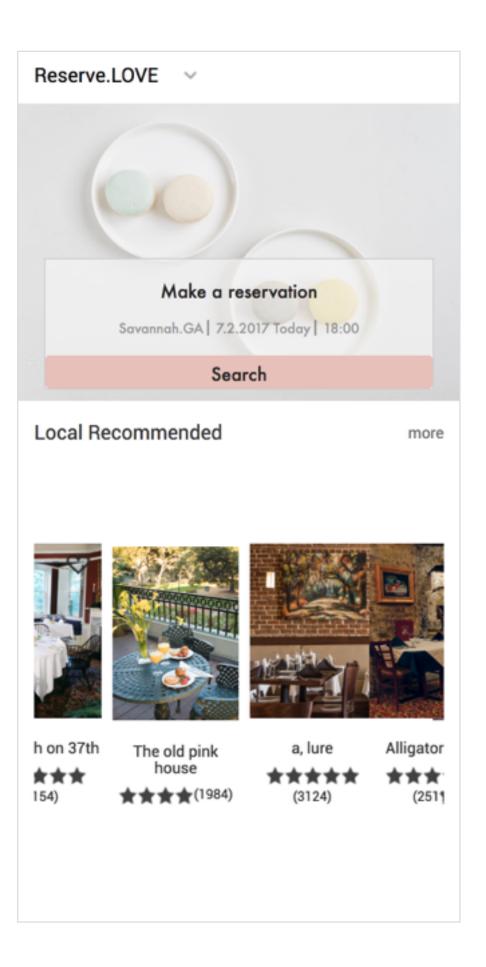




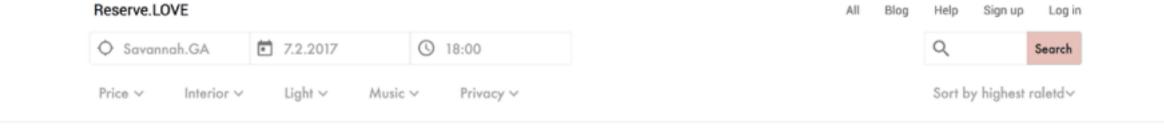
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a, lure

★★★★(3124)

309 W Congress St, Savannah, GA 31401, +1 912-233-2111

Bar, South America, Seafood, Vegetarian Friendly

Reserve

Daniel Berman is no newcomer to the restaurant business. He has successfully launched and run favorites such as The Village Bar and Grille, and Kasey's Gourmet Grille. So it comes as no surprise that he is behind the newest addition to Savannah restaurants, a.lure.



This was my first visit to a.Lure and had a good dinner. The duck was delicious as were the duck egg rolls. Mother had shrimp and grits which was also delicious. Brownie for desert was okay. Would have been better off without it.



Alligator Soul-detail

★★★★ (2511)

Reserve

114 Barnard St, Ste LOWER, Savannah, GA31401, +1 912-232-7899

American, Cajun & Creole, Fusion

Recognized among the best Savannah restaurants, Alligator Soul was founded in 2003 by Chef Hilary and Maureen Craig and quickly became known as a romantic and elegant downtown dining destination. Personal touches matter to restaurateur Maureen Craig, Executive Chef Stephen McLain and the Alligator Soul staff. Each unwraps and showcases the art of unpretentious fine dining at its best, making each guest feel special. Come...eat, drink and relax your soul!



Our waiter Davis was very attentive to our needs. I asked for the lamb chops medium rare and they arrived medium rare.



Circa 1875

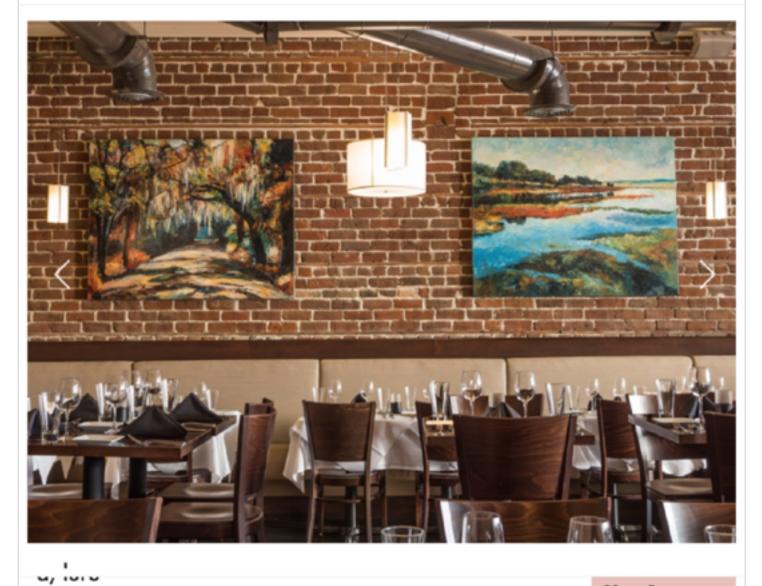
★★★★ (2937)



48 Whitaker St, Savannah, GA 31401, +1 French, European, Contemporary

Circa 1875 is Savannah's unpretentious Parisian bistro and pub where one can enjoy

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★★★★ (3124)

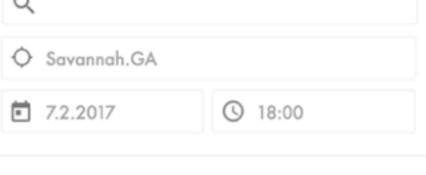


309 W Congress St, Savannah, GA 31401, +1 912- Bar, South America, Seafood, Vegetarian Friendly 233-2111

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a, lure

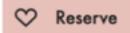
★★★★ (3124)

Reserve.LOVE ~

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Alligator Soul

★★★★ (2511)

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Alligator Soul restaurant is the answer to the question, "Where is the best place to dine while in Savannah?" The downtown restaurant is consistently recommended among the upscale restaurants selected by Savannah's most discerning citizens and travelers. Our local restaurant is known for organic, fresh, natural, dayboat, local and regional fare with additional emphasis placed on humanely treated animals; starting with our organic made cocktails through to our pastry chefs in house made desserts.

Alligator Soul is known for eclectic Southern dining with a seasonal menu that utilizes farm-fresh ingredients, local day boat fish and grass fed meat. Your full service experience begins with fresh cocktails and continues through the evening with in house made desserts. View our menus below.

Reviews

Reserve



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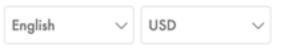
Alligator Soul was everything the locals said it would be. The comfortable atmosphere and cozy location only heighten the sensational dining experience. The staff are very knowledgeable and the wine and cocktails are expertly curated to compliment the exceptional cuisine.



It's hard place to find but worth it. Take the tairs down to the restaurant. It's a unique and charming atmosphere. The food choices were plentiful and the food was



Coming from a small city in michigan we don't get chances to eat "exotic" meats. My fiance and I both had the kangaroo here and it was the most tender meat I've ever ate. The waiter was very attentive and knowledgeable about the food.



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Alligator Soul

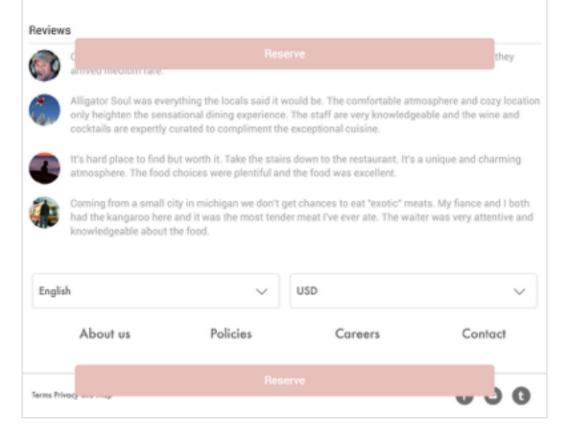
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Alligator Soul

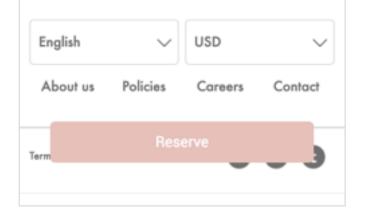
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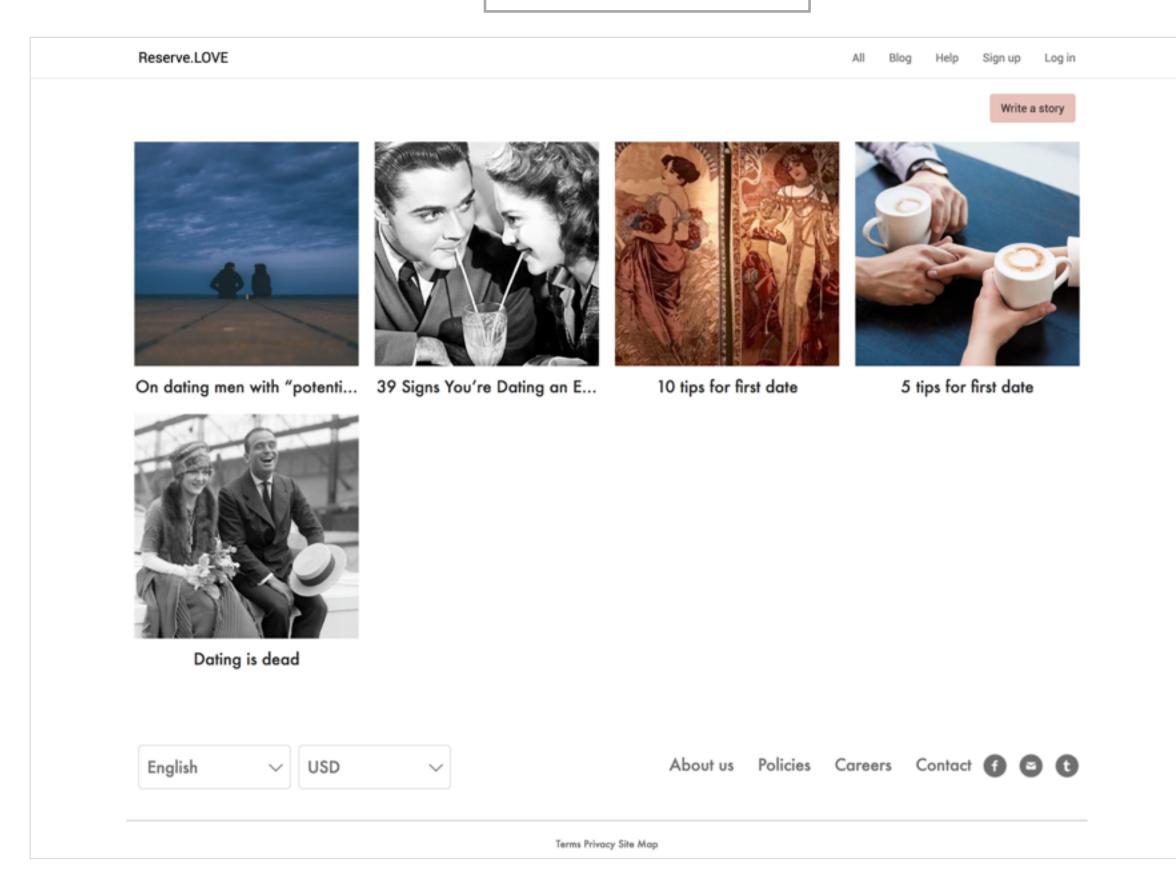
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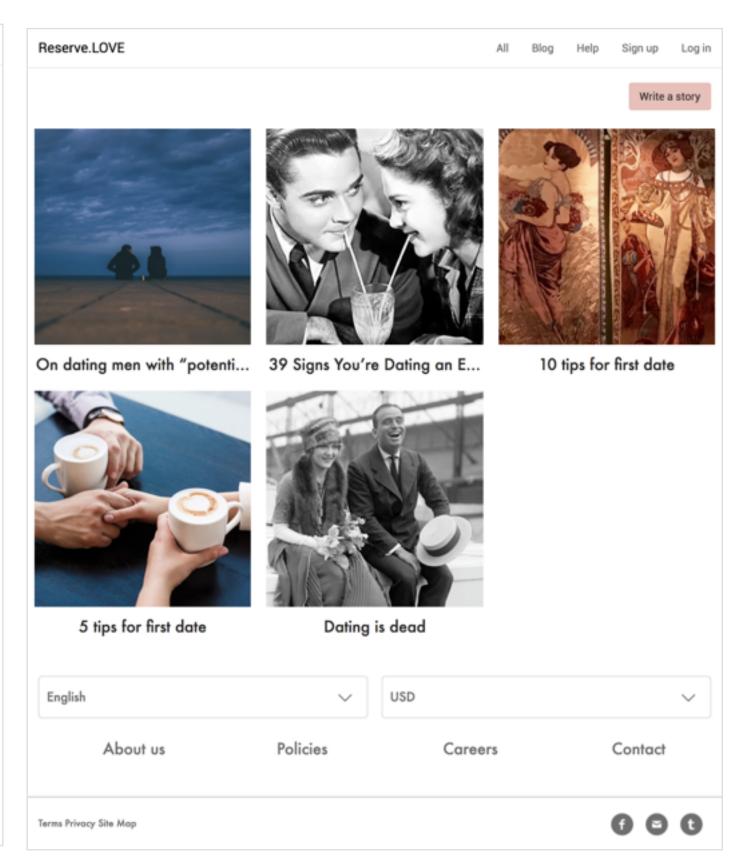
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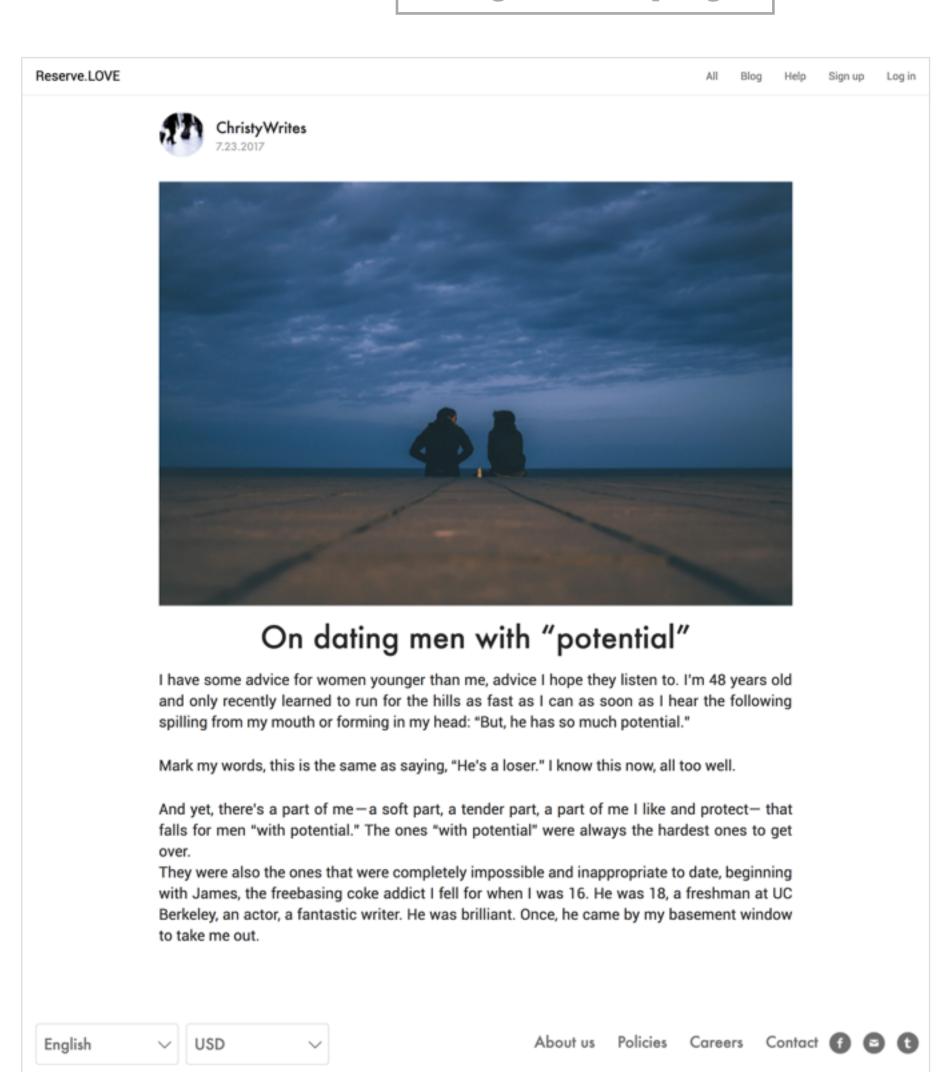
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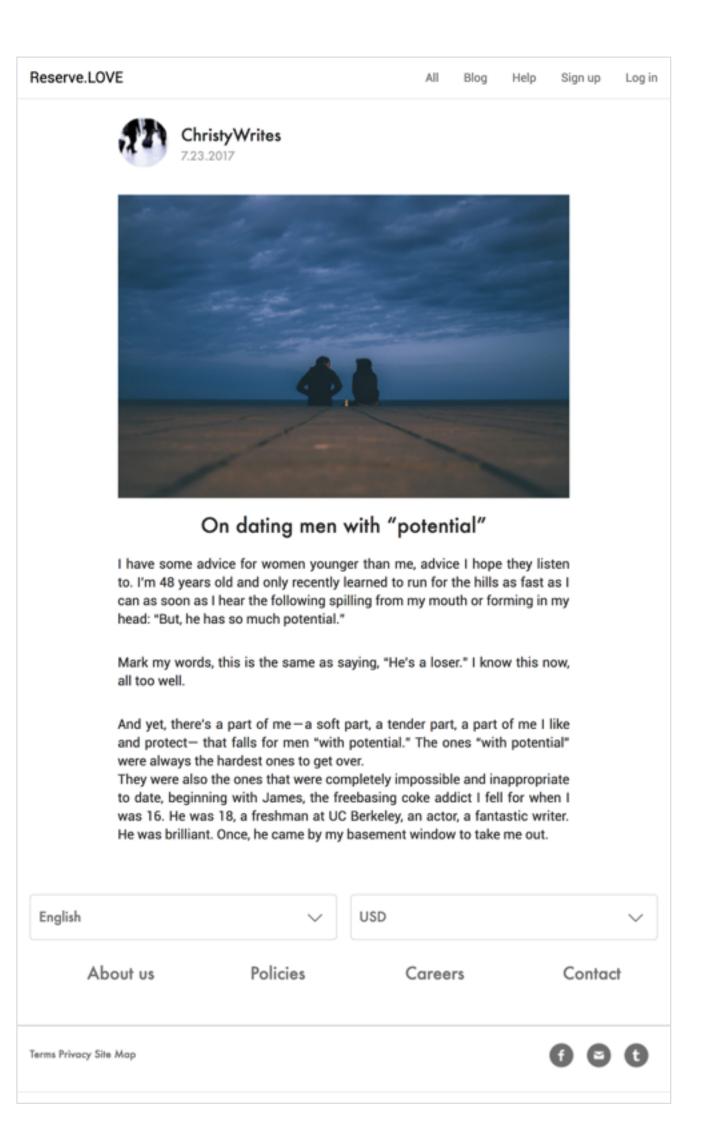


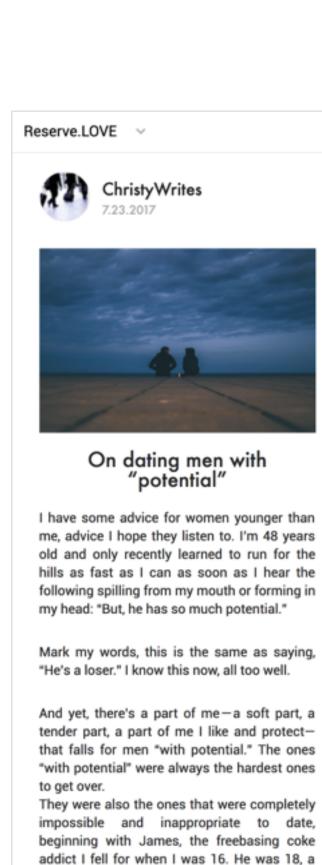


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