CREATIVE BRIEF FOR UI DESIGN

Exp No: **Date:**

CLIENT

PROJECT TITLE

MADRAS MUNCHIES HUB

BATCH NAME

Batch 2

CONTACT INFO

POINT OF CONTACT NAME	EMAIL ADDRESS	PHONE
• LOKESHWAR S R 221701504	221701504@rajalakshmi.edu.in	9962650978

PROJECT OVERVIEW

PURPOSE

Madras Munchies Hub is a biryani restaurant with a focus on authentic South Indian and Mughlai cuisine. Our restaurant is strategically located to serve a diverse customer base. We offer a wide range of biryani options, including vegetarian, chicken, mutton, and seafood, and allow for customization. In addition to dine-in, we provide catering services for events. Our target audience includes local residents, office workers, students, and families. We maintain a strong online

presence and collaborate with local businesses for promotion. Trained staff ensures exceptional customer service. Financial projections and sustainability efforts are key components of our business model.

OBJECTIVE ultimate impact? i.e. sales, lead generation, traffic, online presence, etc.

TARGET AUDIENCE

PROJECT TARGET who are we trying to reach?

The target audience for Madras Munchies Hub includes local residents and office workers, primarily aged 18 to 55, seeking authentic South Indian and Mughlai cuisine.

BRAND TARGET who does the brand speaks to?

The brand target for Madras Munchies Hub is to establish itself as the go-to restaurant for authentic South Indian and Mughlai biryani and traditional Indian dishes in the local community. It aims to be recognized for its quality, variety, and customization options, catering to food enthusiasts and those seeking a unique dining experience.

DESIRED REACTION what actions do you wish your market to take?

The desired reaction for Madras Munchies Hub is for customers to associate the brand with:

1. Satisfaction: A fulfilling and delightful dining experience, leaving them craving the authentic biryani and Indian flavors.

2. Loyalty: Building a loyal customer base who return regularly and recommend the restaurant to others.

3. Positive Reviews: Encouraging positive reviews and word-of-mouth marketing within the community.

4. Event Catering Partnerships: Becoming the preferred choice for event planners and businesses seeking catering services for their gatherings.

5. Online Engagement: Active online engagement through positive comments, shares, and likes on social media platforms.

Ultimately, the restaurant aims to establish a strong and favorable reputation, becoming a beloved and respected dining destination in the local area.

COMPETITIVE ANALYSIS

MARKET / NICHE COMPETITOR   provide links to competitor products and other important sites in your industry

- Ambur Star Biryani : https://www.amburstarbriyani.com/
- Buhari : https://buhari.in/menu.html
- Thalappakatti Biryani : https://thalappakatti.com/
- SS Hyderabad Biryani : https://sshyderabadbiryani.com/

DESIGN   provide links / explanations of design elements of other advertisements
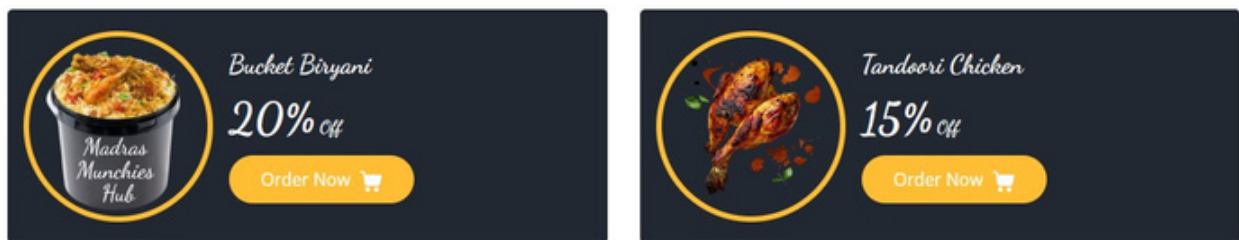
The Above is the Offers design of Madras Munchies Hub's diverse biryani options from South India and Mughlai traditions are made even more appealing with our website's embossing effect on the offer section, creating an enticing, interactive experience for visitors. It's a sensory invitation to savor the extraordinary flavors that await. The logo of the brand is very Minimalistic and very much appealing.

FUNCTIONALITY   provide links / explanations of the functionality of websites you like

https://madrasmunchieshub.com/

Functionality of the Madras Munchies Hub Biryani Restaurant Website:

1. Menu Display: The website will showcase the complete menu, including biryani variations, appetizers, curries, desserts, and beverages, allowing customers to explore the offerings.

2. Online Ordering: Customers can place orders online for dine-in, takeout, or delivery, with the option to customize their biryani orders based on preferences.

3. Reservation System: Provide a reservation system where customers can book tables for dine-in, helping manage seating arrangements and ensuring a smooth dining experience.

4. Catering Services: Information and booking options for catering services for events and gatherings, along with customizable catering packages.

5. User Accounts: Customers can create accounts to save their order history, preferences, and delivery addresses for a more efficient ordering process.

6. Reviews and Testimonials: A section for customer reviews and testimonials, building trust and showcasing the restaurant's reputation for delicious biryanis.

7. Gallery: A photo gallery featuring images of the restaurant's interior, dishes, and special events to give visitors a glimpse of the dining experience.

8. About Us: An informative section about the restaurant's history, culinary expertise, and commitment to authentic Indian cuisine.

9. Contact Information: Contact details, including location, phone number, and email, for inquiries, feedback, and reaching out to the restaurant.

10. Promotions and Loyalty Programs*: Updates on ongoing promotions, discounts, and a loyalty program that allows customers to earn rewards for repeat visits and referrals.

The website will be user-friendly, responsive, and visually appealing, providing an efficient and engaging online platform for customers to interact with Madras Munchies Hub and make the most of their dining experience.

ADVERTISEMENT DESIGN

LOOK AND FEEL describe any important design style elements

- **COLOR THEME -** Primary Color - Yellow (#FFD700): Yellow represents the rich and diverse flavors of Indian cuisine, symbolizing the saffron used in biryani and the spices that give dishes their unique character.
- **COLOR PALETTE USED -** Accent Color - Gray (#808080): Gray serves as an elegant and neutral accent color, balancing the palette and providing contrast where needed.
- **TYPOGRAPHY -** The Madras Munchies Hub website will use the "Dancing Script" font for its headings and main content. "Dancing Script" is a handwritten-style font that adds a touch of playfulness and elegance to the website, enhancing the overall user experience. It complements the inviting and warm atmosphere the restaurant aims to create for its customers.

DESIRED AESTHETIC

+	Approachable		High-Tech
	Authoritative		Humble
	Caring		Minimalist
+	Classic		Modern
	Clean		Natural / Organic
	Corporate	+	Playful
	Credible / Expert		Prestigious

	Elegant		Retro
+	Exciting	+	Simple
	Fresh		Slick
+	Funky		Sophisticated
	Handcrafted		Stark
	Helpful		Stylish

UI CONTENT

CONTENT REQUIREMENTS describe all content needs for new site

WRITTEN CONTENT

The Madras Munchies Hub website will be a comprehensive online platform designed to provide a delightful user experience. The homepage will welcome visitors with an inviting message and showcase featured dishes along with prominent call-to-action buttons for easy ordering and reservations. The menu page will be thoughtfully categorized, offering detailed descriptions, high-resolution images, and customizable biryani options, all complemented by allergen and dietary information. For convenience, the website will include a user-friendly online ordering system with secure payment options and order tracking. The reservation system will allow users to select their preferred date and time, specify the number of guests, and receive confirmation and reminder notifications. Catering services will be highlighted with package details and an inquiry form. User accounts will facilitate order history and address management. Reviews and testimonials will be prominently displayed, while a photo gallery showcases the restaurant's ambiance and culinary creations. The "About Us" page will feature the restaurant's history, chef profiles, and a mission statement, and the contact section will provide essential details, promotions, and an optional blog for engagement.

GRAPHIC ELEMENTS logos, icons, charts and graphs, etc.

Using "Dancing Script" for the logo of Madras Munchies Hub website infuses a distinctive blend of elegance and playfulness, enhancing brand memorability and cultural relevance. It contributes to a visually engaging and versatile brand identity, aligning with the restaurant's warm and inviting atmosphere.

MULTIMEDIA

Website / paper / journals / magazines

OTHER

SCHEDULE

SCHEDULE OVERVIEW

- Project started on 31st Oct 2023
- Project should be done in 6 WEEKS.

IMPORTANT MILESTONES / DEADLINES

- It must have a simple design, easily accessible, user friendly and should engage all age group.
- It must satisfy all the requirements of the user.

BUDGET

AMOUNT

- Website Domain: Rs 5000 – 10000
- Website Content : Rs 0 – 1,10,100
- Marketing : Rs 8000
- Resource:1,50,000