Assignment 2: Creative Brief

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Pages Coded: Index, About Us, Event
Links: index.html / aboutus.html / events.html
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Project Brief	
Project name:	Sunaku's Maid Cafe
Background:	Embark on a journey into the heart of Japanese pop culture with our enchanting Maid Cafe. It was born from a desire among Singaporeans to bring a taste of the whimsical and cute maid cafe concept from the streets of Akihabara to our homeland, Singapore. Initiated by NTU, the Maid Cafe Restaurant project involves a collaboration between SMU and NTU's culinary enthusiasts, event organizers, and those with a passion for creating memorable experiences. Our maid cafe aims to create a uniquely fun, family friendly dining experience for people of all walks of life.
Objective:	The objective of the website is to generate leads for reservations. To establish a captivating online presence that mirrors the magic and charm of our physical Maid Cafe. Through the website, we aim to entice visitors to not only explore our menu and events but also to immerse themselves in the fantastical world we've created by mimicking the cafe's look and feel to entice users to make a reservation with us.

	<u>Here are the themes we adhered to when designing the website to make it aesthetically pleasing:</u>
	- Colors: Light Blue/Blue, Yellow, purple
	- Aesthetic: Note Taking, Cute, handwritten, felines, anime for a more youthful and feminine website
	- Logo(1): Coffee cup with a cat and a maid headband
	- Logo (2): Coffee cup
	- Font: Handwritten themed
	- Minimum 3 fonts
	- Some Japanese text
	- Use of emoticons and emojis throughout
	- Hand Drawn
	    - Logos
	    - background for index html, event html and about us html.
	    - Blue ribbon banner
	
	<u>Here are the components that help enhance our UI/UX experience to generate more leads:</u>
	
	Interactive designs such as hovers, slideshows, and gifs
	
	Reservation tab(Index.html) is in gold colour which gives it a more premium feel and also stands out on the page. It scrolls with the page on the home page, which makes it easy and convenient for the user to make a reservation for event and non-event timings.
	
	Book Now(Events.html) A big button after advertising events to prompt the user to take action.
	
	See Photos(Events.html) In Past Events to allow users to have a glimpse of the service and entertainment the restaurant could bring.
	
	<u>Here are the Marketing tactics we used to appeal to people:</u>
	
	(Index.html) Using word of mouth, customer reviews and testimonials to build trust and credibility and attract new customers who rely on the opinions of others
	
	(Events.html) Events that are yearly and ticketed are limited in amount and create a sense of urgency and excitement, hence helping to reach the existing customer base and attract new attendees to special events.
	
	(events.html) provided photos of friendly and welcoming staff, as they contribute largely to the overall atmosphere of the cafe.

Target audience:	Lovers of Japanese culture and those with an appreciation for the unconventional, or people who seek an uplifting experience and are eager to explore new things.
Competitors:	In the digital realm, our competitors range from other themed cafes to online platforms offering unique dining experiences. However, our emphasis on the fusion of food and entertainment sets us apart, providing a truly distinctive online destination. Maid cafes are more prevalent and originated in Japan, so our type of cafe is generally new in Singapore. Our Maid Cafe theme will stand out from most cafes in Singapore for it has a unique culture of where the servers dress and act like maids, serving you food and service as "Master" or "Princess". Services include a dance or performance which can be bought by guests, and are typically performed on a stage in the restaurant in front of other guests. We also have scheduled special events that guests can book tickets in advance for.
Key message:	Our website enables viewers to step into a world where culinary artistry meets playful enchantment.
Key consumer benefits:	Indulge not only your taste buds but also your sense of wonder. Our online Maid Cafe extends beyond traditional dining, offering a virtual escape where every visitor is a guest in a whimsical realm, enjoying not just a meal but an experience.
Attitude:	Energetic, enchanting, and inviting. The website embodies the spirit of our physical Maid Cafe, with vibrant visuals, interactive elements, and a touch of digital magic. It's a place where curiosity is rewarded, and every click is a step deeper into a world of delight. Music is embedded into all the pages of the website to enhance the user experience by creating an uplifting mood that the cafe intends to provide. It can be manually played and paused at the top right of the pages for the user to control it better to their liking.
Call to action:	Display of friendly staff and buttons to "Book" strategically placed nearby for the customers to take action to book now. Customers' favourite foods from the cafe are displayed on the homepage with their cute food art images showcased to allow consumers to have an easier choice picking food. Link to **see full menu(index)** is placed under the "Customers'

	favourites" in the homepage so that viewers can browse all available dishes that are better suited for their taste. **Reservation tab(index)**is easily seen on the bottom right of the homepage for user to make a reservation easily, either for an event or just purely cafe experience. **Book Now(Events.html)** A big button after advertising events to prompt the user to take action. **Navigation bar** includes a "BLOG" page for viewers who are interested in or not too familiar with maid cafe experiences; thus, this allows them to dive deeper into the culture and explore what they have or have not seen.
Distribution:	The website will be promoted across various online platforms, including social media channels, thematic forums, and local community websites. Engaging content, such as cute elements, will be strategically shared to captivate and draw in the audience. Available social handles are placed in the footer so viewers can access them easily if they wish to.