OCTO SUSHI

Rebrand Case Study

01 CLIENT OVERVIEW

Our Client

Octo Sushi opened by a transplant who spent a decade sling-ing Japanese cuisine in the South Texas metro; this raw-fishery boasts two separate dining areas: a small linoleum-floored space up-front (in the old Crave space), and in-back a dizzying-ly-high-ceilinged/brick.

Why Octo?

Octo Sushi needs a new brand identity that better reflects what they're about. The branding on their website and menu both need cleaning up and clarification. New brand colors and a logo are also needed to match their atmosphere and food.

02 CREATIVE BRIEF

Project

Rebrand existing company. Including website, color, menu, and logo.

Objective

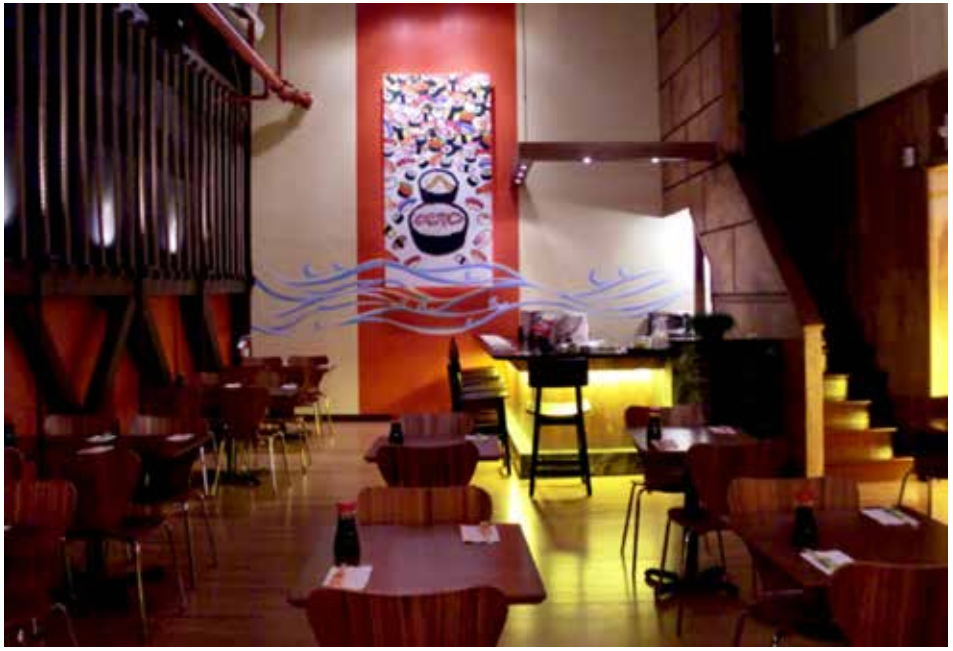
Successfully represent what Octo Sushi is all about by providing a beautiful and clean design.

Target Audience

Early 20s to late 30s. Octo Sushi aims to market to the creative, passionate individual who is willing to have fun and take a chance with their sushi experience.

Tone

The brand needs to reflect the passion and culture of Octo Sushi, meaning the colors and design will be fun, modern, and innovative.



03 MOODBOARD

04 COMPETITVE ANALYSIS

FREMONT BOWL

Located on Fremont Ave, N. Seattle

$$, Casual

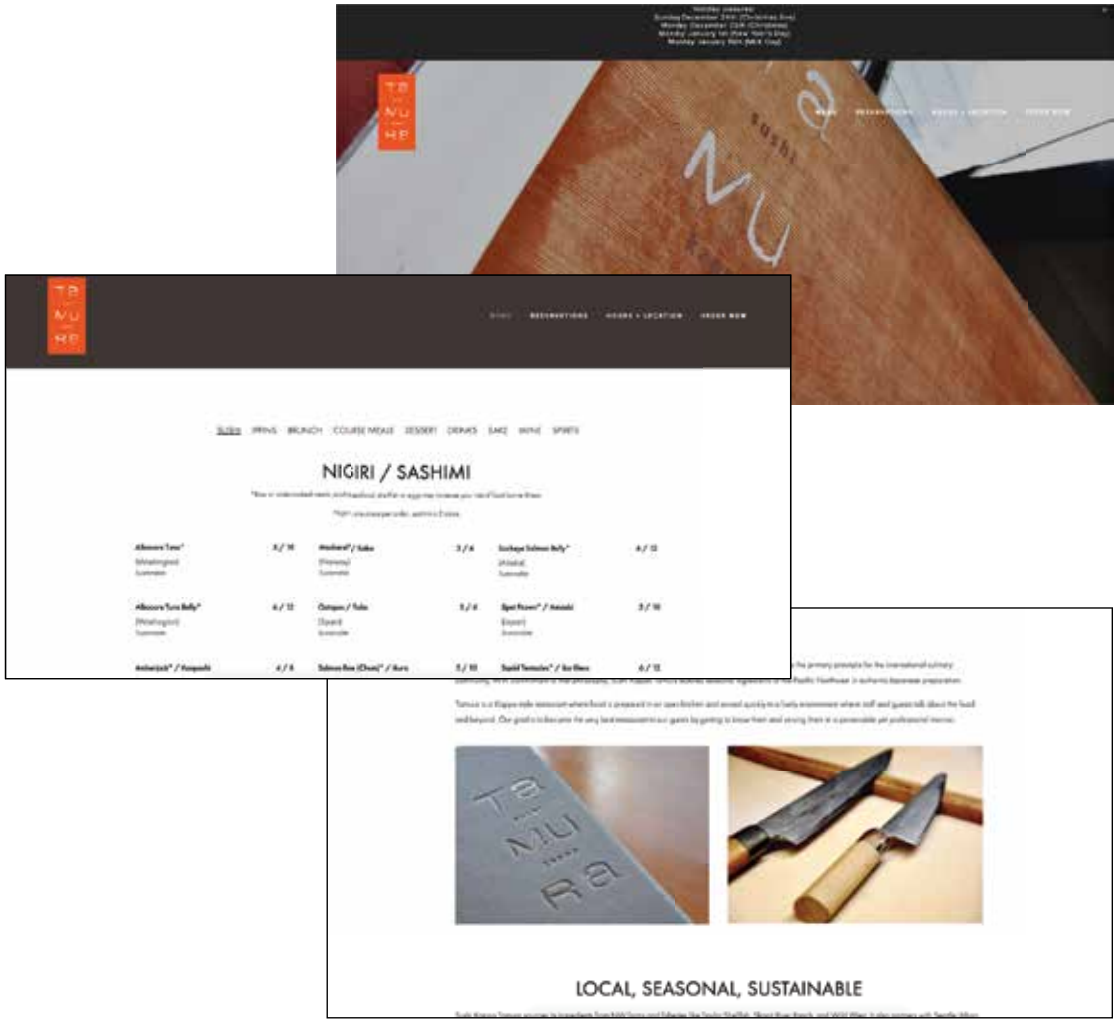
COMPETITVE FEATURES

Menu
Photo gallery
Social networking
Hours and location services
Gift card options
Restaurant achievement
Job opportunities
Maps
Parking information

DESIGN PATTERNS

Clean layout
Black and white color theme
Centered logo
Photo grid display with caption and hover
Top center navigation bar
Two column menu
Drop down menu for sub-category
Contact form

04 COMPETITVE ANALYSIS



TAMURA

Located Eastlake Ave, Seattle

$$$, Upscale

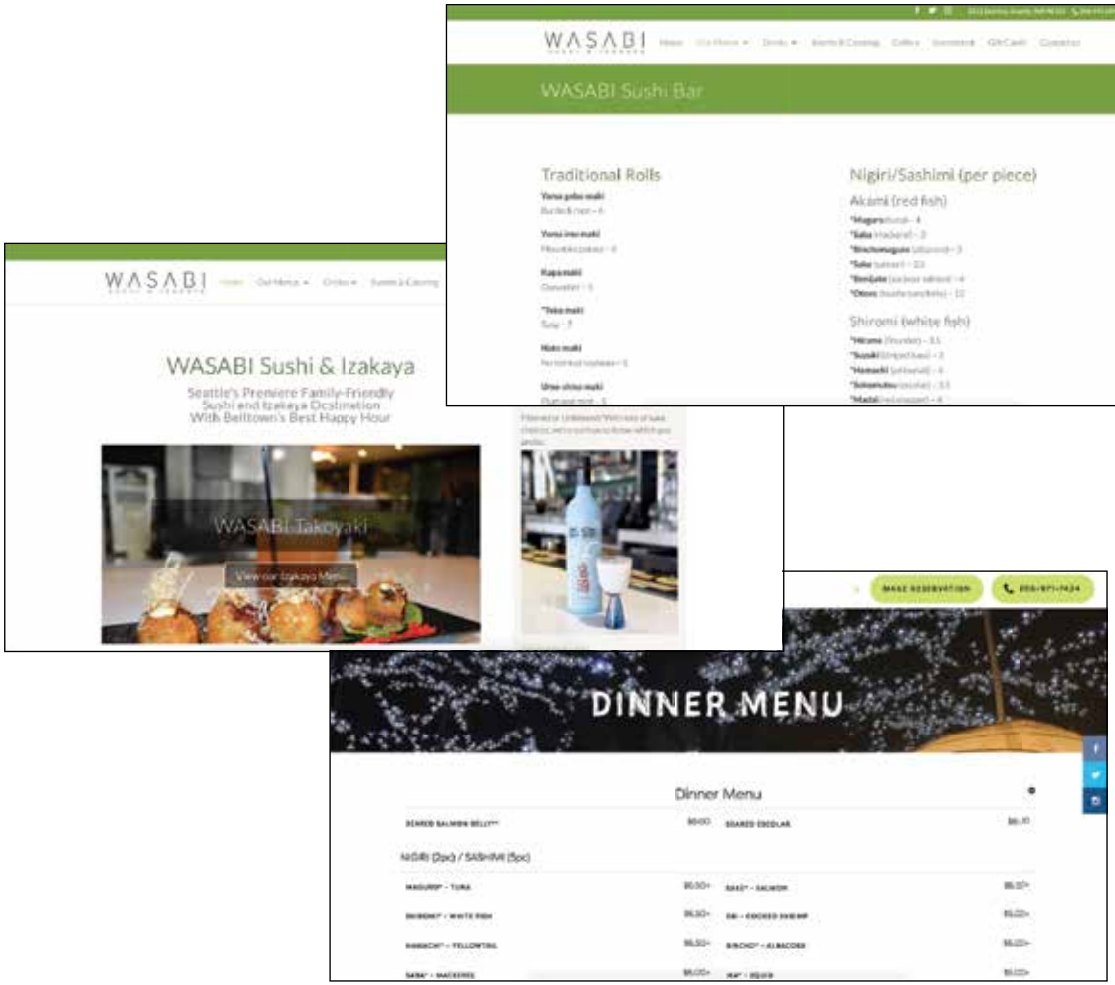
COMPETITVE FEATURES

Menu information
Reservation
Order online with Caviar
Social networking
Hours and location service
Maps
Local restaurant emphasized
Gratuity specified

DESIGN PATTERNS

Contrast color theme
Top left logo
Center photo display
Top right navigation bar
Three column menu layout
Comment form

04 COMPETITVE ANALYSIS



WASABI

Located on 2nd Ave, Seattle

$$, Modern

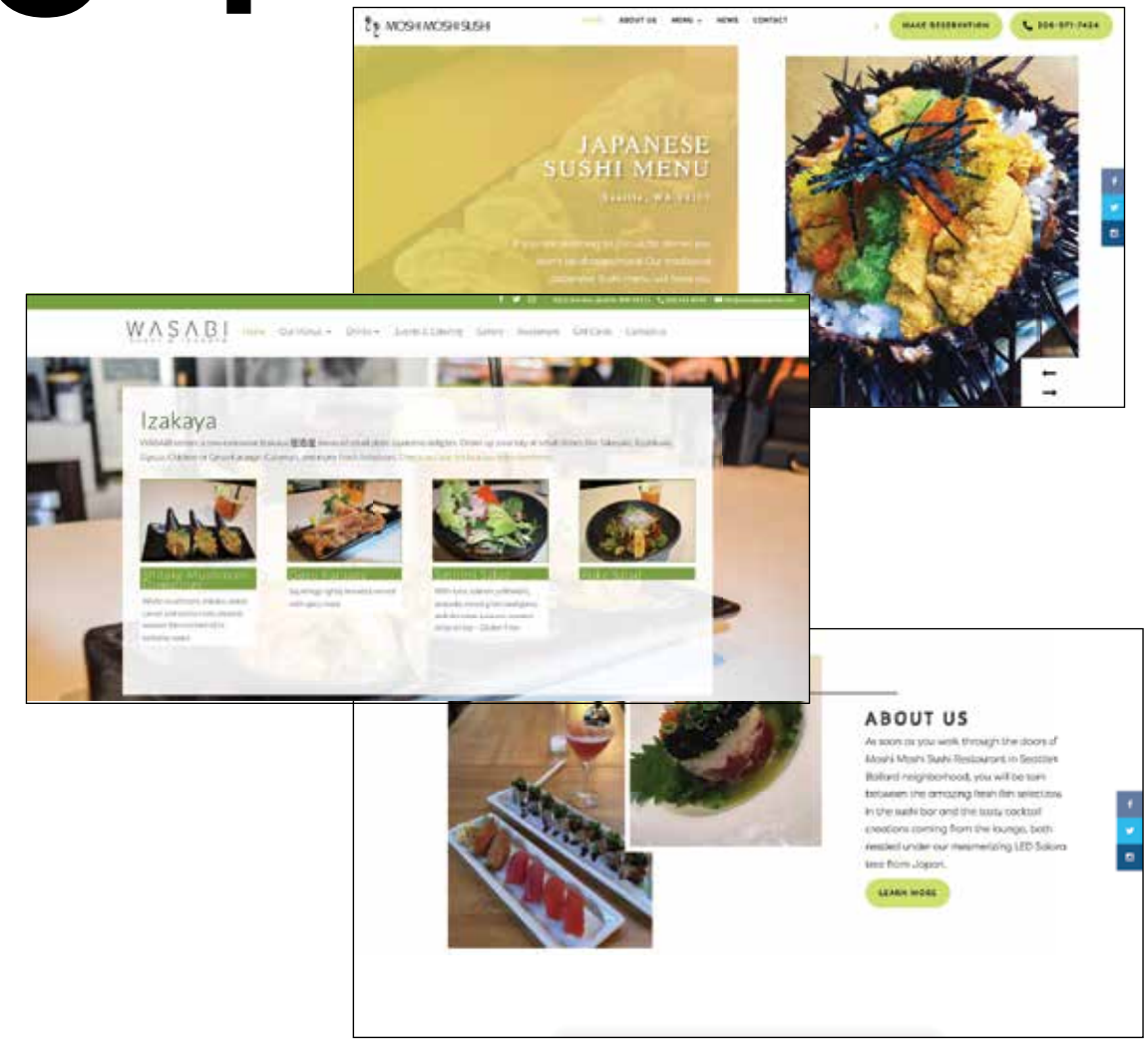
COMPETITVE FEATURES

Menu
Drink options
Gallery
Reservation
Caviar and Uber Eats
Contact information
Social networking
Videos
Hours and location service
Map
Event and catering
Investment opportunities

DESIGN PATTERNS

Bright color theme
Top centered logo
Drop down menu / Sub-Category
Center slide photo display
Zoom in/out
Button styles hover
Two column menu layout
Investment form

04 COMPETITVE ANALYSIS



MOSHI MOSHI SUSHI

Located Ballard, NW Seattle

$$, Casual

COMPETITVE FEATURES

Menu information
News
About us
Reservation
Contact information
Share with social networking
Parking information
Maps

DESIGN PATTERNS

Bright color theme
Top center navigation bar
Top left logo
Bright call to action
Ingredient list
Search option
Three column menu layout
Contact form
Animation “contact us” button

05 PERSONA

Persona 01

Name: Forest Arikson
Age: 27

Forest is an up and coming designer at a large design company in Seattle, Washington. He has a lot of friends and is a very social person. His job takes up a lot of his time so he often going out to eat before heading back to work. Forest is looking for a nice, local, affordable, and the hip joint where he can meet up with his friends for a quick bite. Forest cares a lot about experiences and enjoys aesthetically appealing locations that are fresh, inviting, and open and food that is delicious and quickly made.

Persona 02

Name: Breah Jonas
Age: 24

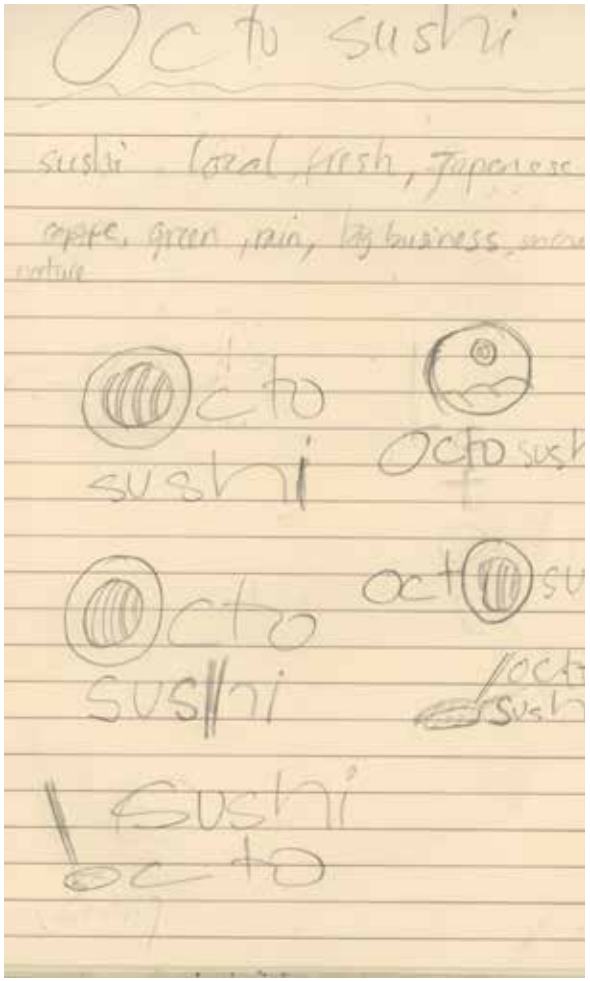
Breah is all about the journey, little moments that add up over time creating happy memories. Breah loves sushi. However, most sushi places in Seattle are fancy and overpriced. Breah is a laid back kind of girl, and she would like to enjoy a day out with her girls without having to get dressed up and spend big bucks on her favorite treat. Breah is looking for a sushi place that still has excellent service and delicious food that doesn't break the bank.

Persona 03

Name: Mia Patel
Age: 34

Mia is half Japanese on her mother's side, and culture and authenticity are a big part of her life. Mia has been eating sushi since she was a little girl and really appreciates restaurants that can provide authenticity of home both visually and in taste. Mia is also modern; she loves pop-culture and the rebellion of youth. She would describe herself as a fusion of culture and modern America. Mia loves Octo because not only do they respect traditional Japanese's culture but they are also fresh and trendy.

06 SKETCHES


Octo sushi
sushi local, fresh, Japanese
cafe, green, rain, big business
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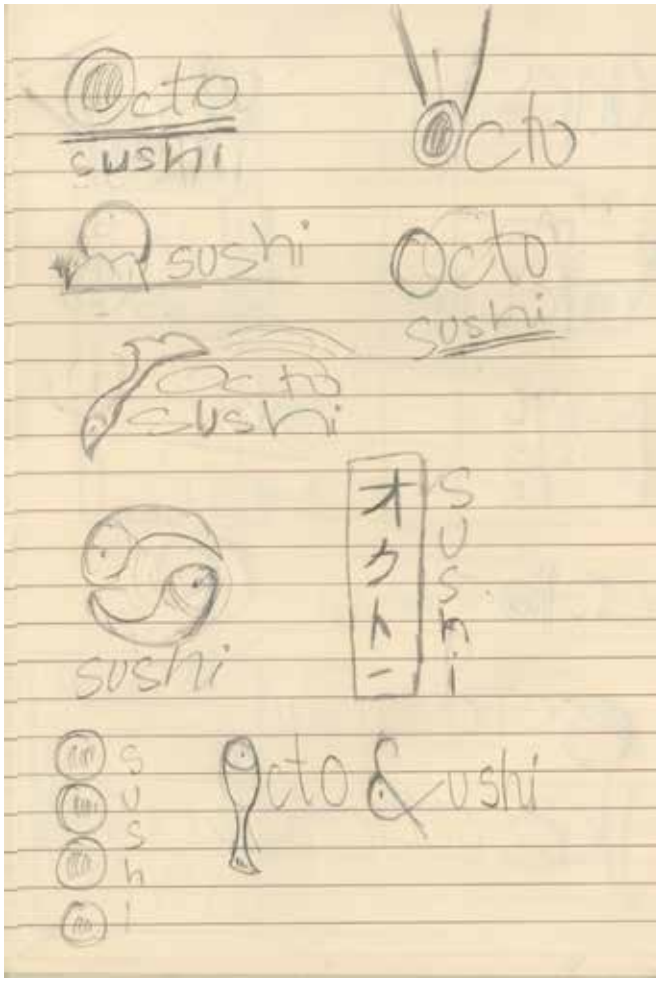
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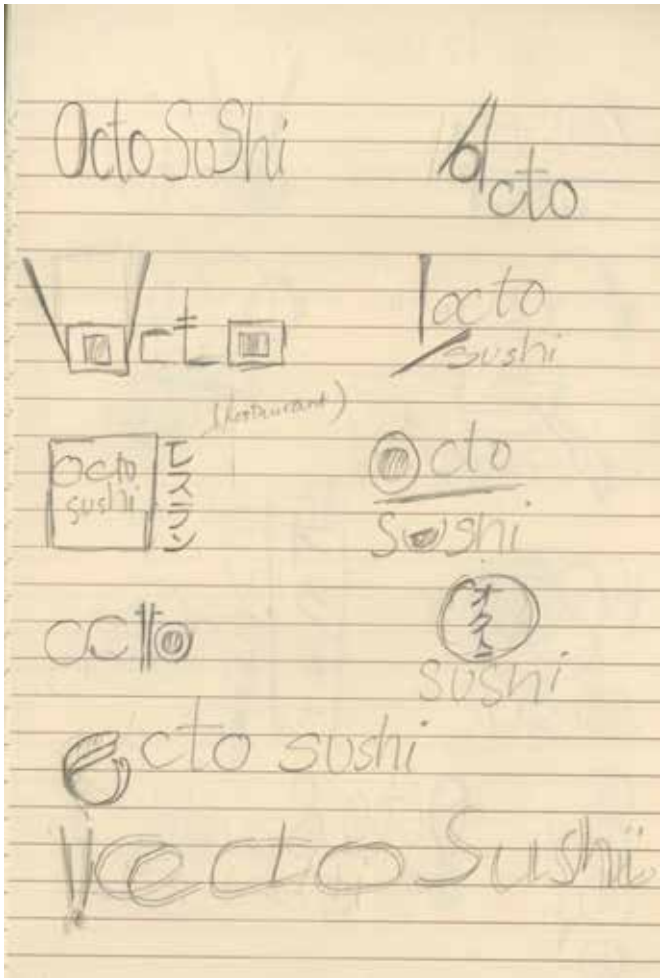
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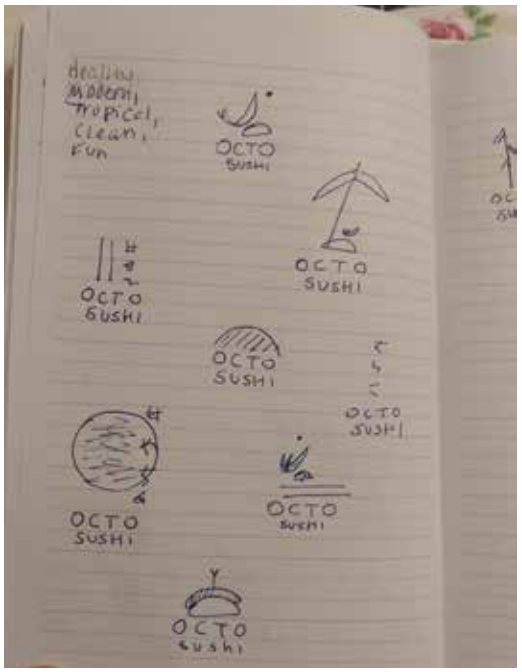
06 SKETCHES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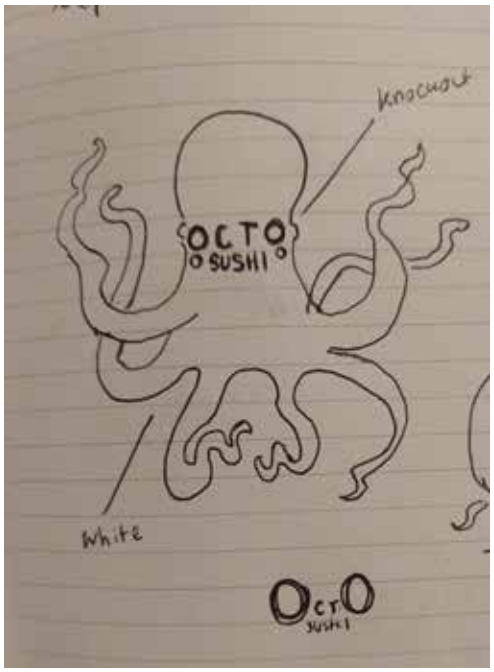
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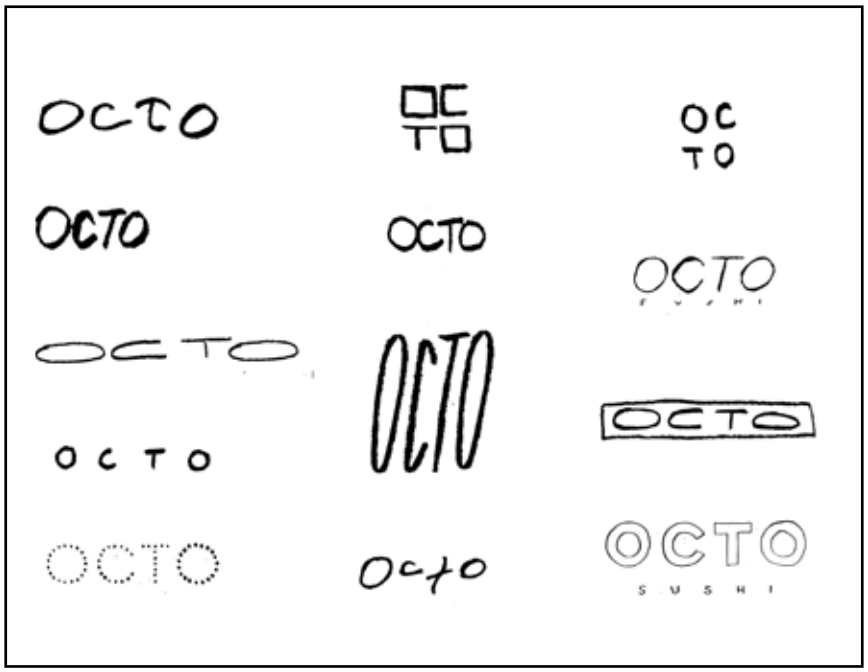
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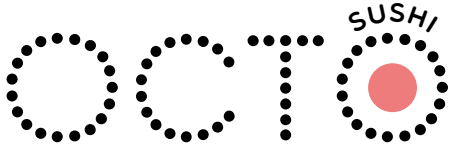
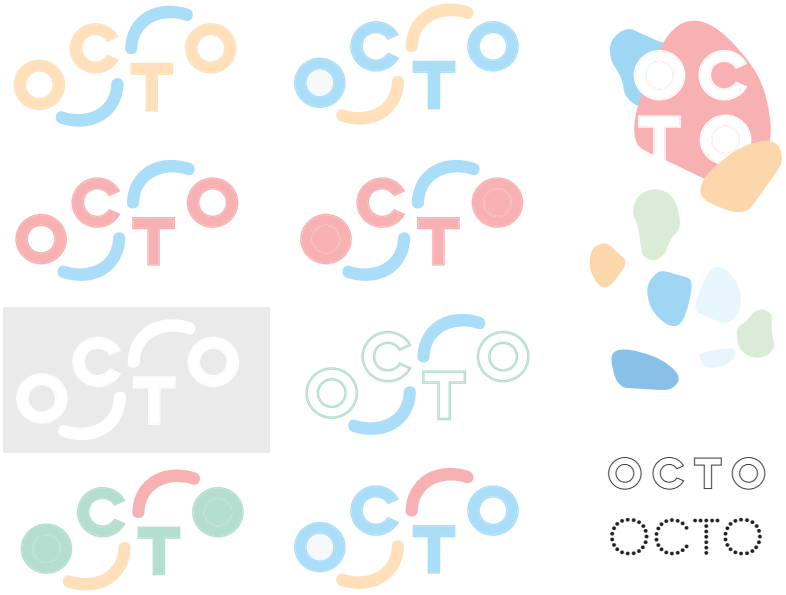
07 VECTOR PROCESS SKETCHES





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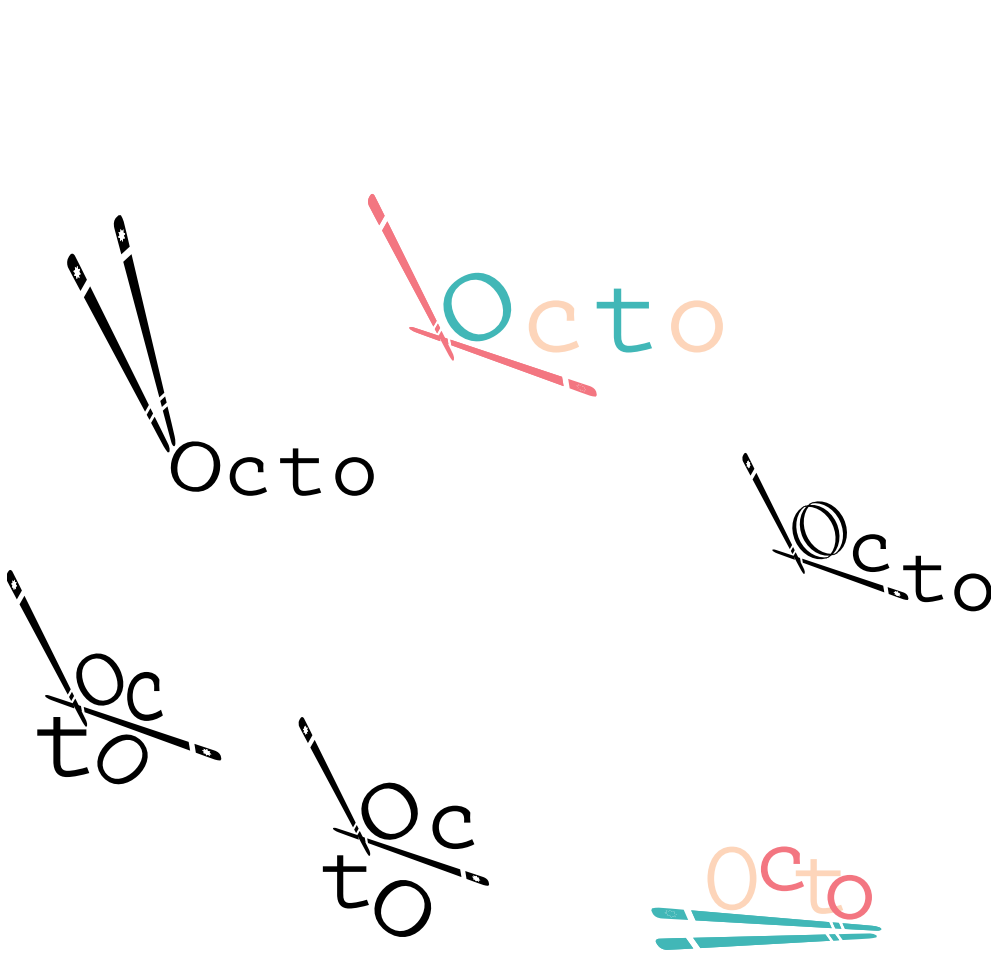

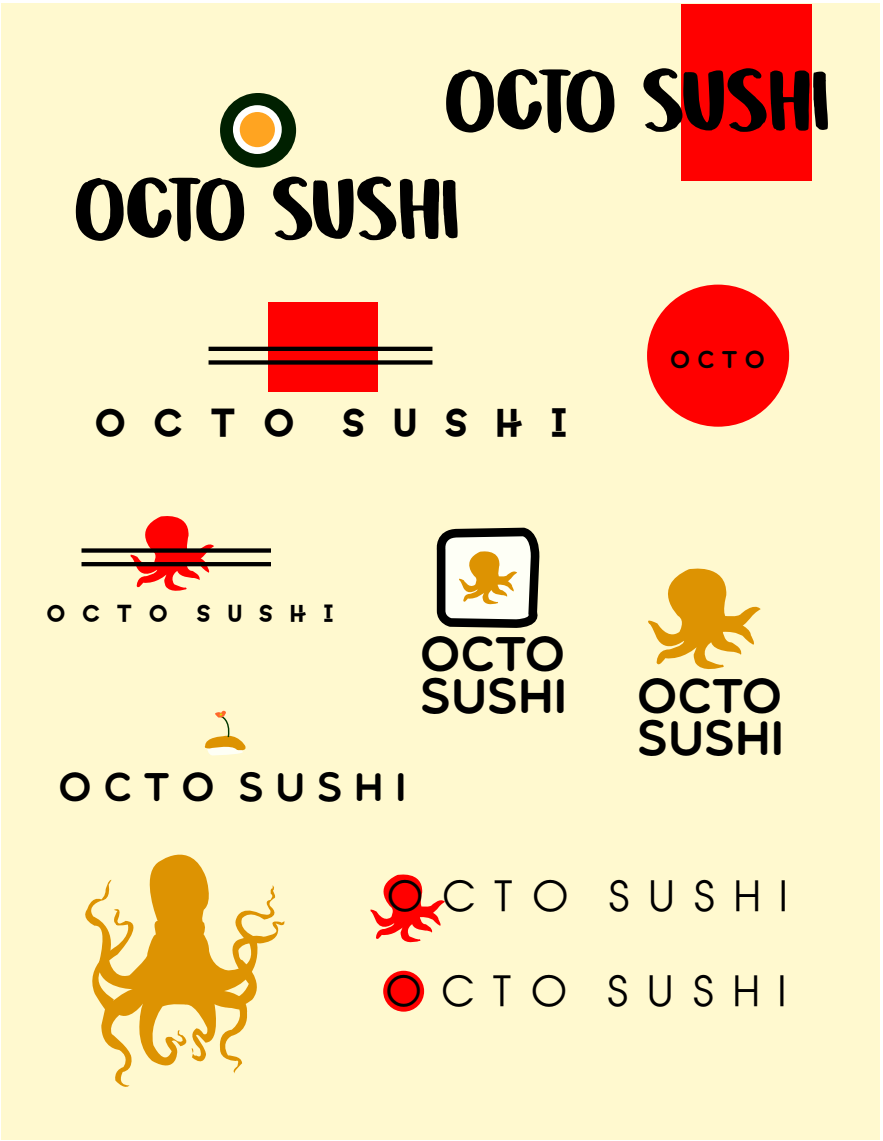

07 VECTOR PROCESS SKETCHES

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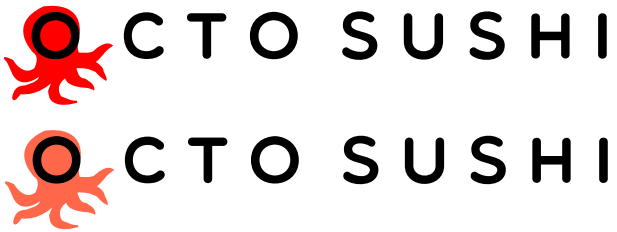
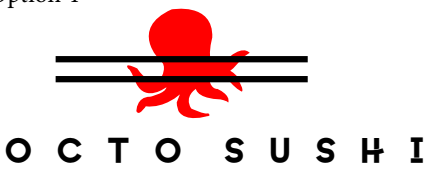
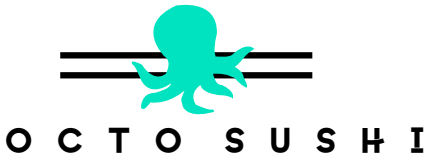


Option 2

Option 3

Option 4





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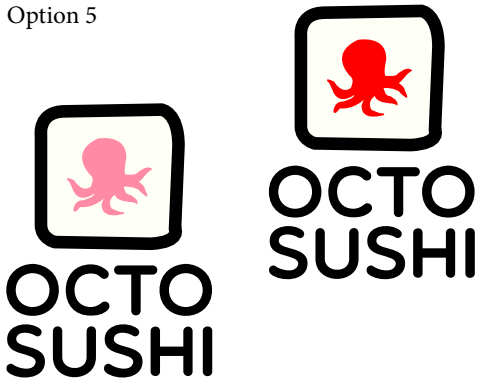


Option 6

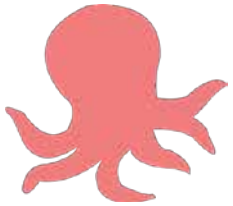
OCTO SUSHI

OCTO SUSHI

OCTO SUSHI

08 FINAL LOGO

09 STYLE GUIDE



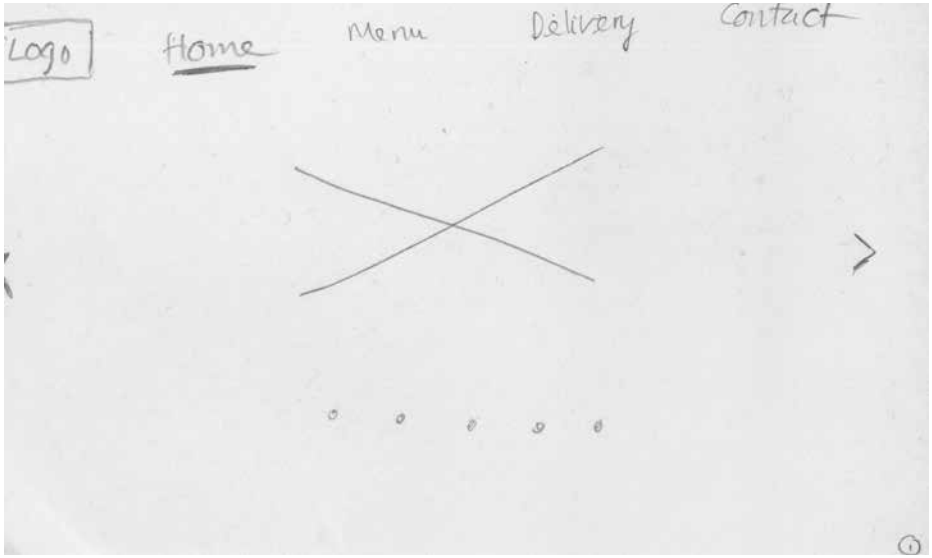
OCTO SUSHI

C: 46 M: 6 Y: 2 K: 0

C: 1 M: 63 Y: 40 K: 0

TYPOGRAPHY: VERDANA

10 WEBSITE SKETCHES



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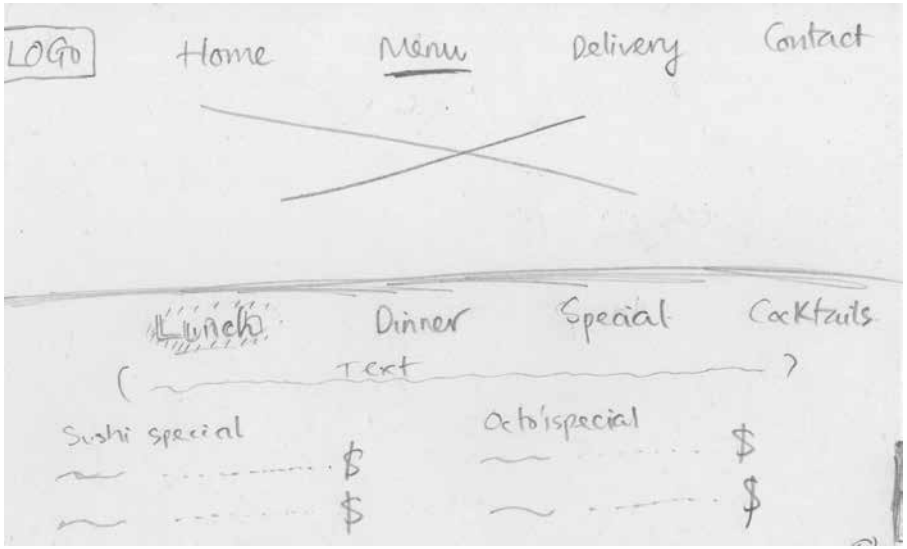
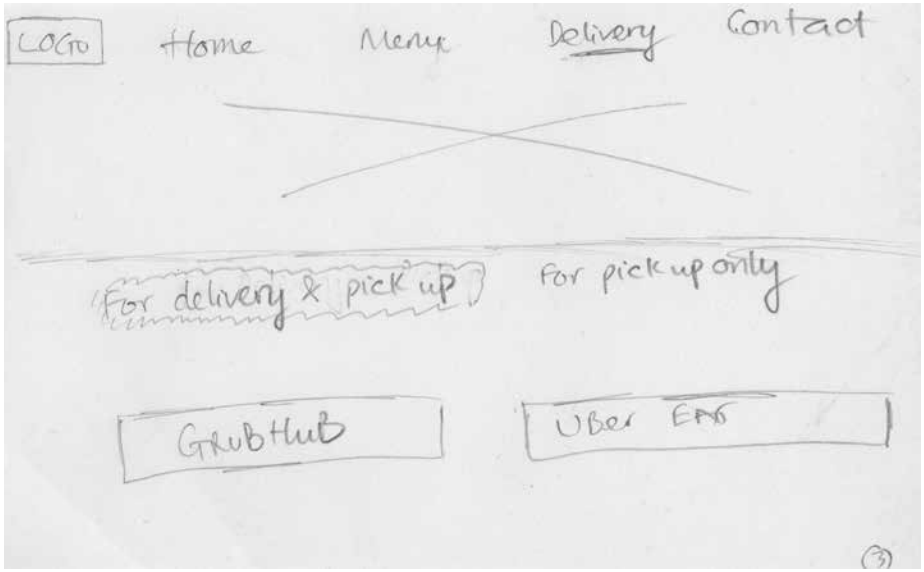


MENU PAGE

10 WEBSITE SKETCHES



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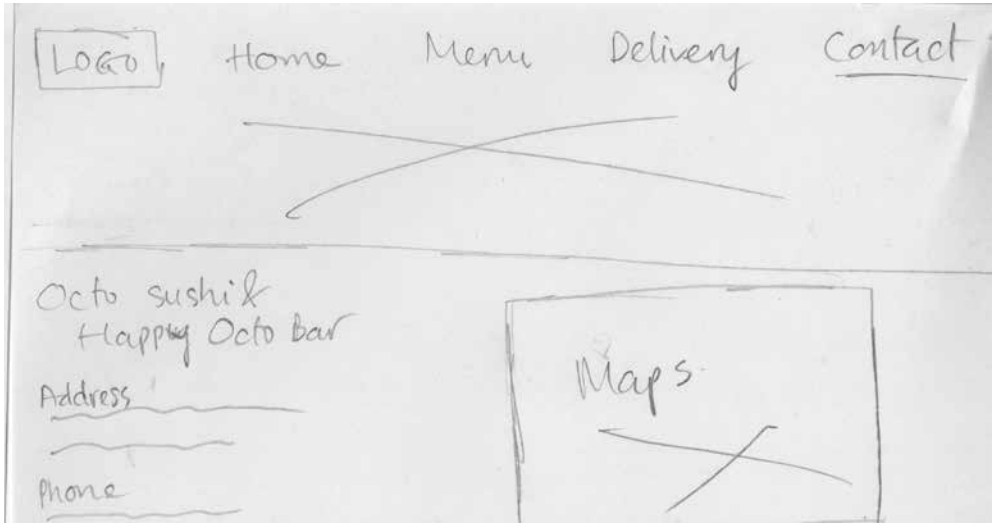
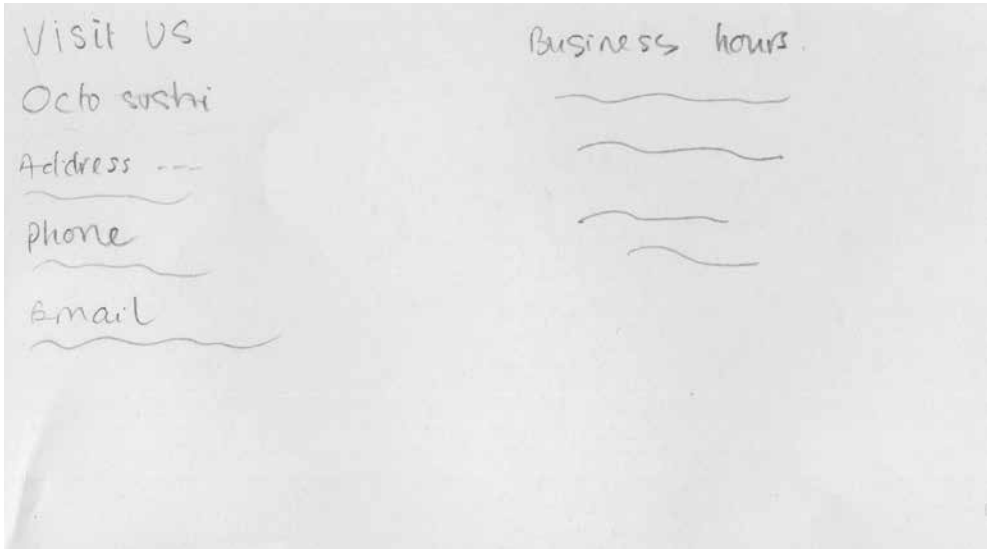
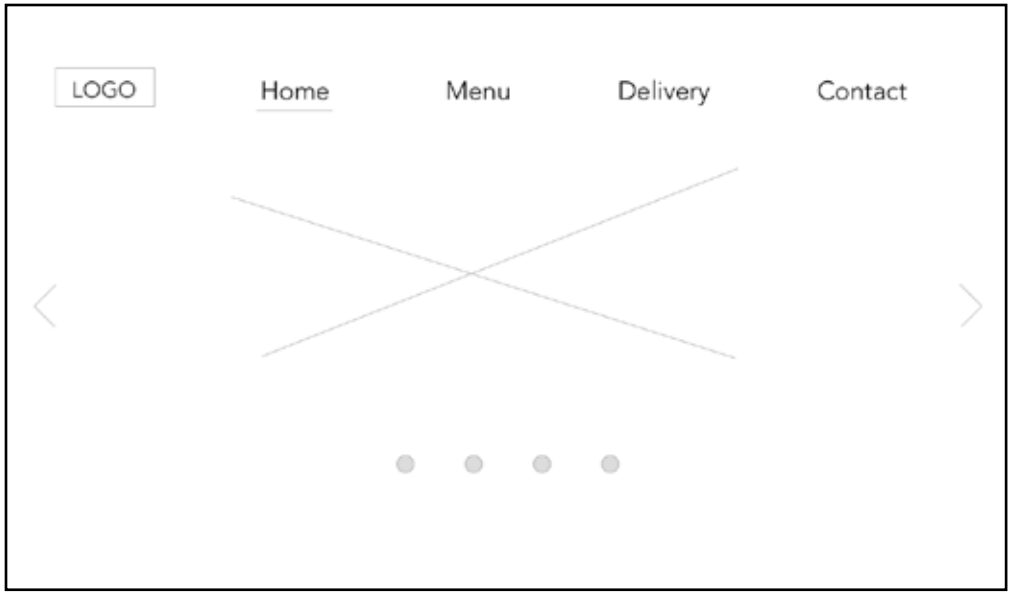


CONTACT PAGE



FOOTER

11 WIREFRAME



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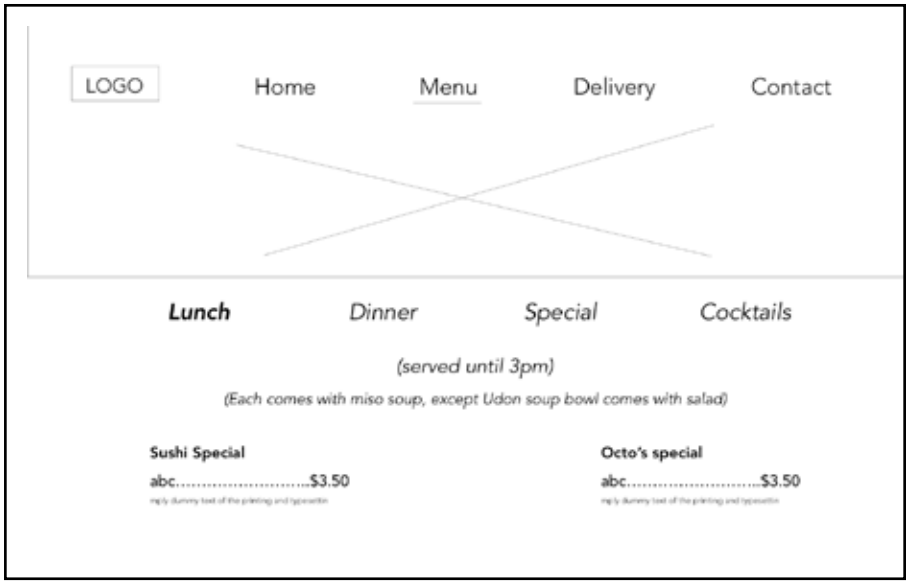
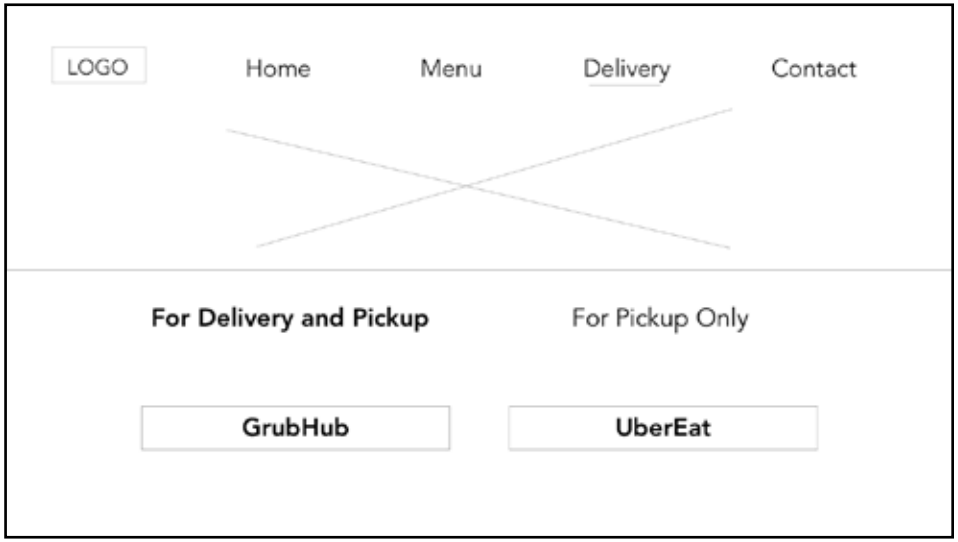


MENU PAGE

11 WIREFRAME



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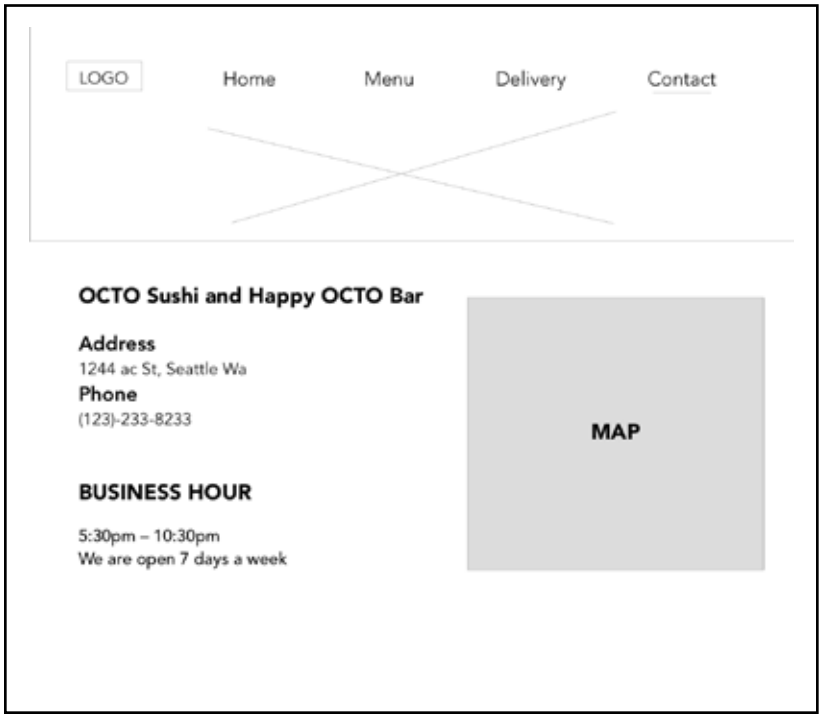

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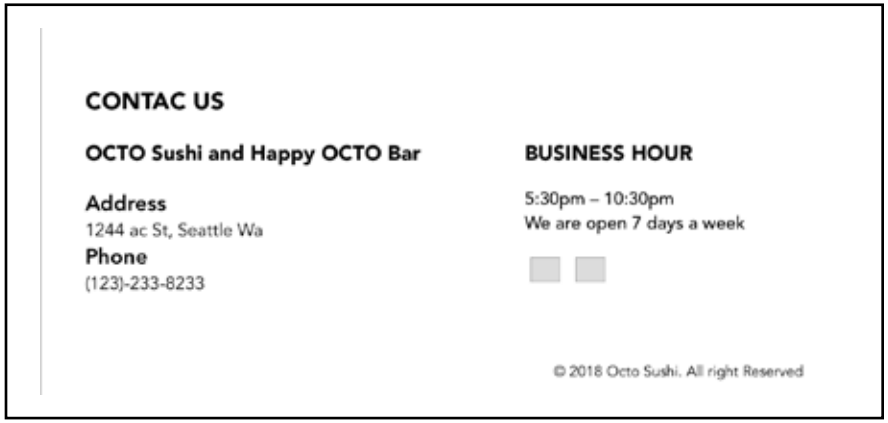


FOOTER

12 USABILITY TESTING

Overview

For the usability testing, we invited six classmates to do the lo-fi prototypes. Six participants were asked to perform two simple tasks for the test:

- You want to find out what includes in the dinner menu and find the way to order it through UberEat.
- You want to contact the restaurant to ask for special deals and their store location.

During the test

Participants were guided to navigate around the screens by finger tabs. We provided them with one sketch screen each time, and no help was given when the participants were doing the tasks.

During the tasks, we encouraged them to openly address their thoughts and detailed explanations why they are having difficulty navigating the screens. In the meantime, we tracked and marked participants' expression as well as their actions while performing the test.

Testing results

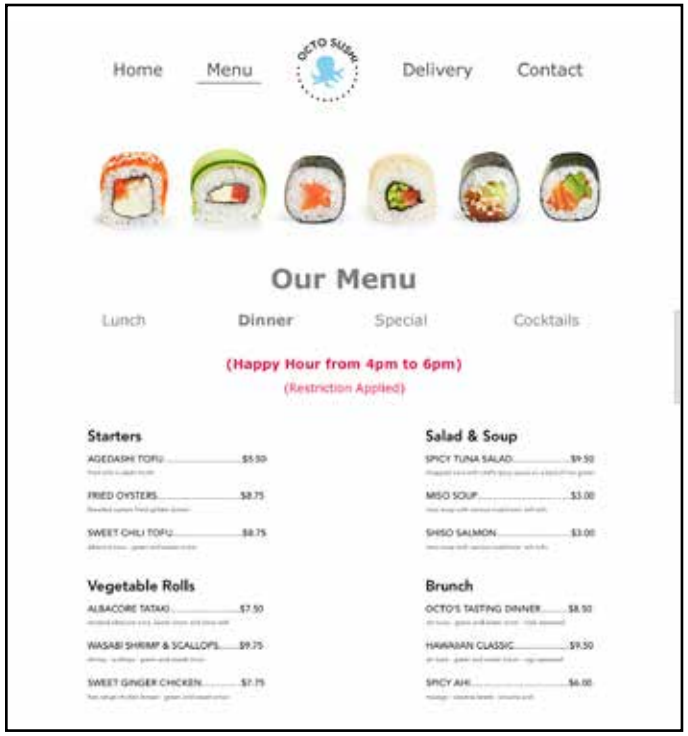
Based on our tests, participants went through most of the screens smoothly. Here are a few results we got from the test:

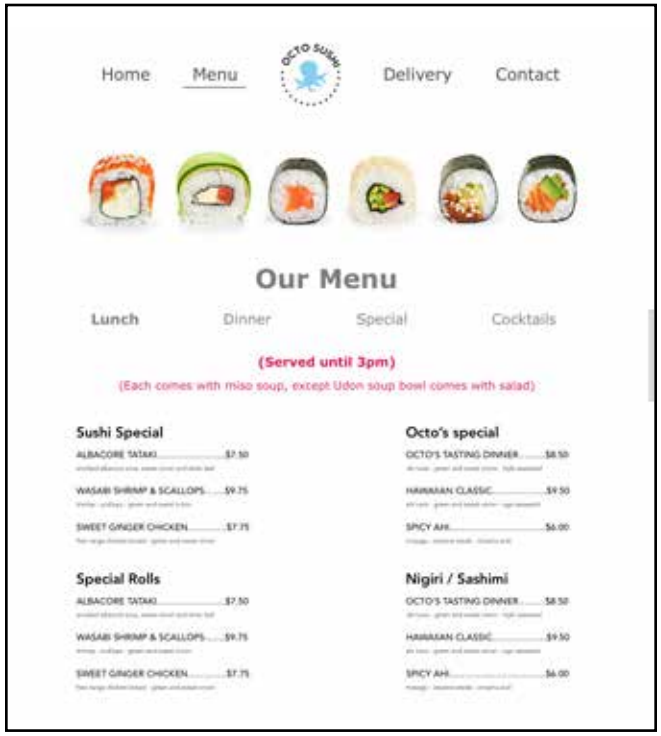
- One of the participants was looking for UberEat on the delivery section and was confused between "delivery only" and "pick up only" categories. Since they both the same thing, test takers suggested adding "delivery only" and "pickup only" together. It would be better to have all delivery options on one page and will increase the user experience.
- One of the participants recommended moving the logo from the top left to the center to get more cohesion. By following the rule of visual hierarchy, the logo should be bigger than the navigation bar.

13 FINAL DESIGN

HOMEPAGE

13 FINAL DESIGN

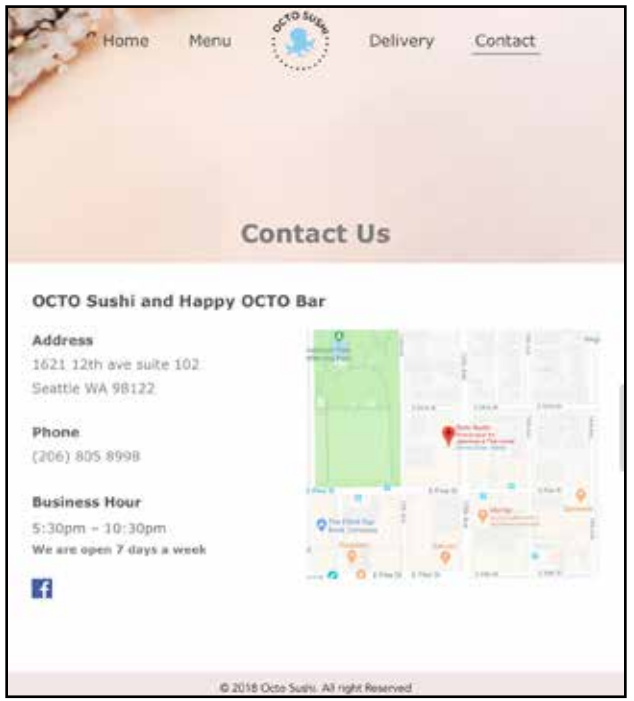




MENU PAGE

13 FINAL DESIGN

DELIVERY PAGE



CONTACT PAGE

14 PROTOTYPE

HTTPS://MARVELAPP.COM/338HD28

15 MOCKUPS

OCTO SUSHI
OCTO SUSHI
1621 12TH AVE #102,
SEATTLE, WA 98122
PHONE: (206) 805-8998
HOURS: THURSDAY: 11AM-5PM
FRIDAY: 11AM-3PM, 5-11:30PM
SATURDAY: 2-3PM, 5-11:30PM
SUNDAY: 5PM-10:30PM
MONDAY: 5PM-10:30PM
TUESDAY: 11AM-3PM, 5-10:30PM
WEDNESDAY: 11AM-3PM, 5-10:3
OCTO SUSHI

15 MOCKUPS

15 MOCKUPS

15 MOCKUPS