



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

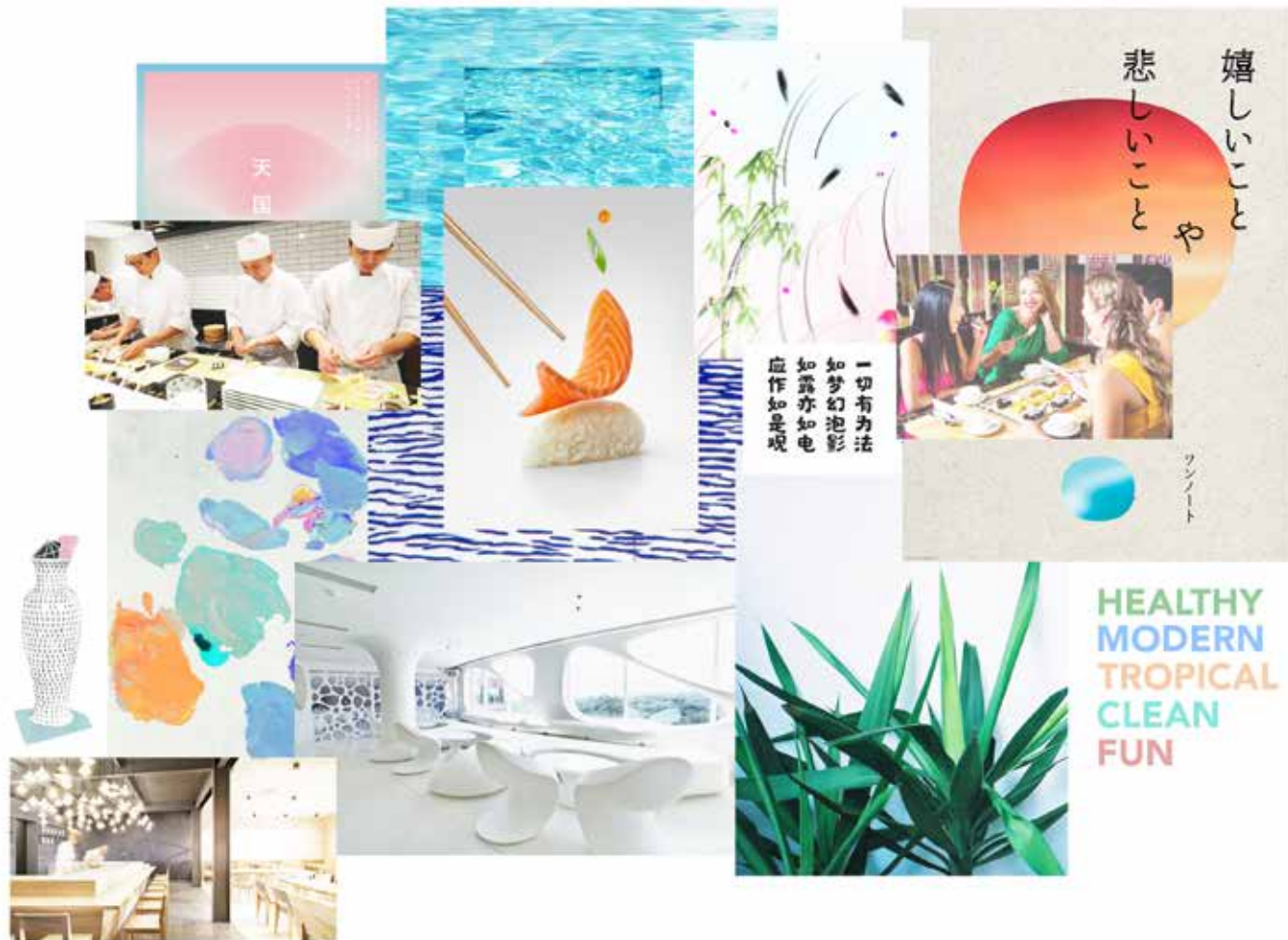
Early 20s to late 30s. Octo Sushi aims to market to the creative, passionate individual who is willing to have fun and take a chance with their sushi experience.

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 COMPETITIVE ANALYSIS

FREMONT BOWL

Located on Fremount Ave, N. Seattle

\$\$, Casual

COMPETITIVE 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

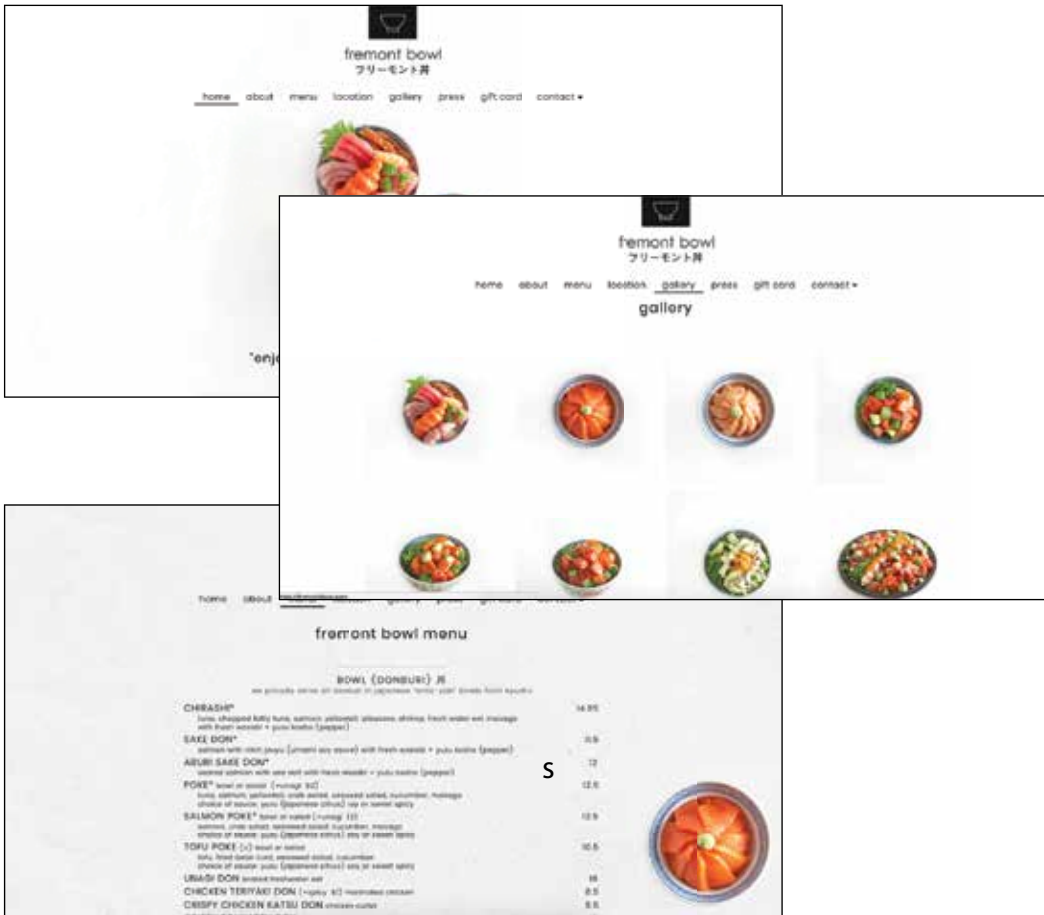
Photo grid display with caption and hover

Top center navigation bar

Two column menu

Drop down menu for sub-category

Contact form



04 COMPETITIVE ANALYSIS

TAMURA

Located Eastlake Ave, Seattle

\$\$\$, Upscale

COMPETITIVE 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 COMPETITIVE ANALYSIS

WASABI

Located on 2nd Ave, Seattle

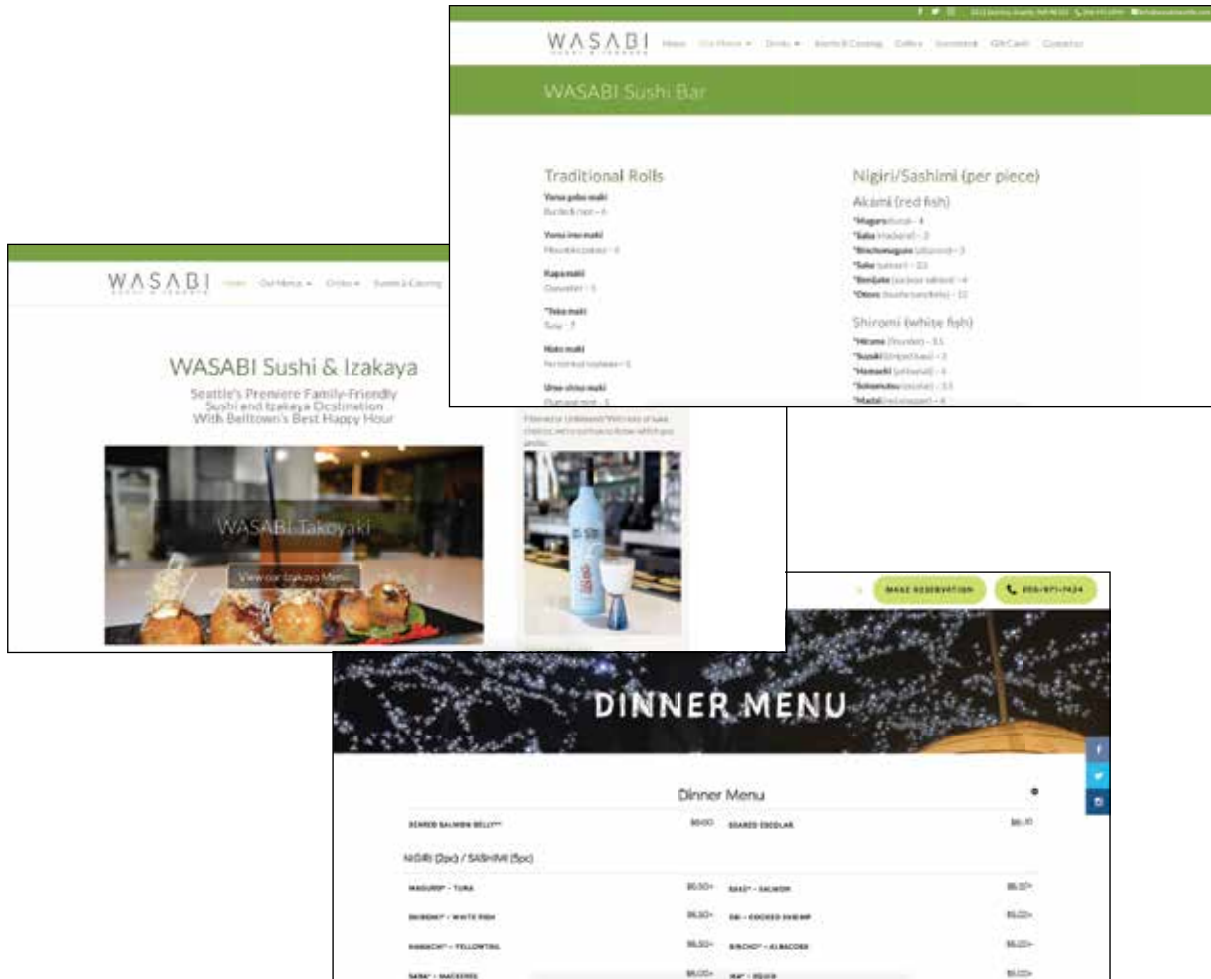
\$\$, Modern

COMPETITIVE 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 COMPETITIVE ANALYSIS

MOSHI MOSHI SUSHI

Located Ballard, NW Seattle

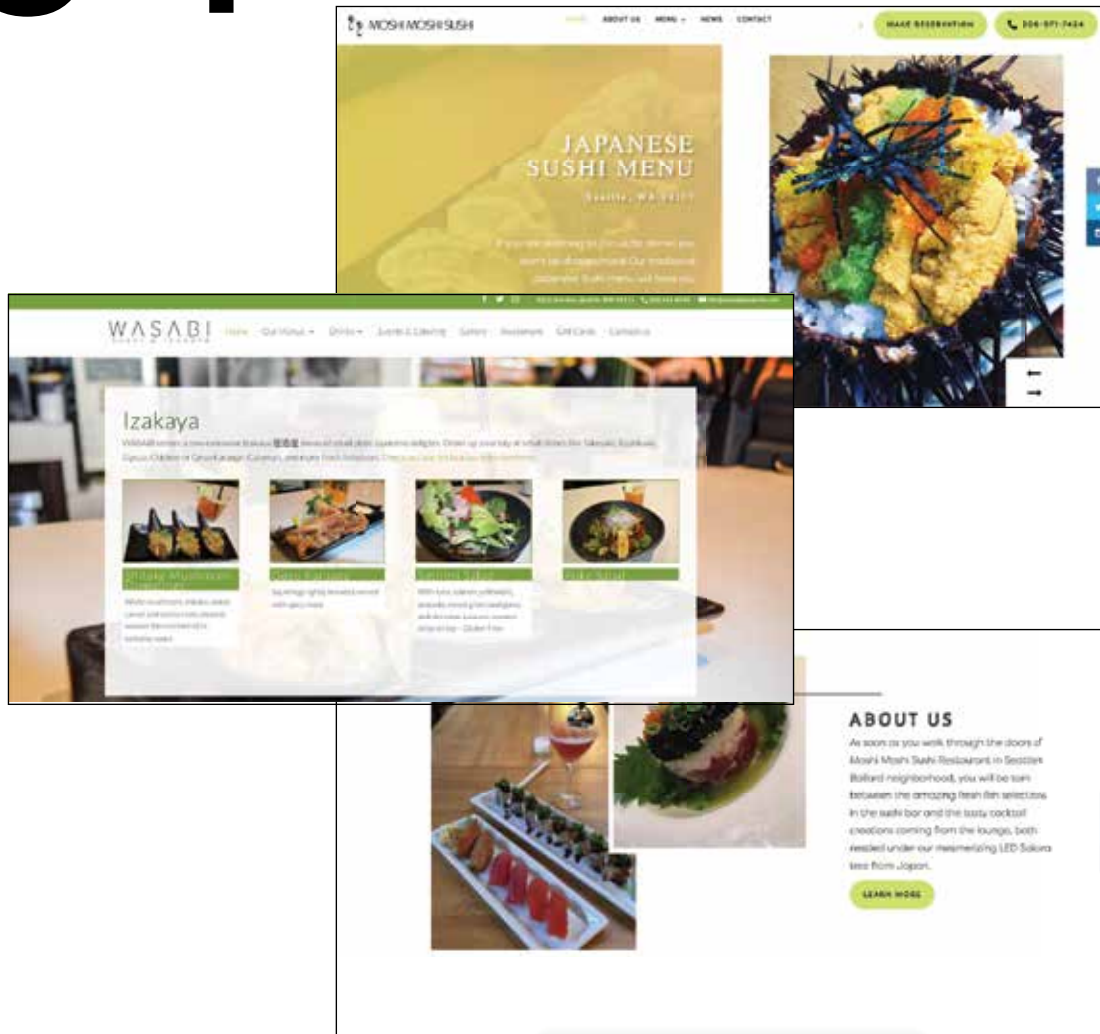
\$\$, Casual

COMPETITIVE 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

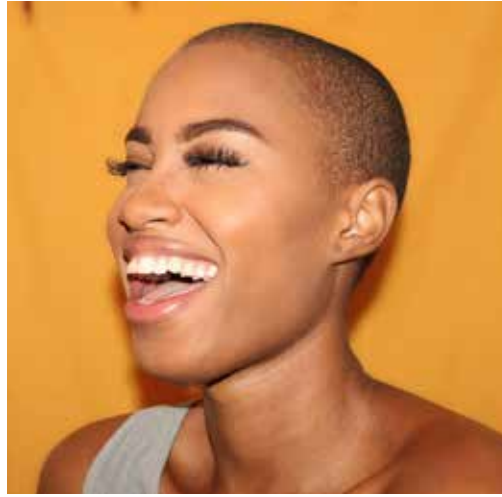


Persona 01

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.



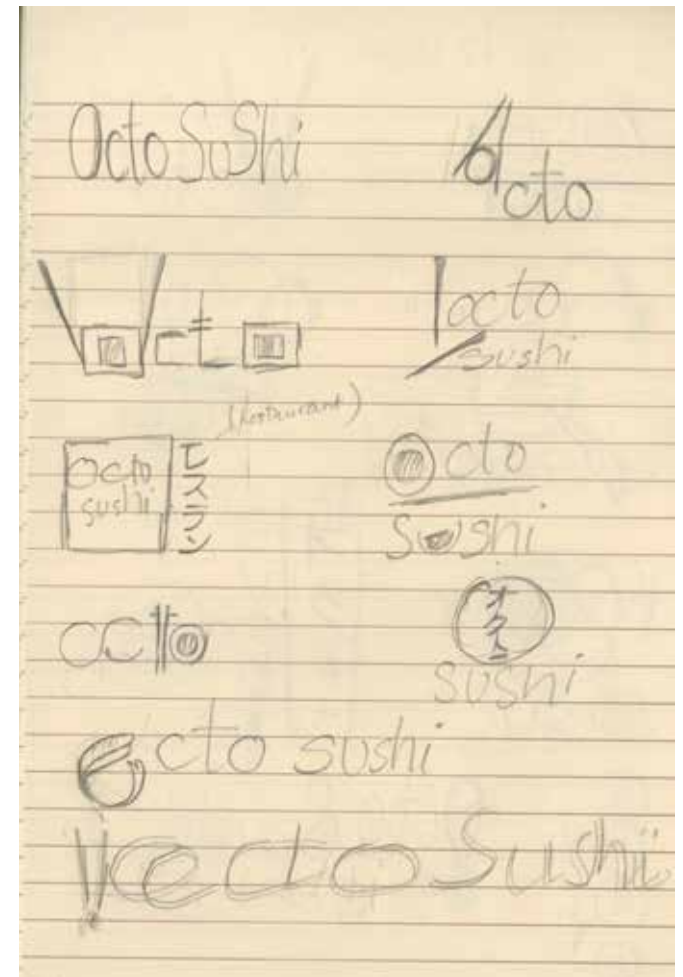
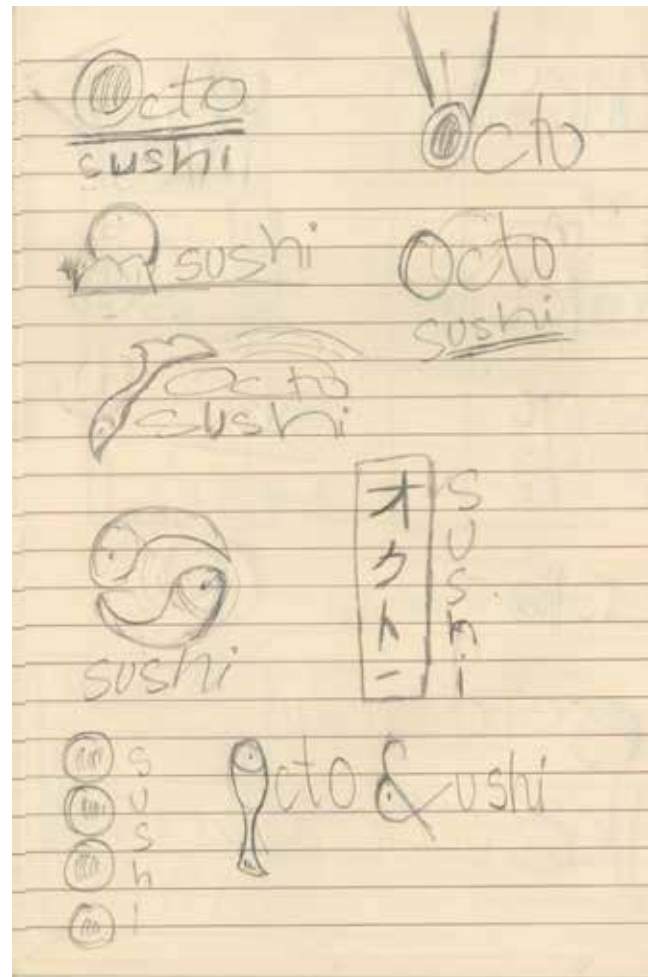
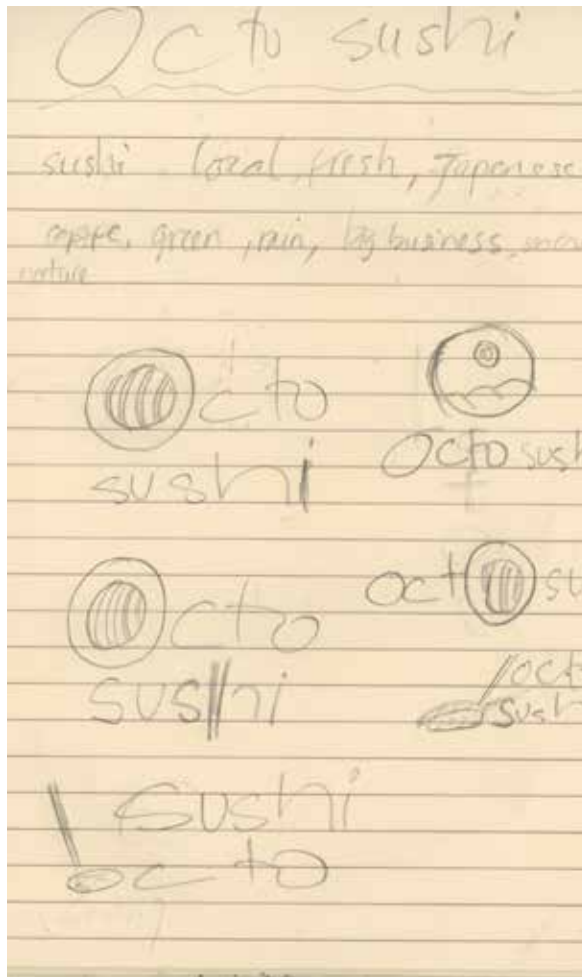
Persona 03

Name: Mia Patel

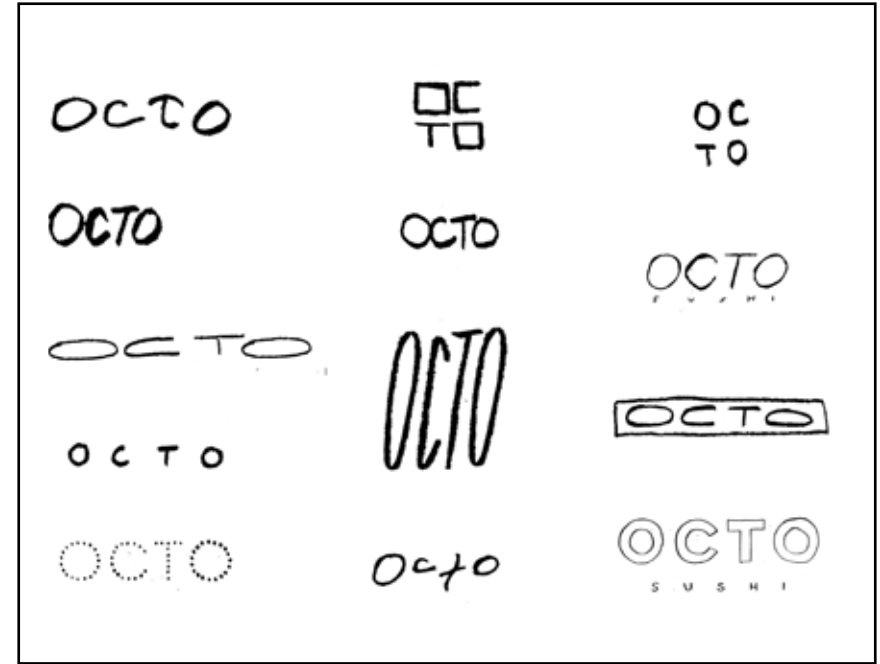
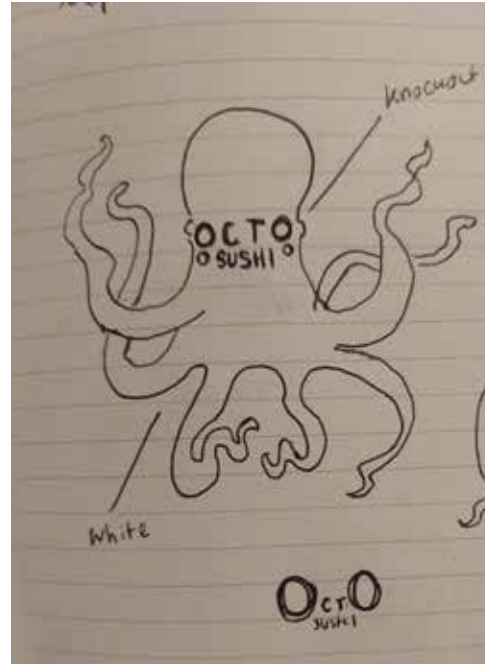
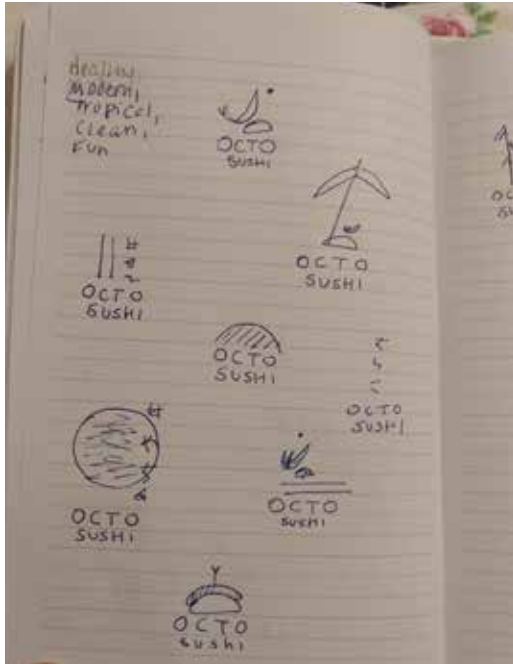
Age: 34

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.

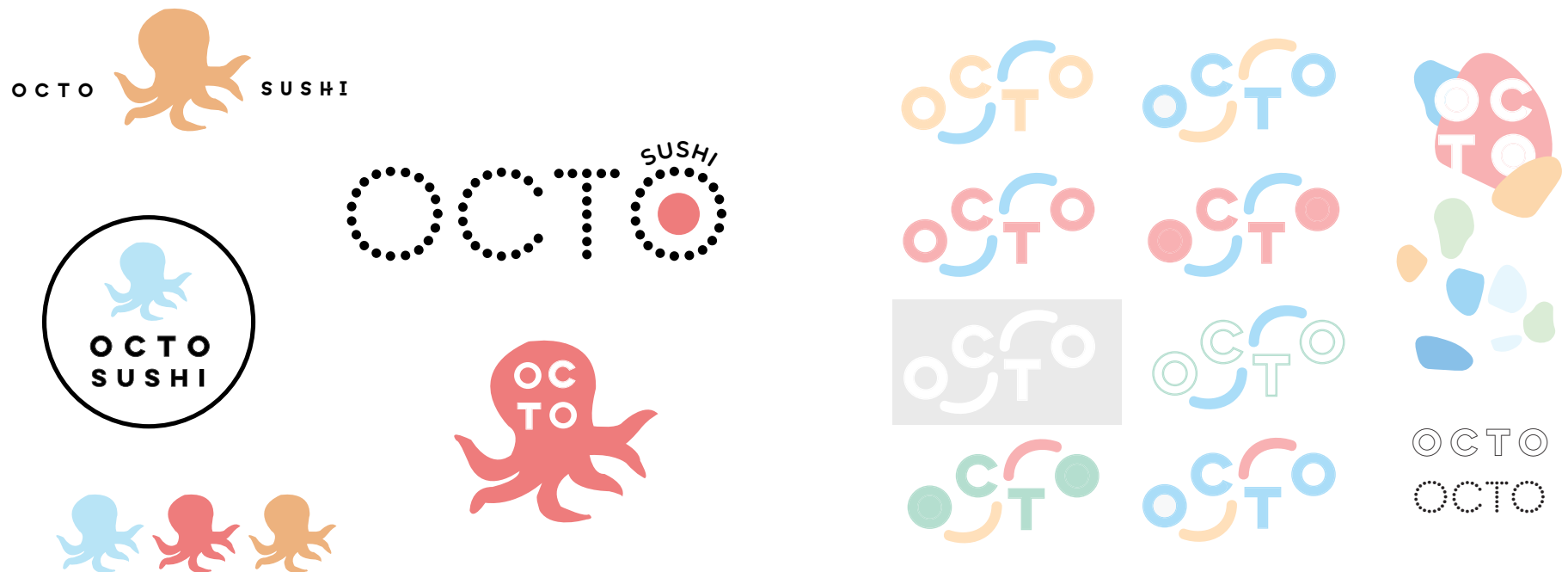
06 SKETCHES



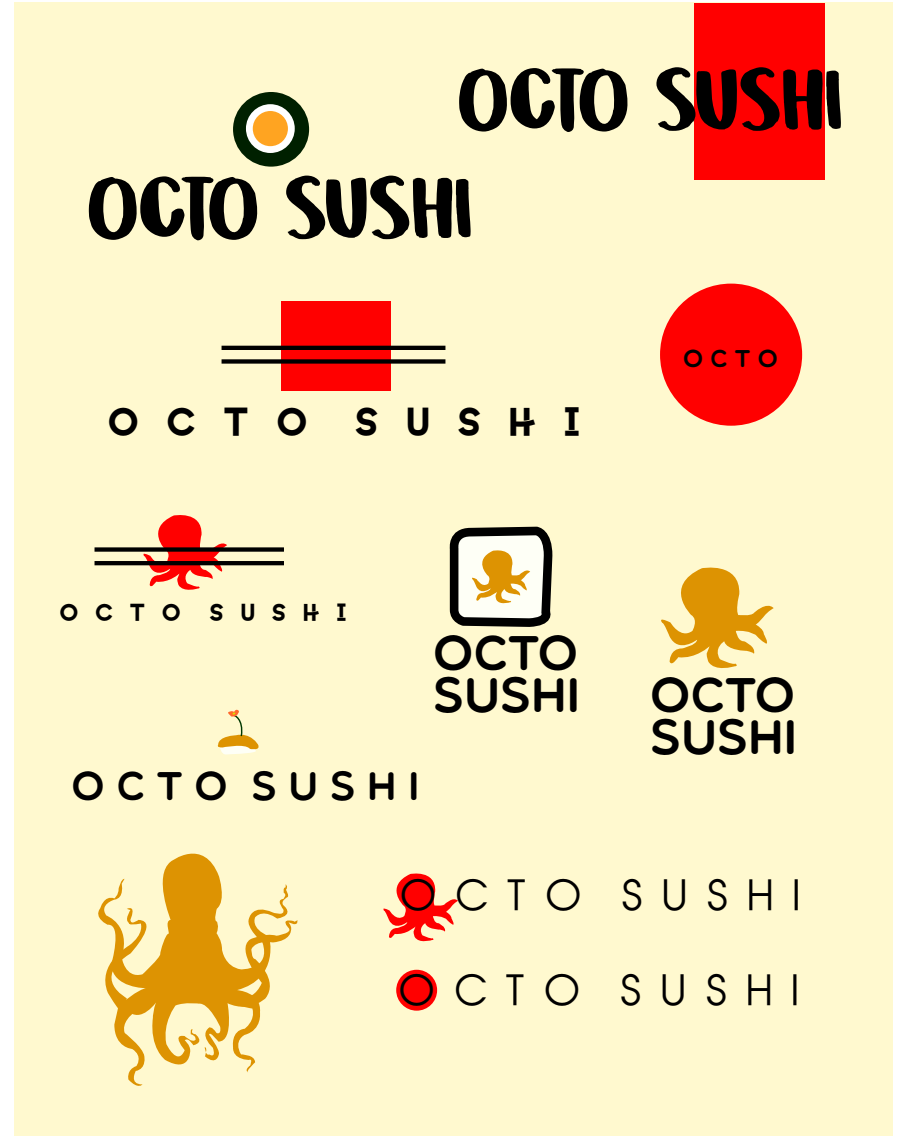
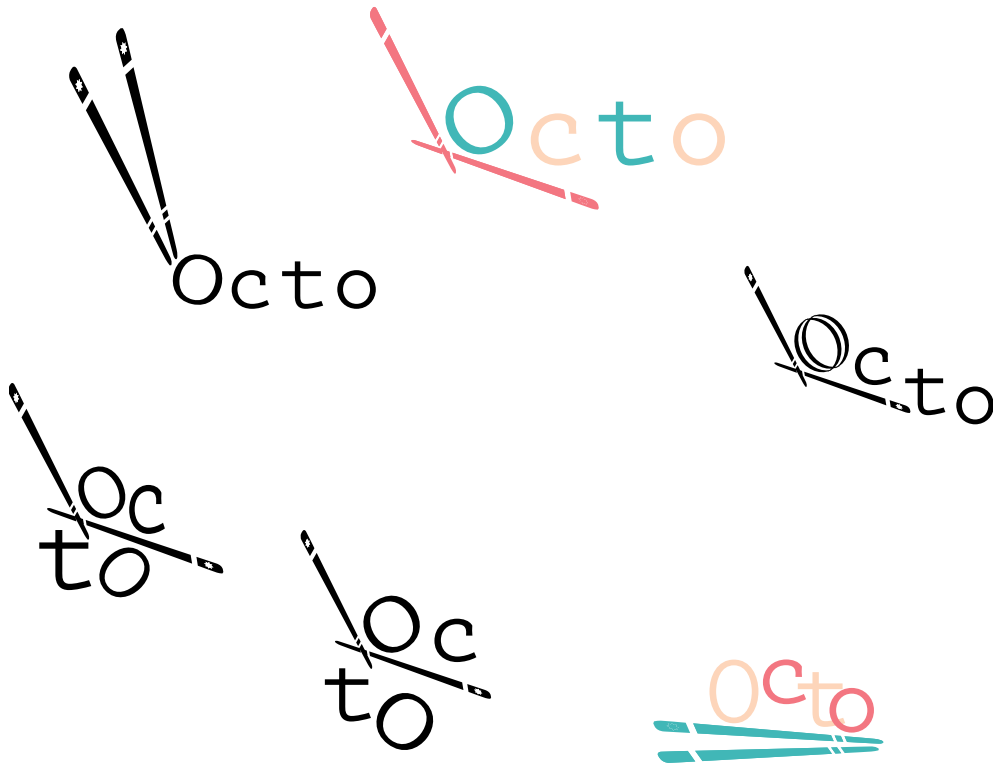
06 SKETCHES



07 VECTOR PROCESS SKETCHES

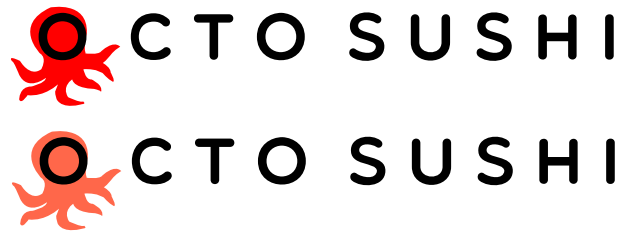


07 VECTOR PROCESS SKETCHES



07 VECTOR PROCESS SKETCHES

Option 1



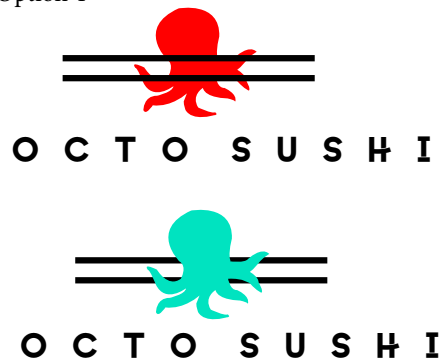
Option 2



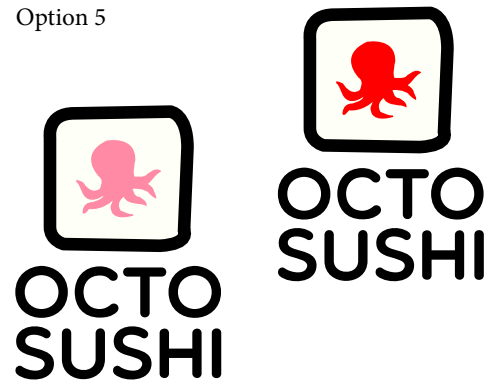
Option 3



Option 4



Option 5



Option 6

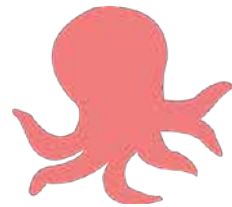


08

FINAL LOGO



09 STYLE GUIDE



OCTO SUSHI



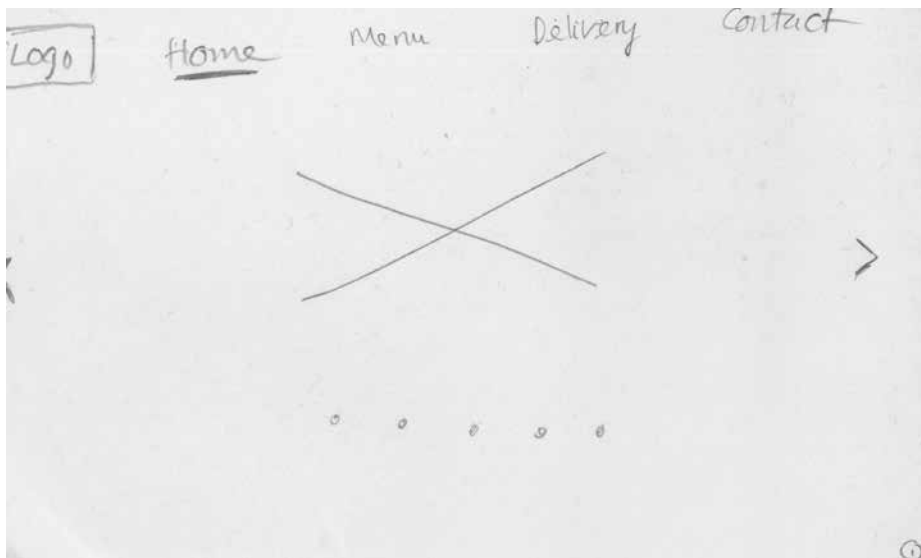
C: 46 M: 6 Y: 2 K: 0



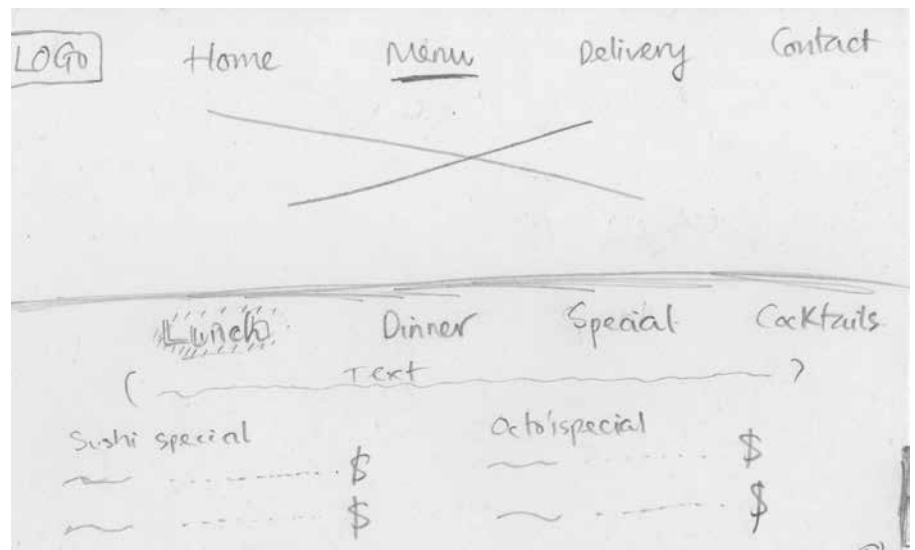
C: 1 M: 63 Y: 40 K: 0

TYPOGRAPHY: VERDANA

10 WEBSITE SKETCHES

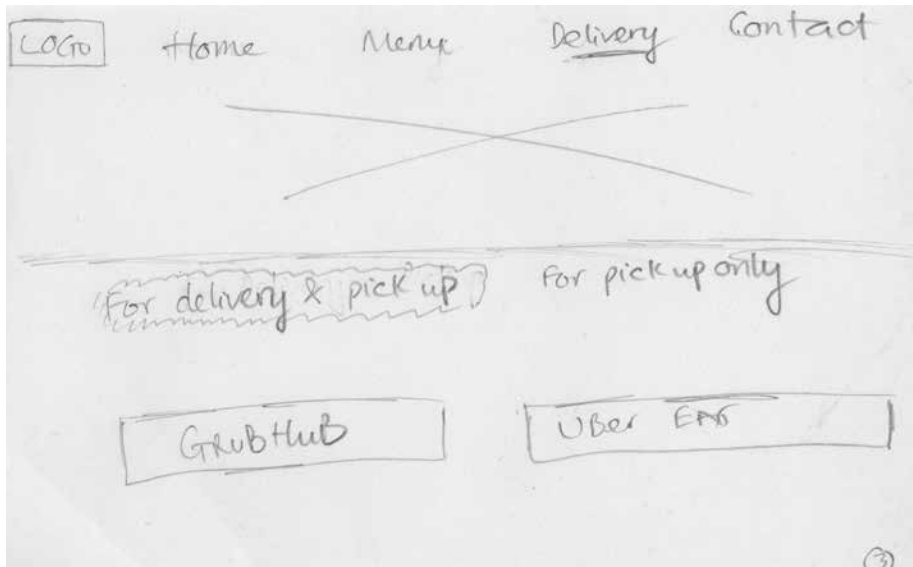


HOMEPAGE

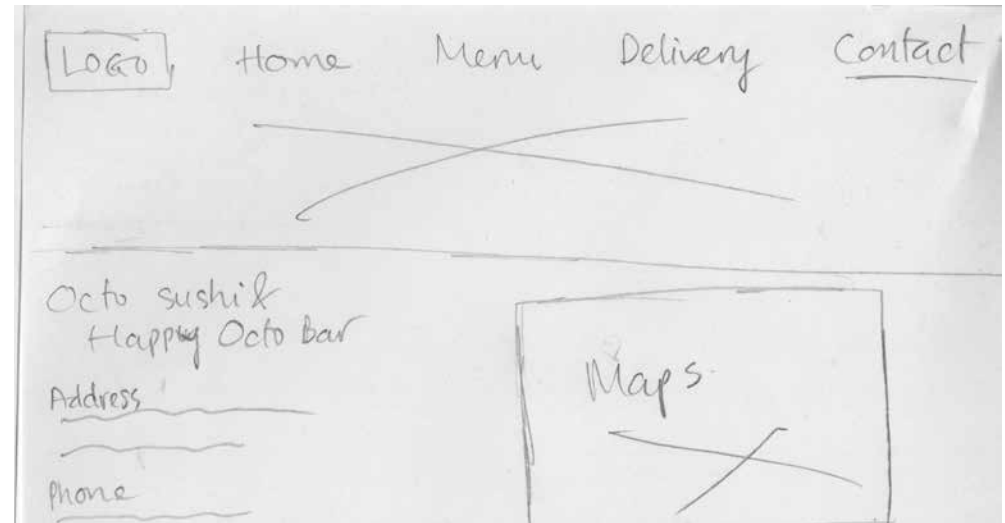


MENU PAGE

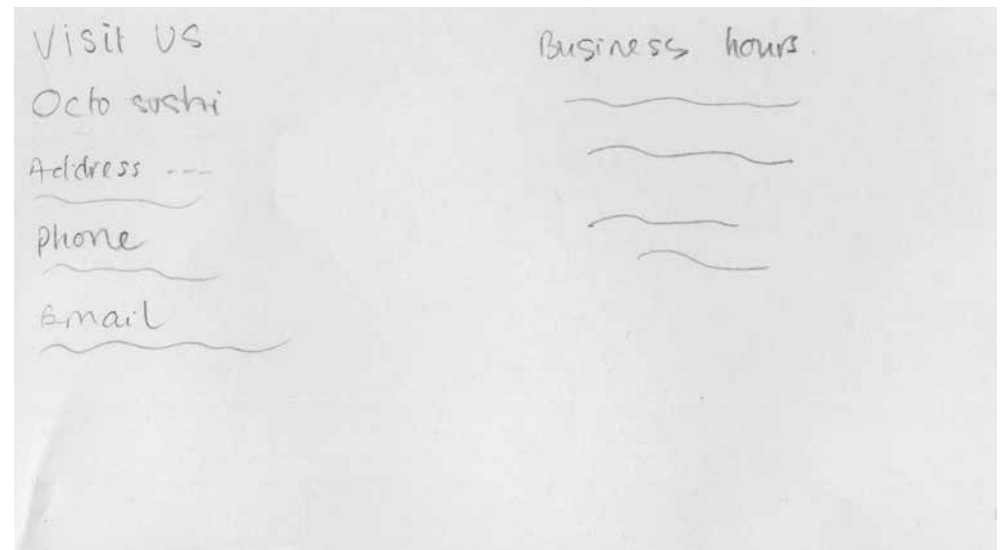
10 WEBSITE SKETCHES



DELIVERY PAGE

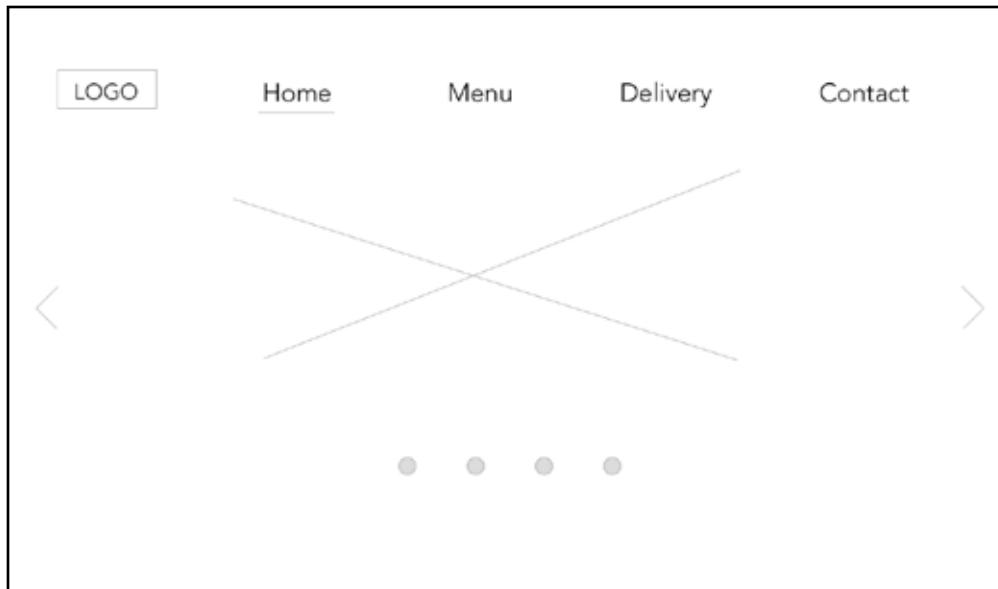


CONTACT PAGE

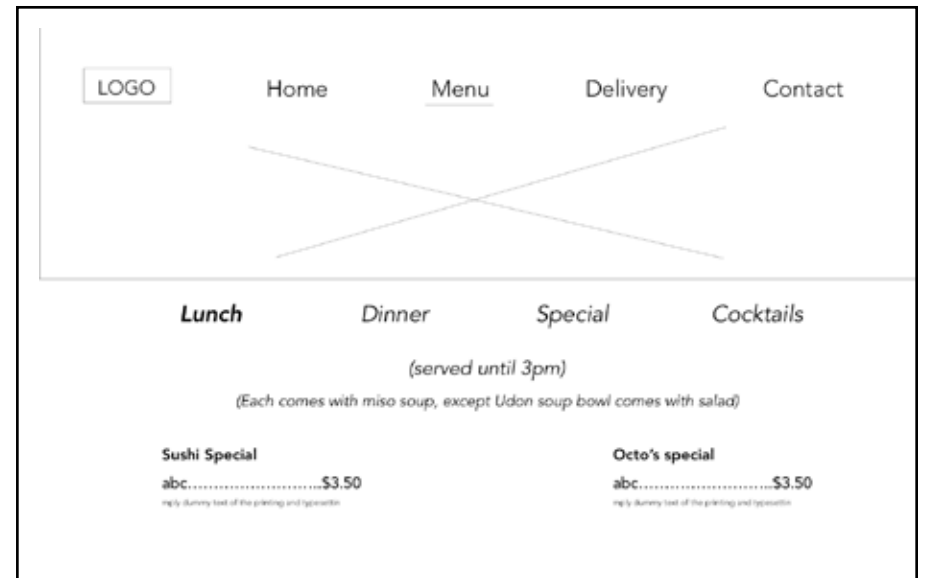


FOOTER

11 WIREFRAME



HOMEPAGE



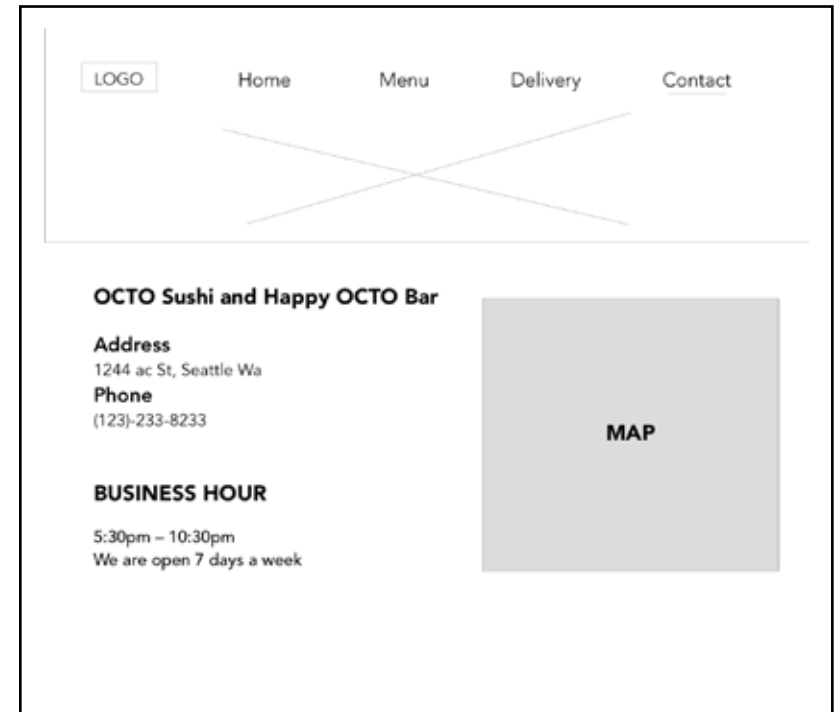
MENU PAGE

11

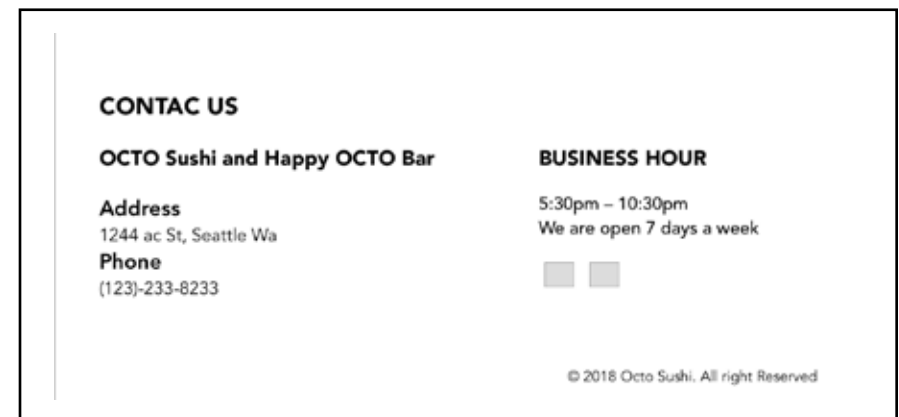
WIREFRAME



DELIVERY PAGE



CONTACT PAGE



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:

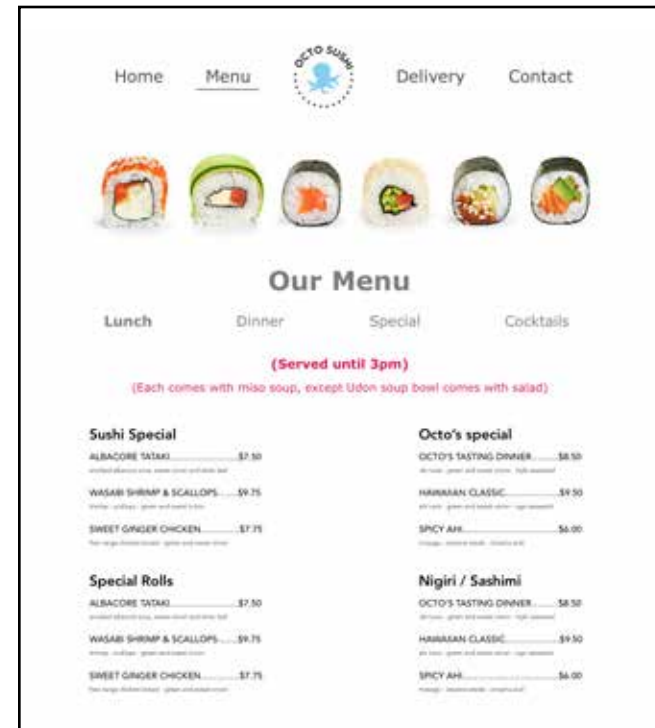
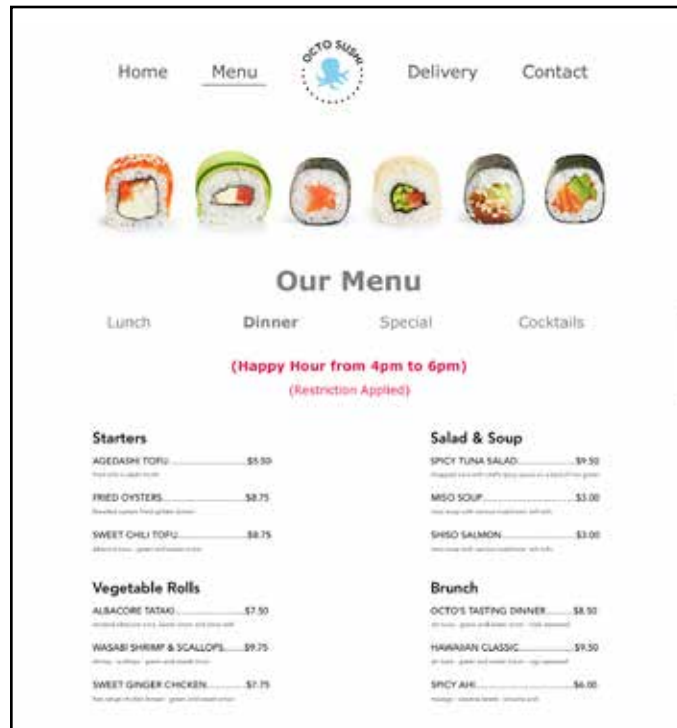
- One of the participants was looking for UberEat on the delivery section and was confused between "delivery only" and "pick up only" categories. Since they both the same thing, test takers suggested adding "delivery only" and "pickup only" together. It would be better to have all delivery options on 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

HOME PAGE



13 FINAL DESIGN

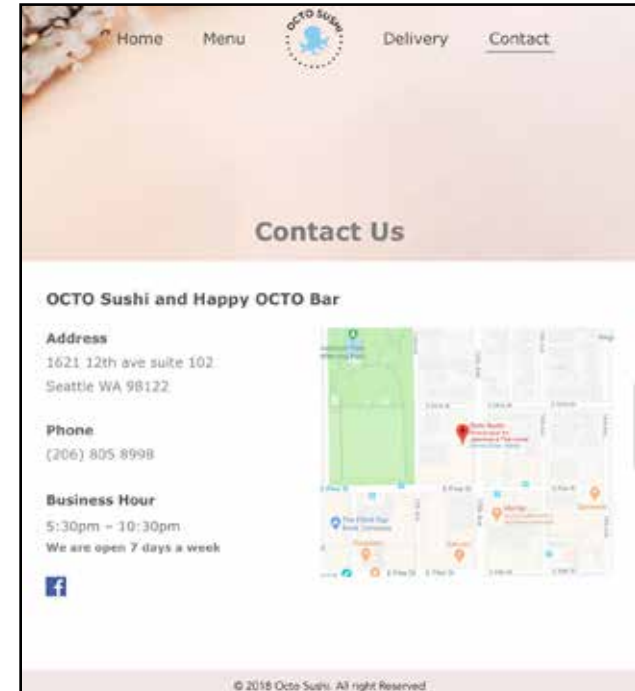


MENU PAGE

13^{FINAL DESIGN}



DELIVERY PAGE



CONTACT PAGE

14 PROTOTYPE

<HTTPS://MARVELAPP.COM/338HD28>

15 MOCKUPS



15 MOCKUPS



15 MOCKUPS



15 MOCKUPS

