Project Brief

# Client

Bizou: Decatur, IL - Farm-to-table American cuisine presented in a contemporary space with a small bar & an open kitchen.

# Problem Statement

Your client is local and doing great but desires to expand their reach to a larger audience outside of their local community as they do not have a web presence

# Target Audience

Young Adults Ages 20-35, Female 60%, Male 40%

# Brand Essence

…feels luxurious

pleasure loving, pleasure seeking, deluxe, extravagant, sophisticated, classy

# Top 3 Goals

1. Make a reservation/Come eat
2. Read Menu
3. Read about restaurant

# Features

Prominent one/two click reservation

Reservation pop up moduls

Slide between different menus

Map in the footer

#### **Benjamin Coates**

[Invision Presentation](https://invis.io/2H5TMC5XQ)