**Burrito Masala – Goals and Messaging**

The goal of the website is to expand potential customer knowledge and awareness of Burrito Masala and advertise the menu and order process. We want people to look at the webpage and then go buy a burrito.

Design should be consistent with the fun and playful manner of the menu (customizable, with mix-and-match ingredients). The format and scheme should be modern, simple, and fun in order to highlight the laid-back and relaxed atmosphere of food carts. The one-page design will need to be interesting and engaging in order to prompt users to continue scrolling further down the webpage and will need a consistent styling with slightly varying layouts for each category of information to catch interest.