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**Mimi’s Café: Creative Brief**

Mimi’s Café is a restaurant that serves French-inspired dishes to its patrons. The environment in a Mimi’s Café restaurant includes dim lighting, comfortable seating, classic furniture, and a homey setting that makes it very appropriate and welcoming to people of all ages, as well as large families. The meal prices at Mimi’s are affordable, but not very inexpensive either. People looking for a somewhat quaint restaurant, such as elderly patrons, will most likely enjoy dining at Mimi’s.

Mimi’s makes ordering and catering online very easy, as both these options are located in the top navigation areas of the website. There are two separate menus: a to-go menu with an extensive selection of food, and a catering menu with a limited number of items. This shows that one of Mimi’s goals is to encourage more people to utilize their services of providing food without having people sitting and eating at their restaurants.

One of the main navigation buttons says, “JOIN THE E-CLUB.” This probably means that Mimi’s is trying to generate a following of customers who will then become regulars to their restaurants by asking them to sign up for Mimi’s email notifications with special offers and promotions.

The store locator buttons are placed clearly in the top left corner of the website, which shows that Mimi’s wants people visiting their website to check to see where their nearest Mimi’s restaurant is located. Mimi’s has numerous locations across the country, so this tells customers that wherever they go, they should consider Mimi’s as one of their dining options. There is also contact information and directions posted on Mimi’s website to help people find their way to a Mimi’s restaurant to eat.

In the footer of Mimi’s website, there are three social media icons—Facebook, Twitter, and Pinterest—that allow visitors to (hopefully for Mimi’s) share their positive experiences at this restaurant with many other people. Therefore, it can be said that Mimi’s is relying on social media and conversations or interactions between people to spread good word about their services and business as a whole.