

CS2024 Creative Brief for Assignment 2: Sakura Delights Website

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1. Introduction

1a. Brief summary of project

We're a team of two designing a website for Sakura Delights, a Japanese restaurant.

The website will have three pages: Homepage, Menu (Subpage), and Reservation Page (Content).

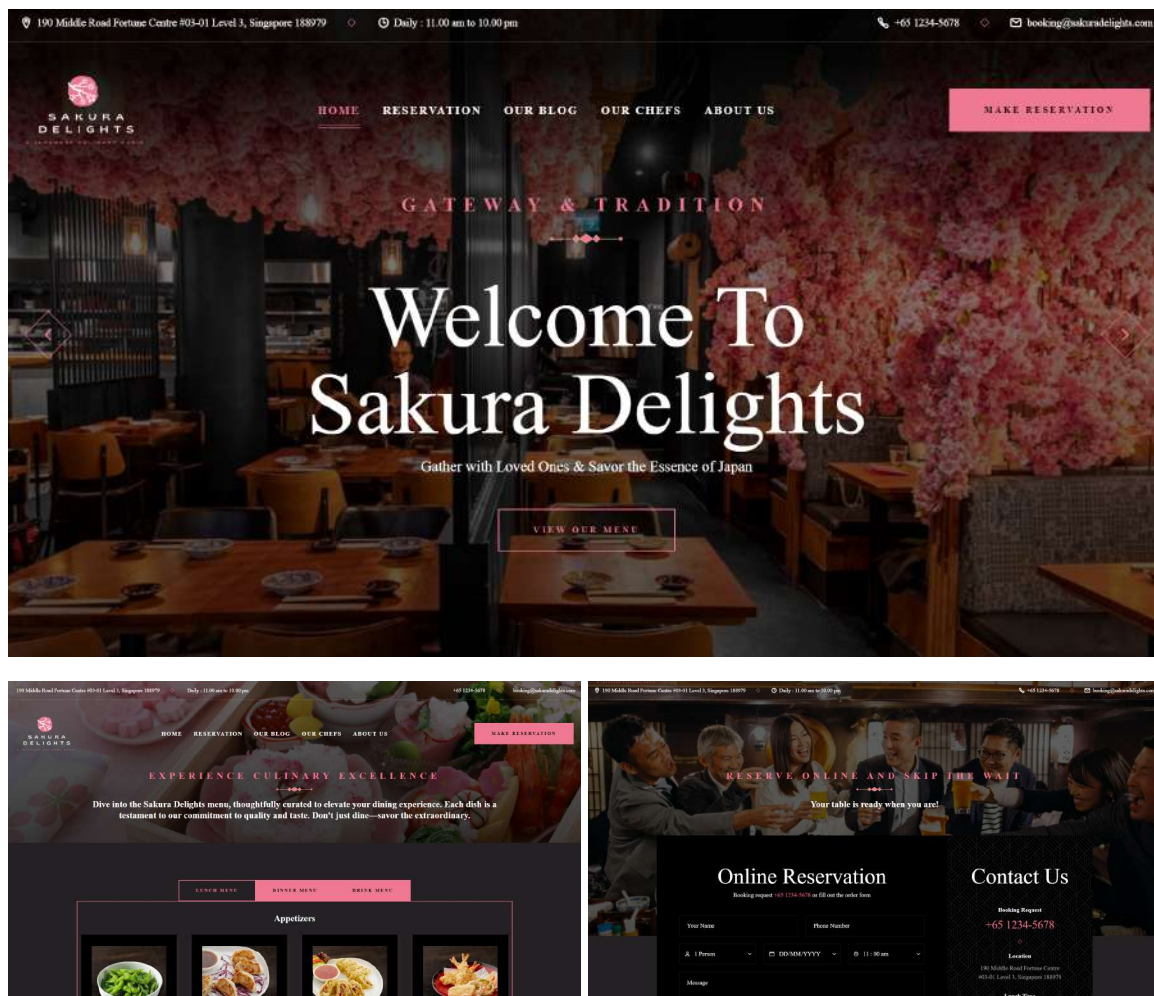


Image: Overview of our 3 webpages

1b. Objectives for the website design

Our objective is to get people to make reservations at the restaurant through the website.

We want to show off what makes the restaurant special while making it easy for visitors to book a table.

2. Restaurant Background and Design

2a. Name: Sakura Delights

The name "Sakura Delights" encapsulates our core inspiration: the beauty and serenity of cherry blossoms

(sakura) in Japan. The word "Delights" suggests a joyful and satisfying experience, echoing our aim to offer more than just a meal, but a delightful journey.

2b. Tagline: A Japanese Culinary Oasis

This tagline underscores the restaurant's mission to be a sanctuary of authentic Japanese cuisine. The word "Oasis" signifies a peaceful haven, aligning with our intent to offer a tranquil dining escape.

2c. Logo Design (Favicon, Official, Monochrome)

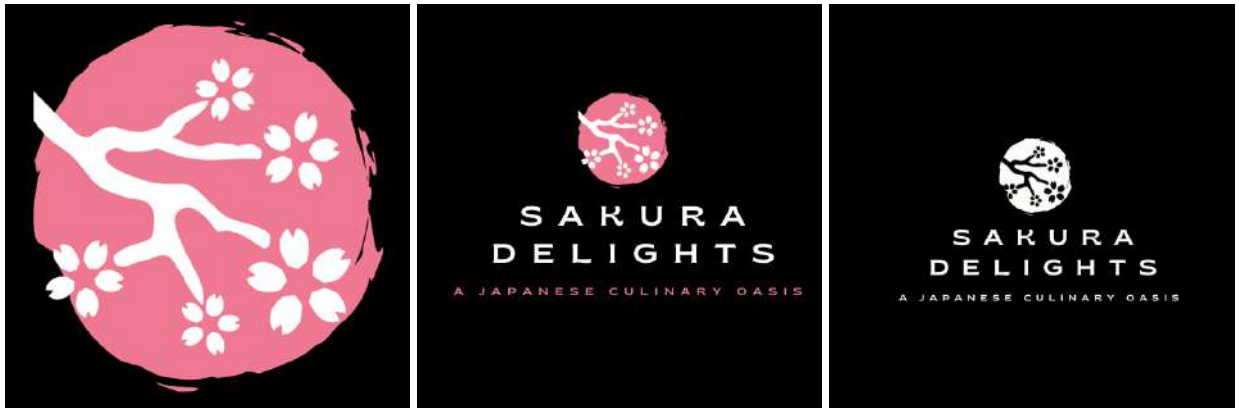


Image: Our Logo Design

Design:

The logo features a white sakura (cherry blossom) branch set against a pink background that envelops it. The colour scheme predominantly uses white for the sakura branch, while the background is a soft shade of pink.

Why We Designed It This Way:

- **White Sakura Branch:**
The white colour symbolises purity and simplicity, aligning with the restaurant's commitment to authentic flavours and high-quality ingredients. The sakura branch, an iconic representation of Japanese culture, also encapsulates the essence and inspiration of the restaurant— the beautiful cherry blossoms of Yoshino, Kansai.
- **Pink Background:**
The choice of pink is a direct nod to the sakura blossoms, which are a prominent part of Japanese aesthetic and symbolise happiness and joy. Pink also adds a lively contrast to the luxurious dark hues used in other parts of the restaurant's design, giving a unique and energetic vibe.
- **Circular or Enveloping Shape:**
The pink background envelops the sakura in some way (like a circle), it serves as a visual metaphor for the restaurant being an oasis or a "culinary bubble" where visitors can enjoy a peaceful yet vibrant dining experience.

2d. Colour Palette

The darker colours (Black, White, Dark Grey) convey a sense of luxury and sophistication, setting the stage for a high-quality dining experience. The pink serves as a vibrant counterpoint, injecting liveliness and embodying the sakura theme.



Image: Our Colour Palette

2e. Restaurant Venue: 190 middle road fortune centre #03-01 Level 3, Singapore 188979

Located in the heart of Singapore, this venue allows us to tap into a diverse customer base while offering a retreat that feels miles away from the hustle and bustle of city life.



Image: Fortune Centre, 190 Middle Road

3. Our Design Inspiration - Vibe, Tone, Aesthetics

3a. Origin & Influence

Drawn from the serene cherry blossom landscapes in Yoshino, Kansai. This region's iconic cherry blossoms serve as the primary influence for the website's aesthetic, capturing both luxury and tranquillity.



Image: Yoshino, Kansai

3b. Conceptual Themes

- **Luxury:**

The darker colours like black and dark grey give the website a premium feel, reflecting the quality of the food and service.

- **Tranquillity:**

Pinkish shades and sakura elements offer balance, echoing the peaceful ambiance one would experience amidst a cherry blossom garden.

3c. Emotional Goals

- **A Sense of Escape:**

The website aims to be a digital retreat where visitors can get a glimpse of what it's like to dine in a peaceful, luxurious setting.

- **Connection to Nature:**

The sakura theme serves to bring visitors closer to nature, even through a digital platform.

- **Happiness & Warmth:**

In line with the sakura's symbolic meaning of happiness and joy, the website aims to evoke a sense of familial warmth and joyfulness, making it inviting for gatherings.

3d. Design Elements

- **High-Quality Photos:**

- **Restaurant Interior**

Photos will showcase how sakura elements are thoughtfully incorporated into the restaurant's design, offering a visual treat that complements the luxurious, tranquil atmosphere.



Image: Restaurant and Chef Photos

- **Meal Images**

Crisp, high-quality pictures of the dishes emphasise the premium ingredients and meticulous preparation process, enticing visitors to make a reservation.



Images: Menu photos

- **Line Icons:**

Simple line icons will be used for easy navigation and to highlight key features, like the menu sections or contact information. They'll harmonise with the overall design aesthetic, adding a modern touch without overwhelming the sakura theme.



Images: Icons Used

4. Target Audience

4a. Who you envision will visit the restaurant

- **Young Professionals:**

Ages 25-40, seeking a stylish yet peaceful place to unwind or conduct casual business meetings.

- **Couples:**

Looking for an intimate setting that offers both luxury and a unique experience.

- **Families:**

Particularly those who appreciate quality dining and are looking for a joyful and warm gathering place.

- **Tourists:**

Interested in authentic Japanese cuisine and looking for an oasis amidst the hustle and bustle of Singapore.

4b. What they're seeking in a Japanese dining experience

- **Authenticity:**

A true-to-form Japanese dining experience, from the food to the setting.

- **Quality:**

Fresh, high-grade ingredients prepared with skill and finesse.

- **Atmosphere:**

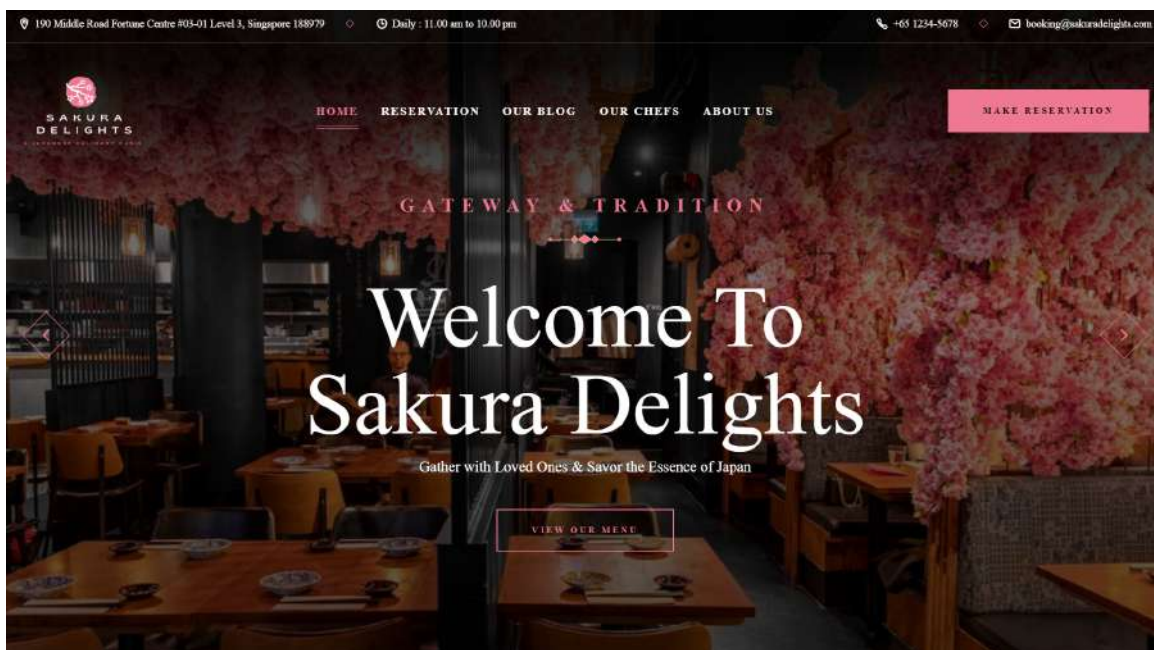
A harmonious blend of luxury and tranquillity, offering a break from the daily grind.

- **Unique Experience:**

The sakura theme adds an extra layer, making it more than just a meal but an immersive experience.

5. Website Structure

5a. Home



Images: Home Page

- **Elements to include**

Top Contact Info:

- Important contact details displayed at the very top of the homepage for easy access.

Nav Bar:

- Featuring the logo and necessary navigation elements.

Hero Slider:

- Rotating images that showcase the restaurant's interior, meals, and meal preparation process.

Flavours of Elegance Section:

- A segment dedicated to the freshness of the food, with options to navigate to Lunch, Dinner, or Drinks Menu.

Our Story Section:

- A renamed 'About Us' section that tells the story of Sakura Delights.

Special Dish Section:

- Highlighting a signature dish that's currently on promotion.

Mini Menu Section:

- A small selection of special dishes, along with a note on service charges and GST.

Testimonials Section:

- Customer reviews and feedback.

Online Reservation Form:

- A form for making reservations online.

Contact Us Card:

- Detailed contact information displayed alongside the reservation form.

Why Choose Us Section:

- Outlining the restaurant's strengths.

Recent Updates Section:

- Latest news and events related to the restaurant.

Footer:

- Includes nav bar options, contact info, social media handles, and subscription CTA.

- **Calls to action**

Make a Reservation:

- Prominent button in the Nav Bar.

View Our Menu:

- In the Hero Slider to direct visitors to the menu.

Make Reservation Now:

- In the Special Dish section, encouraging immediate action.

View Full Menu:

- In the Mini Menu section, leading to the full menu page.

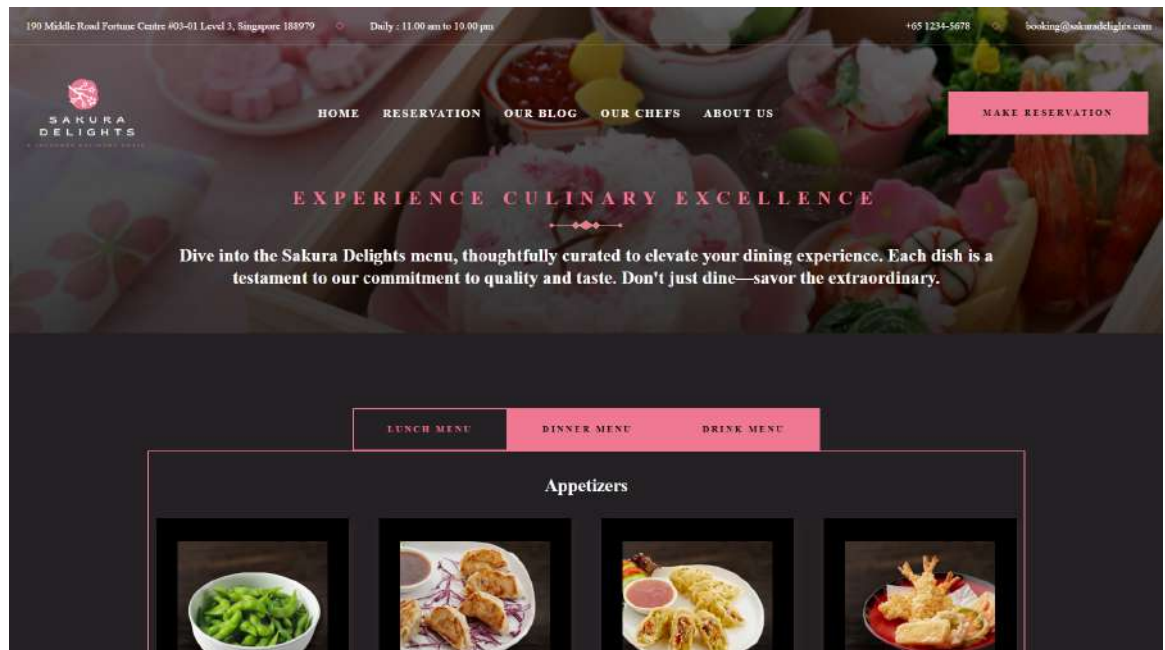
Online Reservation Form:

- Prompts users to secure their table.

Subscribe Us and Get News and Offers:

- In the footer, encouraging visitors to stay updated.

5b. Menu



Images: Menu Subpage

- **Elements to include**

Lunch, Dinner, and Drink Menus:

- Separate sections or tabs that visitors can navigate to.

Categories:

- Options broken down into Appetisers, Main Courses, and Desserts for easy browsing.

Name of the Dish:

- Clearly displayed to make it easy for visitors to find what they're interested in.

Short Description:

- A brief explanation of each dish, helping visitors understand what makes it special.

Allergens:

- Important allergen information listed for each dish to cater to a wide range of dietary needs.

Footer:

- Includes social media handles, a subscription box, and contact info.

- **How to feature specials or seasonal items**

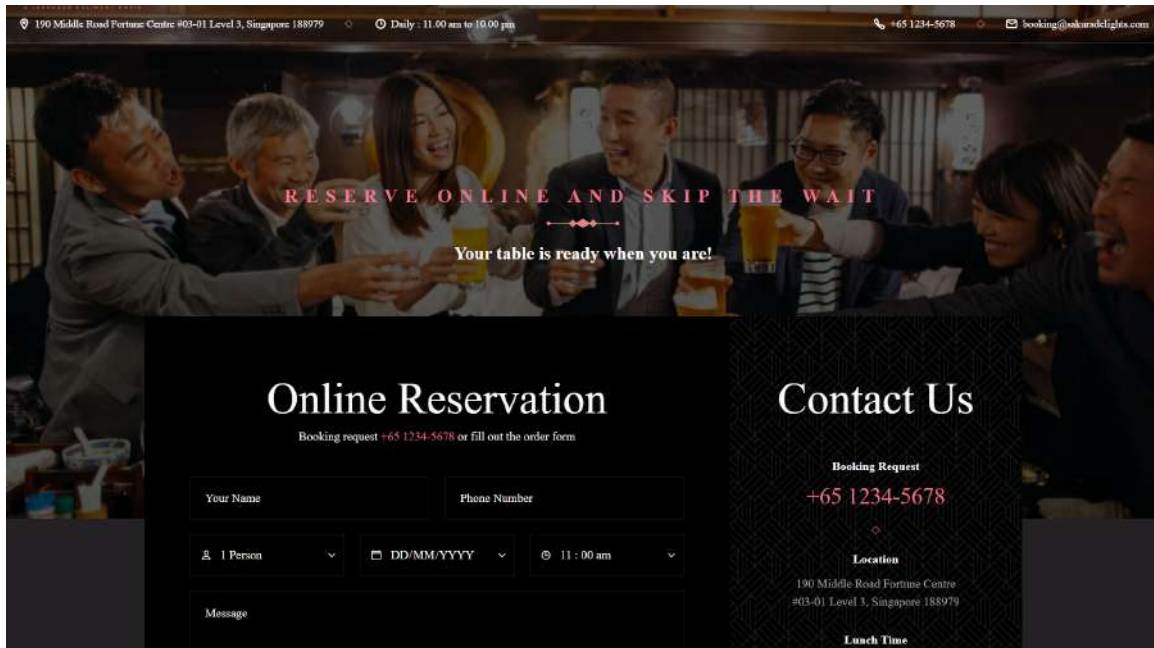
- **Special Promotion for Signature Dish:**

A highlighted segment showcasing a dish that's currently on special offer, making it stand out for visitors.

- **Special Menu:**

This Month's Limited Edition: An exclusive section that features unique, limited-time offerings for the month, giving diners a reason to keep coming back.

5c. Reservation



Images: Reservation Page

- **Elements to include**

CTA at Top:

- A banner or section at the top with the phrase "Reserve online and skip the wait. Your table is ready when you are!" This immediately sets the tone and tells visitors what action you want them to take.

Online Reservation Form:

- The main part of this page where visitors can fill in their details to make a reservation. This would include fields like date, time, number of guests, etc.

Contact Information Card:

- Positioned next to or below the online reservation form, this card provides alternative ways to make a reservation, like phone or email.

More Services – Special Experiences Section:

- An area where visitors can book unique experiences offered by Sakura Delights, such as Chef's Table, Tatami seating, Omakase Experience, and Tea Ceremonies. Each option comes with a short description to let our customers understand what the experience will be about.

6. Website Sitemap

