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Web 1

Creative Brief

The structure and design for this website will be focused on a burger joint that goes by the name of *Bob's Burgers*. It is a family owned diner, that is known for their American food menu, primarily burgers (the main dish). The atmosphere of the restaurant is a blend between trendy as well as old fashioned, or somewhat of a mom and pop diner that also strives to appeal to younger customers. Because of this, the goal for the website is to target more to younger audiences, typically focusing on an age group of 20-30 years old.

Along with targeting younger audiences, another goal for the website is to make the restaurant stand out from all the other generic fast food burger establishments and attract customers to the location. The two key elements that will be integrated within the website design will focus on the restaurant's online menu, as well as an online ordering form, and also establish a social media presence or page in the website in order to appeal to the younger customer base.