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# Project Proposal

## Project Purpose

The purpose of my site will be to advertise, promote and celebrate the Game Fuel restaurant and arcade.

## The Audience

The target audience for the restaurant are gamers between the ages of 16-35. The restaurant plays heavily on 80s and 90s video game nostalgia for its theme. Our audience will mostly be male. Their goals on our site will be to see what services and food the restaurant provides.

Other goals could also include searching for contact information, scheduling parties, or catching up on in-store game updates.

## Web Pages

### Home page:

- The home page will be a central hub to accessing desired content in the site.

### Contact Page:

- The Contact Page will contain all of the essential contact information such as a phone number, email address, and restaurant location.
- This page will use AJAX to load the content.

### About Page:

- The about page will feature a brief history of Game Fuel.
- This page will use AJAX to load the content.

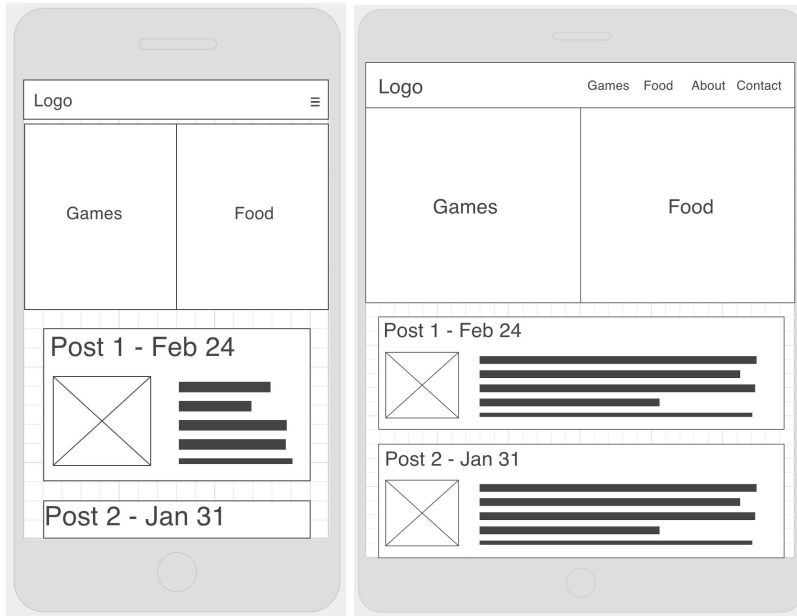
### Menu Page:

- This menu page will proudly display all of the food options provided at the fantastic Game Fuel.
- This page will use AJAX to load the menu.

### Games Page:

- This games page will show off all of the different attractions that Game Fuel has to offer. Interactive tables, Box Arcade games, Nintendo Switch docks and couches, we have it all!
- This page will have the HTML5 video

## Wireframe Sketches



## Usability Concepts

Consistency in style is essential for good usability. Our style will be one that focuses on simplicity and using appropriate spacing to make things easy to see and understand.

Maintaining a consistent, clean look and feel will help us with the following usability concepts:

- Font size/spacing is easy to read
- Links are consistent & easy to identify
- Major headings are clear & descriptive
- Styles & colors are consistent
- Emphasis (bold, etc.) is used sparingly
- Home page is digestible in 5 seconds
- Main navigation is easily identifiable

My plan is to use organize content like I have outlined on my wireframes. Information and links will be placed in an accessible, standard, easy to understand layout. Copy will be clear and concise.