Creative Brief

Project Summary

This project is about providing undergraduate UC Davis students a resource to easily see where they should eat in Downtown Davis based on their food preferences, location, and local deals. The app will then generate a list of options of places to eat (primarily dinner) that will most likely be what the audience is looking for. Ultimately the project uses the same basic idea as Tinder, swiping right and left. However, instead of people, it's food from local restaurants. This way the interaction will be more engaging, and hopefully won't remind people of Yelp or Urbanspoon.

Audience Profile

The general audience for this project are undergraduate students and UC Davis, between 18 and 22 years of age. The primary media they use is their cell phones. Although they make meals from home, occasionally they like going out to dinner, but just might not know exactly where they should go.

Perception/Positioning

The general message is providing the audience where they should eat in Downtown Davis. Furthermore, it will provide students with more knowledge about the different restaurant options as well as local deals, depending on the day of the week. The techniques I will use is asking specific questions as well as showing roughly 10-15 images to narrow the options. However, because I don't want to ask many questions, and potentially lose interest of my audience, I might have to forgo some questions that would help limit the search.

Communication Strategy

Where the audience should eat dinner.

Look & Feel

I will use typography, color, and interaction to help brand my app and make it memorable. Additionally, I will use icons to help provide information. The typography and color will also help make a clear hierarchy throughout the app.

Targeted Message

This app will provide users the ability to enter information, and pick appetizing meals, based on images, to ultimately create a list of options of where they should go to dinner.