**Assignment 2 Creative Brief**

**Group Member Details**

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**Project Name**

Design & Development of Website for a Japanese Restaurant to Generate Leads for Reservation

**Links to HTML Pages**

* Home Page: CS2024\_SakuraSushiSake/home.html
* Reservation Page: CS2024\_SakuraSushiSake/reserve.html
* Contact Us Page: CS2024\_SakuraSushiSake/contactUs.html

Some buttons on the website do not link to any pages. The purpose of including these features is to ensure completeness in the content of the website. However, for the purpose of this assignment, our group believe that the “Contact Us” and “Reservation” pages are more relevant in generating leads for reservation. Hence, the 3 pages of content, as stated above, were designed and developed by our team.

This website is best viewed on a laptop screen size as some components may not be responsive.

**Company Background**

Sakura Sushi & Sake serves a fusion of modern and traditional Japanese Food in the form of an omakase experience. The mission of the restaurant is to deliver excellent quality of food and drinks to customers with a comfortable yet elegant dining experience.

**Project Objective**

The main objective is to design and develop a captivating and user-centric website for Sakura Sushi & Sake. With this website, we aim to draw customers in and provide valuable information to generate reservation leads.

**Target Audience**

The website is designed with food enthusiasts in mind. Our main audience includes people who enjoy exceptional dining experiences and are willing to invest in quality. The characteristics of our target audience are as follows:

* Food Lovers:

Our website is tailored for those who have a passion for food and savour the artistry behind every dish.

* Omakase Fans:

We specialise in omakase dining, where our chefs create unique and seasonal menus. Our target audience are food enthusiasts, who appreciate this culinary adventure.

* Quality Seekers:

Our target audience understands that great food comes at a cost. They value the top-notch quality of our cuisine and drinks.

* Accessible Luxury:

While we prioritise quality, our website is also for those who see luxury dining as an enjoyable and affordable part of life.

**Competitors**

The direct competitors of Sakura Sushi & Sake are restaurants, who also offer omakase dining experiences to their customers. These websites have a similar business model and are offering similar food, experiences and price ranges.

**Key Message**

The key message is "Indulge in Unforgettable Dining Excellence"

This message highlights the essence of the restaurant's offerings, emphasising the exceptional quality and unique experiences it provides to its customers. It invites customers to savour not just a meal, but an extraordinary dining journey.

**Key Consumer Benefit**

The key consumer benefit is for customers to enjoy the luxurious lifestyle. Customers are able to taste high quality and unique food and drinks at Sakura Sushi & Sake, while dining in a luxurious environment in the restaurant.

**Attitude**

Sakura Sushi & Sake aims to be sincere in providing the best service and quality for our customers. This allows customers to truly experience the elegance of fine dining.

**Call to Action**

The call to action is for customers to book a reservation through the website. This will kickstart their experiences at Sakura Sushi & Sake, as it secures them an opportunity to dine in the restaurant.

**Creative Design**

Our website primarily employs a classic black, white and gold colour scheme. Black signifies elegance, sophistication, and a touch of mystery. This mirrors the luxurious dining experience we offer at Sakura Sushi & Sake, which attracts those seeking a taste of luxury.

Gold, the accent colour, adds a touch of opulence and refinement. This symbolises our commitment to providing an extraordinary and lavish dining experience for each customer.

White complements this by enhancing the website's sense of exclusivity and minimalism, underscoring our dedication to a personalised dining experience.

We have deliberately chosen these three colours to maintain a clean and uncluttered website design.

Many images were used to illustrate the main concept of the restaurant. Intuitive icons and buttons were also placed across the website. This allows for the simple and smooth user journey for customers.

The overall aesthetics of the website also follows a minimalistic design concept. This inspiration is taken from websites with similar business models. This minimalism in design portrays an exquisite and grand image for the restaurant, attracting customers who want to experience a higher standard of living.

**Font Used**

The two fonts used are Didot and Tahoma. Didot is a type of serif font and is mainly used for the headings on the website. The headings are then further customised by varying the font sizes, weight of font and use of italics. This places emphasis on the heading and allow customers to easily differentiate and understand the context.

The other font used is Tahoma, which is a type of sans-serif font. This font is used for the rest of the websites. The texts are also similarly customised by varying the font sizes, weight of font and use of italics. This creates more dimensions to the website and put more emphasis on specific texts.

Only two fonts were used to ensure consistency throughout the website. This makes the website clean and readable, allowing customers to easily digest its content.

**Details of Website**

* Website Inspiration
  + <http://oshino.sg/>
  + <https://sushi-sato.com/>
  + <http://hachi-restaurant.hachi-group.com/en/>
* Font Used
  + Heading: Didot, Serif
  + Body: Tahoma, Sans-serif
* Colour used
  + Black
  + Gold
  + White
* Design Strategy used
  + F Pattern
  + Typographic Hierarchy
  + Rule of Odds