

House of Pies

Creative Brief

Objectives

Create a site for **House of Pies** for potential, as well as returning customers so they are able to access information regarding the restaurant's location, hours of operation, the menu, and get a glimpse of the restaurant's at-home atmosphere even before stepping in, attracting more patrons.

Audience

The goal is to attract everyone and anyone seeking a nostalgic diner experience at an affordable price tag during any time of the day.

Strategies

- Promote the restaurant with creative, concise, and accessible website.
- Provide customers with restaurant's social media.
- Allow customers to voice their opinions on the restaurant's service and overall experience.

Design Direction

- Integrate a sense of nostalgia with a modern twist
- Welcoming and warm
- Easy to navigate