**ASSIGNMENT DESCRIPTION:**

DESIGN SPECIFICATIONS:

Naming & Logo:

* The logo has a minimalistic design, and it shows the company’s name in a bold font. This is also to communicate the minimalistic and sophisticated feel of the design. Capital letters are also used for this purpose
* When the logo is placed along with other visual elements, a blank space at least the size of the letter ‘U’ in OUI should be used around the logo. The logo must remain readable and distinct so that the brand can easily be recognised regardless of where the logo is used.

Colors:

* The color palette for the design includes four colors, (namely green-blue, dark red, yellow, and light blue) but not all colors should be used in one design.
* The logo should only be used on specific backgrounds, and the logo color should also be changed according to which color carries sufficient contrast. **(Refer to the brandbook to see different logo and background color specifications)**.

Typography:

* The main font is Circular Std. It should be used across all mediums and designs to maintain the brand identity in each design
* The second font is Caveat. It should only be used for emphasis and visual impact. For example, in large titles and calls to action.

Illustrations:

* We have been given three illustrations to represent the types of beverages served at OUI, and it is important for us to maintain the brand’s color palette while using these illustrations.
* We can be creative in adding more illustrations, but everything must maintain the same feel and vibe as the original illustrations.

Overall design:

* The overall design should be minimal and simple. It should give off a welcoming and straightforward feel that shows users that a lot of love went into OUI. It should also be uncluttered, and user-friendly (Refer to the interview notes).
* Graphics should be lightweight: it will not take many megabytes just to load one picture, make it mobile friendly.

FUNCTIONALITY SPECIFICATIONS:

* There is a strong emphasis on the mobile accessibility of the website, because most of its visitors will be on the move and so, will access it via smartphones. Because of this, a fully responsive design is a must.
* The client has requested that we make a QR code which can be used on posters or social media channels. The QR code is a nice-to-have addition that can improve users overall experience.

**USER NEEDS & IT SOLUTIONS:**

1. The **CLIENT** has noted that the target audience are mostly on the go, so there should be a way to access the website from anywhere:
   1. We had a discussion with the client regarding this problem and a lot of emphasis was put on this issue (Refer to the interview notes). The plan is to make a responsive design, which can be scaled up or down depending on if the user is accessing the site on desktop or on a mobile device. This feature will take the top priority.
   2. QR codes have been put on the requirements list as a nice-to-have, and we will work on these as soon as we have decided that it will not interfere with the timeline of our project plan (i.e if it is feasible to do so).

1. The **CLIENT** would like to use the website pre-launch as a publicity means to spread awareness:
   1. It was decided during the interview that since the main website will take some time to be fully realized, a ‘teaser page’ will be created. This will not be the main website, but will be a simple, functional site to sell OUI’s story to the users.

1. About 60% of the **USERS** we surveyed said they would like to have access to customer support on the website, as well as online reviews/testimonials.
   1. The immediate solution we have for the first problem is to emphasize the contact page. An option for a more extensive solution is adding a customer service chat box to the webpage. These details can be discussed further for more clarity.
   2. This will take a much lower priority level, but we have prepared a proposal which we will review with the client at the next meeting to offer solutions to the request of testimonials. Our proposal is to offer a rating possibility where users can leave feedback on specific menu items. It could be in a star grading format, or it could be in a comment section. This way, users can see the highest rated items as rated by other users.

**ORIENTATION ON EXISTING INTERACTIVE CONCEPTS, SERVICES & PRODUCTS:**

1. A lot of our inspiration has been drawn from the client’s Brandbook. Additionally, we have used the pictures and illustrations to get a general feel of the ambiance of the shop, as well as the kind of image the client is going for.

A person holding a cup of coffee

Description automatically generated

A close-up of a font

Description automatically generated

A close-up of a blue background

Description automatically generated

1. Most other inspirations have been drawn from multiple simplistic websites, as the client, on multiple occasions, emphasized his desire to maintain in the website, the simplistic and minimalistic feel of the brand.

Examples: A watch and a vase on a table

Description automatically generated

A hand with blood on it

Description automatically generated

1. Lastly, we have also done research into common coffee shop website designs to see the things that are necessary for such websites to have, as well as preferred concepts for coffee shop websites.

Example:

A screenshot of a website

Description automatically generated

**ADDITIONAL INFORMATION:**

CLIENT INTERVIEW REPORT: Document is attached in this folder

USERS INTERVIEW REPORT: Document is attached in this folder