

# Sushi Ichiban

Web Design Project

**Created by Ashley Yeo**

# Statement of Intent

Ichiban Sushi is a family owned restaurant located in Morgan Hills, California. Due to the pandemic, the business has been struggling from the shutdown and lack of customers and staff. The majority of the sales are generated by curbside orders.

However, the current website does not provide an e-commerce page, whereas people order food via phone or emails. Also many dishes are listed on the website without images, which can be confusing for customers to order online.

My goal is to create a restaurant website where customers can order online and easily pick up their food. The e-commerce platform will result in the increase of the sales during the pandemic, and support the local community.

# Exploration - Fonts

Heading: JohnDoe

Body: Osaka Regular

Heading 1

Heading 2

Heading 3

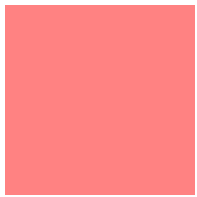
Body Copy

Sushi Ichiban

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# Exploration - Color



fc8050



163750



8fbfa9



ffb887



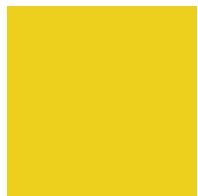
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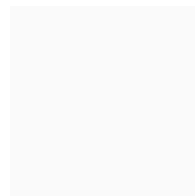
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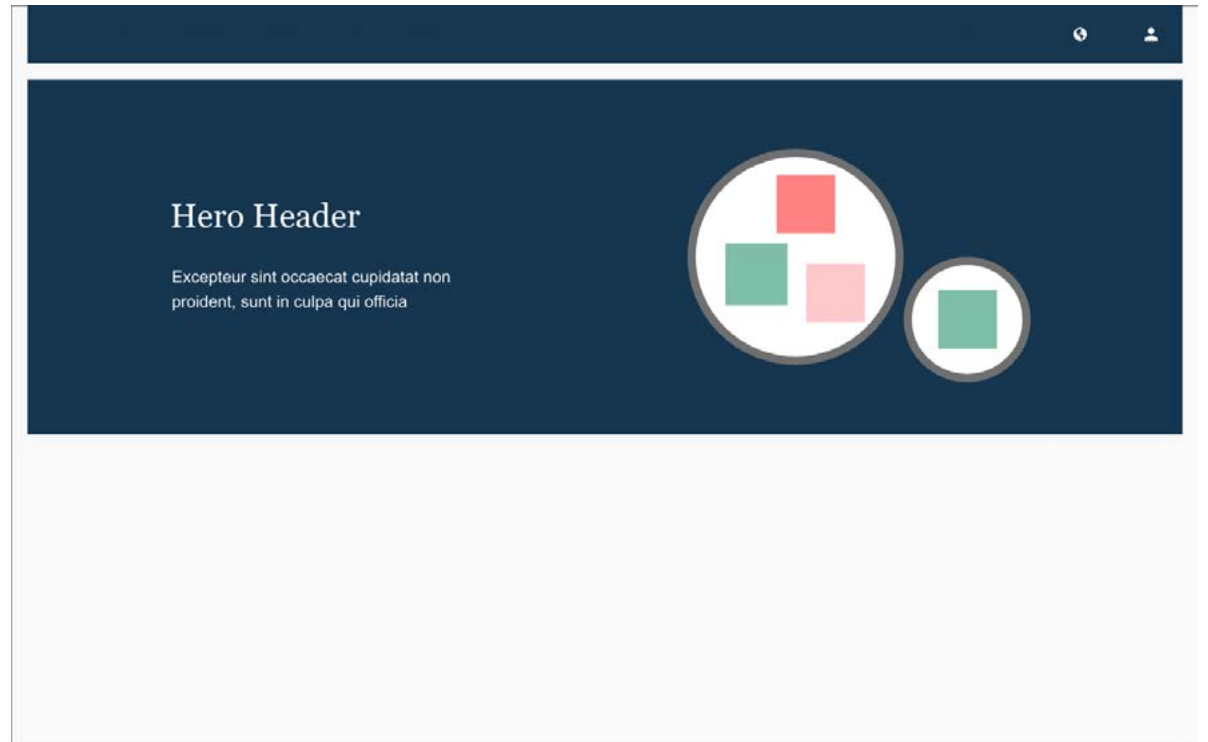
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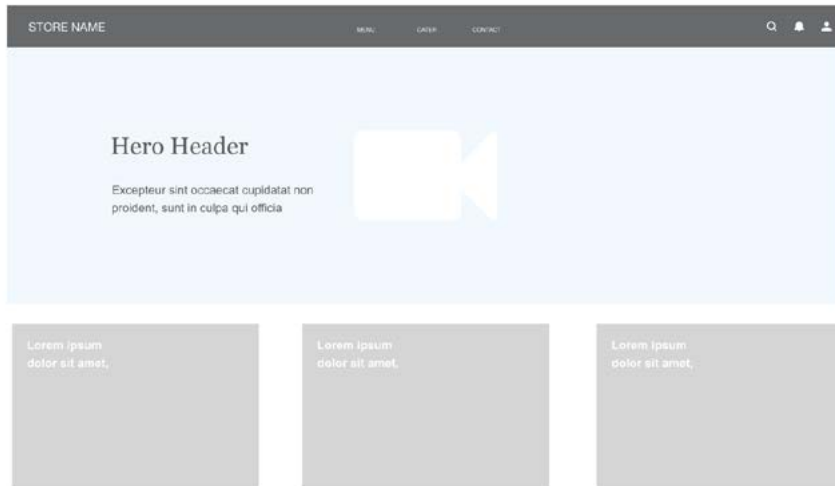


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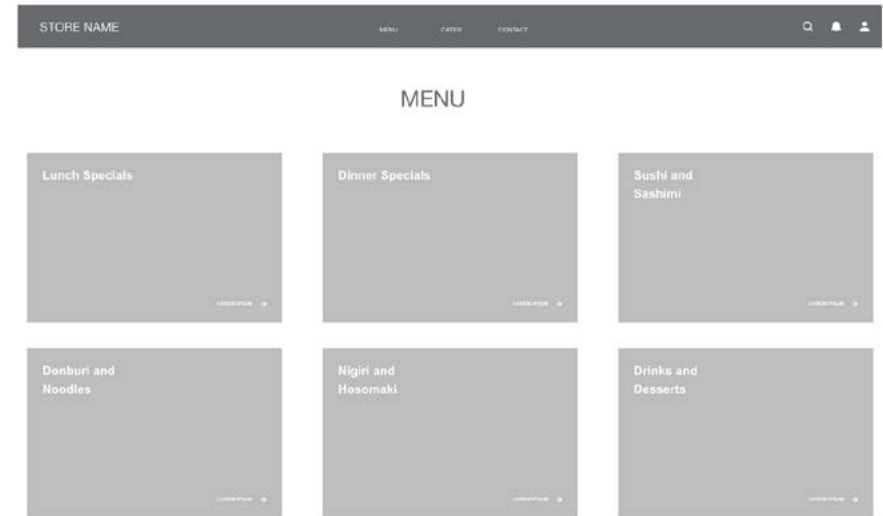


# Wireframes

## 1. Landing page



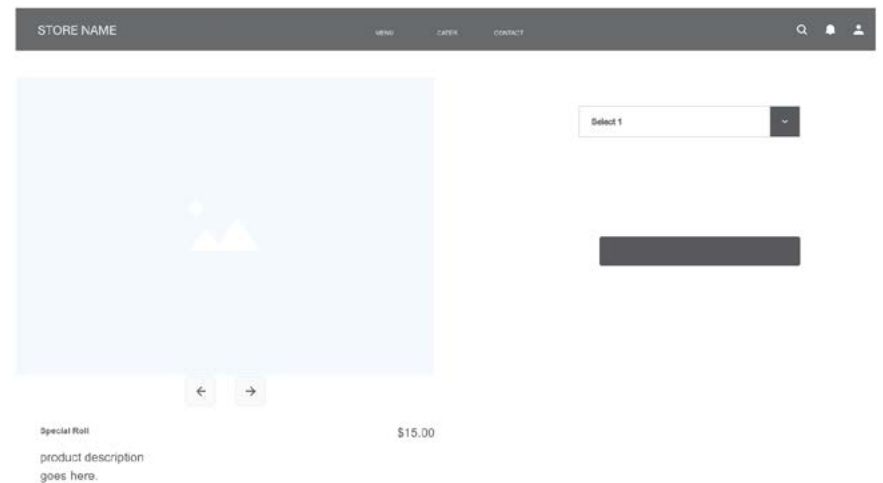
## 2. Product List page



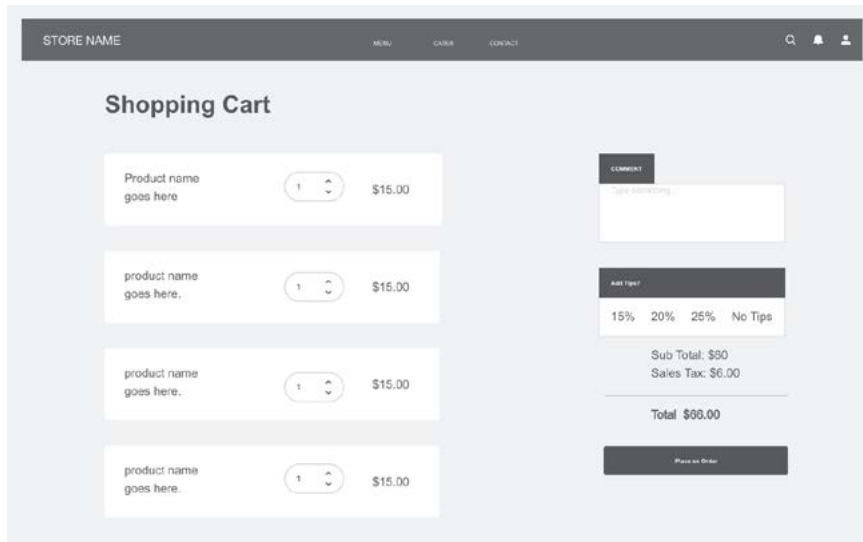
## 3. Product List page



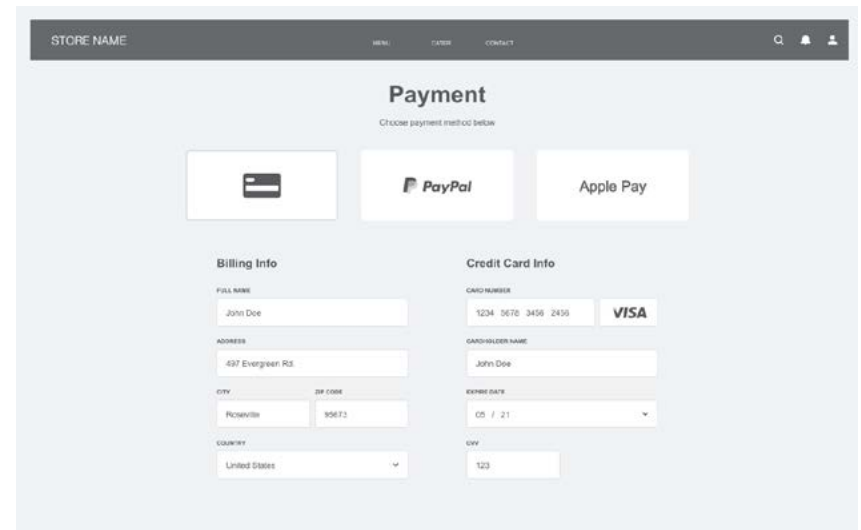
## 4. Product Individual Item page



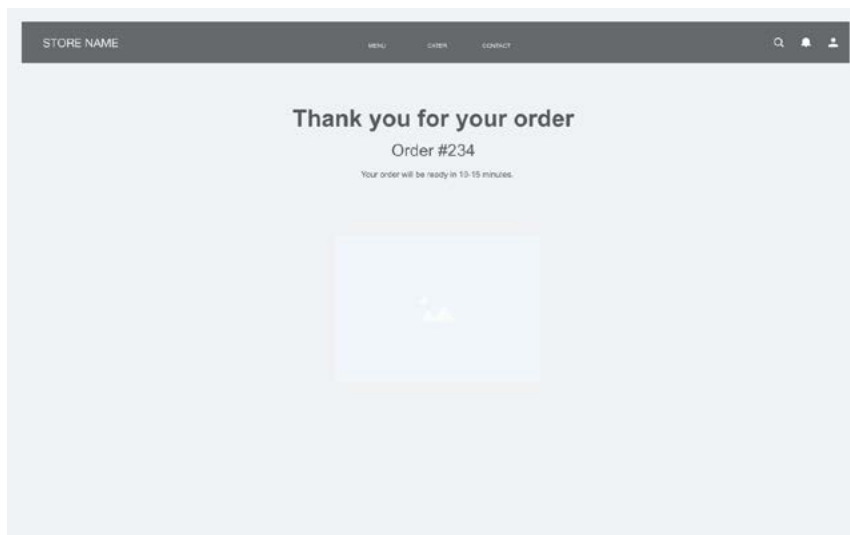
### 5. Cart Review page



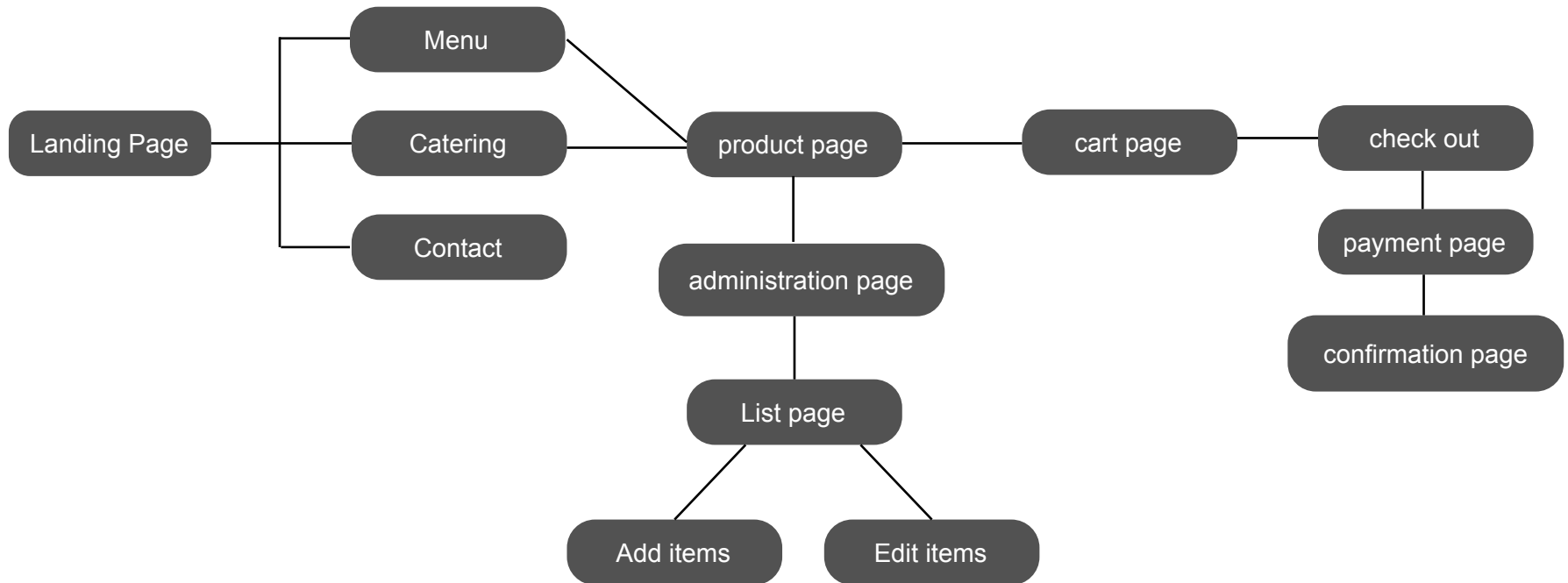
### 6. Payment page



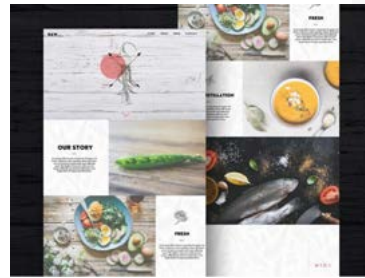
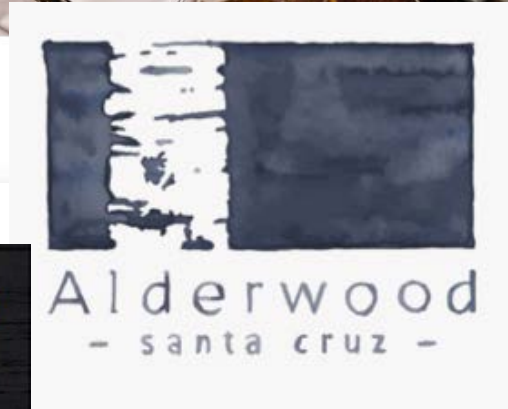
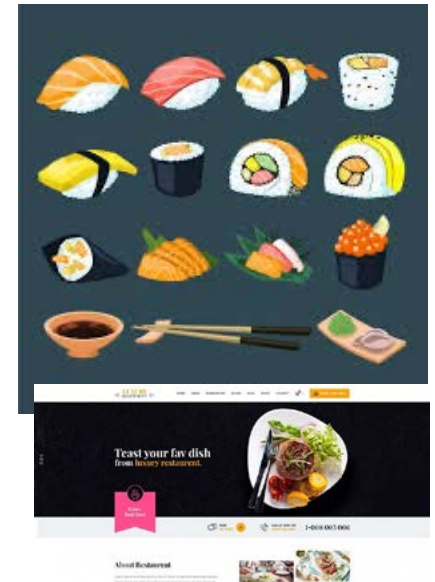
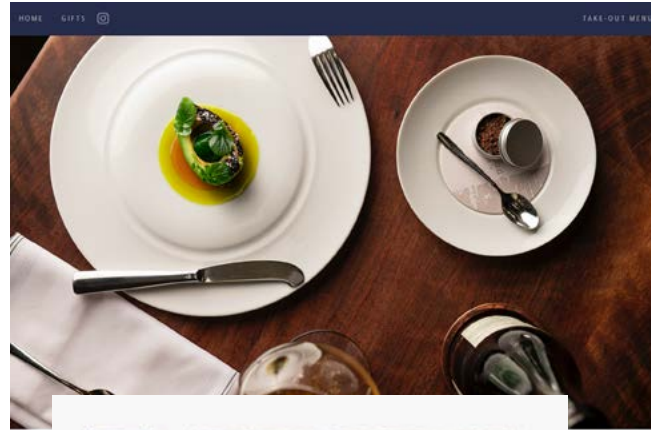
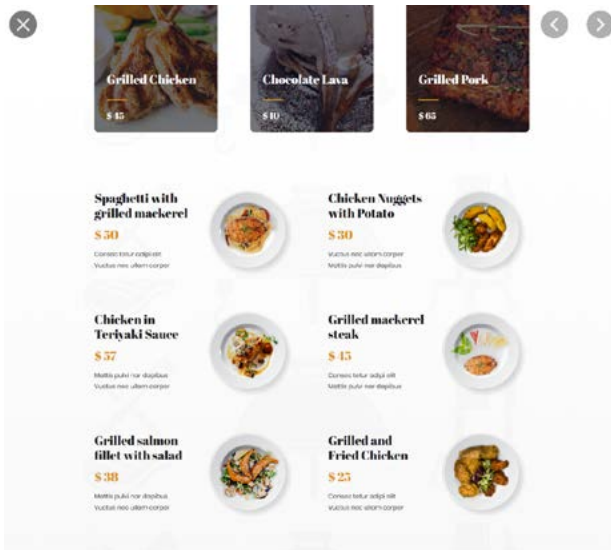
### 7. Purchase Confirmation page



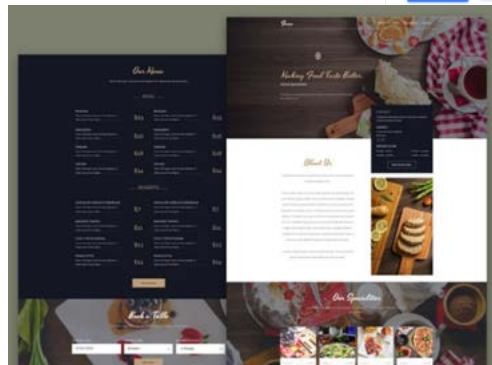
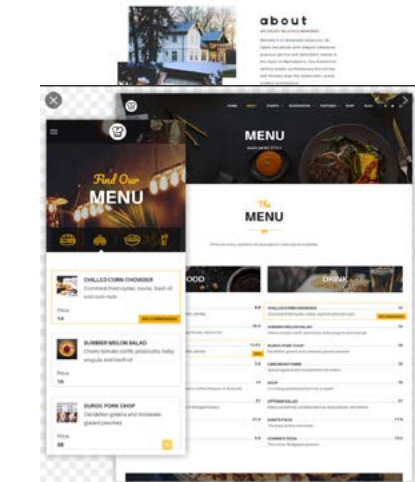
# User Flow



# Moodboard



Vegetarian Rolls	
<b>Artisan Roll</b> Vegan, Avocado, Cucumber, Smoked Cauliflower \$19.00	<b>Artisan</b> Vegan, Artichoke heart, avocado, cauliflower \$17.00
<b>Biscuit Roll</b> Vegetarian, Biscuits, cauliflower, honeyglaze \$19.00	<b>Crisp Barring</b> Vegetarian, Biscuits, cauliflower, dill, olive oil, ginger, maple \$19.00
<b>Emerald City</b> Vegan, Avocado, pickled carrots, dill, onion, green, Black Olive \$8.00	<b>Fusion Roll</b> Vegetarian, Teriyaki, carrot, mango, broccoli, pickled \$8.00
<b>Golden Mail</b> Vegan, Cauli, mushroom, avocado \$6.00	<b>Quail</b> Vegetarian, Biscuits, mushroom, olive oil, herb, miso-glazed, soy \$6.75
<b>Iron Mail</b> Vegan, Smoked tofu, beany, avocado, onion \$8.00	<b>Java Roll</b> Vegetarian, Teriyaki, avocado, pickled, cashew \$14.00



## Buttons & Controls

