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## WHAT TO DO ON A FRIDAY NIGHT?



# Project Proposal

Prepared for: Interactive Digital Media

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# EXECUTIVE SUMMARY

## Objective

The objective is to create awareness about the different restaurants and plan ideas to ultimately help the couple decide on what to do on a Friday night.

## Goals

**To create a plan to help a couple in the St. Louis, MO area decide and plan what to do on a Friday night.**

Four different choices with dinner and plans, for a easy choice to coming to a decision. If **successful** the couple will have a planned out night after picking the choices of there desire on what to do for the night out on the town. This plan will benefit both people in deciding where to go to eat, by helping guide them to what they want. If there are not sure if they want Mexican or American food, they can look at the prices and details to the restaurants provided to help with the decision.

## Audience

1. Couples in the St. Louis, MO area
  - Between the ages of 21 to 45

## Design

- The **design** will include pictures of the restaurants, food, menu examples and activities that will be included. All the design used will be geared towards the age group and audience targeted. Example design ideas include different pictures of activities ranging in, gambling to after dinner drinks and dancing.
- The **design** will also have a common background with using a rustic theme with neutral colors including, gold, black, and soft pink.

## Media Content

- 14 slides total
  - With two description slides for each restaurant.
  - There will be 3 different slides with questions to help the user make a decision.
  - Each choice of the plan will have a restaurant, with a sample menu and options for after dinner ideas.
  - The flow of the decision tree will have easy navigation to help guide the user along. Using arrows and questions to help the user make a decision.
  - The **format** will be made on Key Note, to make sure the plan will have a easy navigation.
  - **User testing** will be geared towards the audiences, with changes being made if needed.
  - This plan will be deployed among different food magazines and promotional companies in the St. Louis area.
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Its Friday Night!

Where should you and your significant other go?



Whats our options?

Mexican Food  
American Food  
Italian Food  
Irish Food

What kind of night will it be?



1. Fun with dancing
2. Romantic and low key
3. Local and delicious

If you decide upon American.  
Details of your night.  
1. Menu Example  
2. After Dinner

- Appetizer Steak Bruschetta  
Grilled rosemary filet, bleu cheese, arugula, chianti braised shallots, grilled baguette, shaved parmesan and balsamic reduction.
- Dinner Chardonnay Chicken  
chardonnay-marinated chicken, grilled and served with dijon cream, asparagus and garlic mashed potatoes.
- Dessert Besiegers Chocolate  
Wide assortment of Chocolates available for you to choose from
- Wine Choice  
2013 House Edge Wild Chardonnay  
•Price  
\$\$

A Romantic Night in Italy

1. Dinner at The Spaghetti Factory in St. Louis, MO
2. After drinks and gambling at Lumiere Casino



If your night leads to a Romantic night in Italy at The Spaghetti Factory.

1. Menu Example
2. About Lumiere Casino.



Create your own at [Storyboard That](https://www.storyboardthat.com)

A Mexican Kind of Night?

1. Mission Taco  
Fun, Energizing, and Delectous
2. After drinks at Mollys



If you decide upon Mexican.  
Details of your night.  
1. Menu Example  
2. About Mollys



An American kind of night.

1. Dinner at Edge Wild Winery
2. After Dancing with the Live Band, Trixie Delight



What kind of pricing are you looking at?

1. \$
2. \$\$\$
3. \$\$\$\$
4. \$\$\$\$\$

Why are you going out?

1. Anniversary
2. Date night
3. Special Occasion (Birthday)



Make it a Irish kind of night.

1. Dinner at Soulard McGurks in St. Louis, MO
2. After a night of dancing with the Band



If your night leads to a lucky Irish kind of night  
Details of your night.  
1. Menu Example  
2. After dinner plans



