

**Goals:** Client wants a visually appealing website to put them on the radar with the many other Portland food carts that have an online presence and make them especially accessible to Portlanders on the go around lunch. The site should inform people about the food cart's unique take on southern Indian and Mexican burritos and bowls. Site visitors should be able to easily see their location and hours to stop by as well as their phone number to place an order ahead of time.

**Messaging:** Client wants to stand out by highlighting the build-your-own aspect of their menu, the massiveness of their burritos, and (less prominently but still notable) their inclusive attitude to special dietary considerations (gluten-free bowls and vegan ingredient options). Visitors should feel in control of their food and eager to give the food cart a call. Since the client's general target market is the Portland lunch crowd, a site design that appeals to Portland tastes would be appropriate; it should feel modern, trendy, even quirky. The client is excited about the unique dining experience they offer, and their site should reflect that excitement.